



# Educate and engage veterinary professionals with a live webinar

## OPPORTUNITY

Rx Vitamins partnered with dvm360®, an industry-leading resource for veterinary professionals, to provide education about the use of veterinary cannabidiol (CBD) as a patient treatment and to highlight CBD's safety, efficacy, and product selection.

## SOLUTION

In conjunction with Rx Vitamins, dvm360® hosted a live webinar called "Veterinary CBD: What Does the Evidence Say? A Review of the Studies." Attendees had the opportunity to earn 1 RACE-approved continuing education credit. To make the webinar a success, dvm360®:

- Produced the live webinar registration page and console;
- Worked with speaker Robert Silver, DVM, MS, CVA, to build educational and relevant content;
- Launched a marketing campaign to drive attendee registration; and
- Coordinated all attendee communications before and after the webinar.

## INCLUDED IN THE CAMPAIGN

- Live webinar hosted by dvm360.com
- An omni-channel marketing campaign to drive registration and attendance
- Postwebinar metric reports and leads
- On-demand hosting after the completion of the live webinar

For more information on a customized virtual solution  
for your brand, contact:



**YOUSEF ELHUSSEINI**

Director of Sales  
YElhusseini@mmhgroup.com  
609-716-7777, ext. 887



This webinar offered veterinary professionals an opportunity to connect with expert Dr Robert Silver and learn about the safety, efficacy, and product selection of veterinary CBD. It also provided the client, Rx Vitamins, an opportunity to strengthen its position as a leader in the veterinary industry and gain valuable, qualified leads through educational content.

## RESULTS

The webinar was a success, generating interest, providing relevant content that can be used in today's clinic or practice, and engaging veterinary professionals in a lively discussion.

**1000+**  
registrations

**500+**  
live viewers

**73**  
minute average  
viewing time