



iVET360°

TOP 10 MOST COMMON MARKETING MISTAKES IN VETERINARY MEDICINE

WEBINAR

Top 10 Most Common Marketing Mistakes in Veterinary Medicine

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Manning the Questions Feed...

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iVET360°

VETERINARY PRACTICE SOLUTIONS

HR & TRAINING

Create a supportive team environment and boost staff satisfaction with training. Unite your team towards your common, hospital-wide goal: *providing excellent client service.*

MARKETING

Dominate your market, accelerate your client growth and increase your hospital's reach when you establish a consistent brand and tone for your practice.

ANALYTICS

Identify your hospital's goals and track progress with real-time operational and financial data. *Review key performance metrics and budget anytime with our Pulse Dashboard.*



MISTAKE #1

YOU ARE NOT YOUR CLIENT

THINKING ABOUT YOUR MARKETING
FROM **YOUR PERSPECTIVE** ONLY

MISTAKE #1

Thinking About Your Marketing From Your Perspective Only

Just Because You Don't Use Technology or Social Media, Doesn't Mean Your Clients Don't

- More than 80% of your clients use smartphones which they check on average, 150 times per day.
- Clients spend more time on phones and tablets than they do on home computers with 86% of that time spent using native apps.
- One in five American adults depend solely on their smartphones for internet access at home.
- Your average client has over seven social media accounts and spends an average of 142 minutes per day on social media channels.

MISTAKE #1

Thinking About Your Marketing From Your Perspective Only

iVET360 TIP

Utilize Social Media For Easy and Accessible Client Research

- Look at what your clients are saying about you online
- Pay attention to the type of content your clients are posting and sharing
- Take note of the other brands, businesses (competitors!) and people your clients are following and engaging

MISTAKE #1

Thinking About Your Marketing From Your Perspective Only

Use Location/Demographic Intelligence to Better Understand Your Specific Target Market

BASIC SEGMENTATIONS

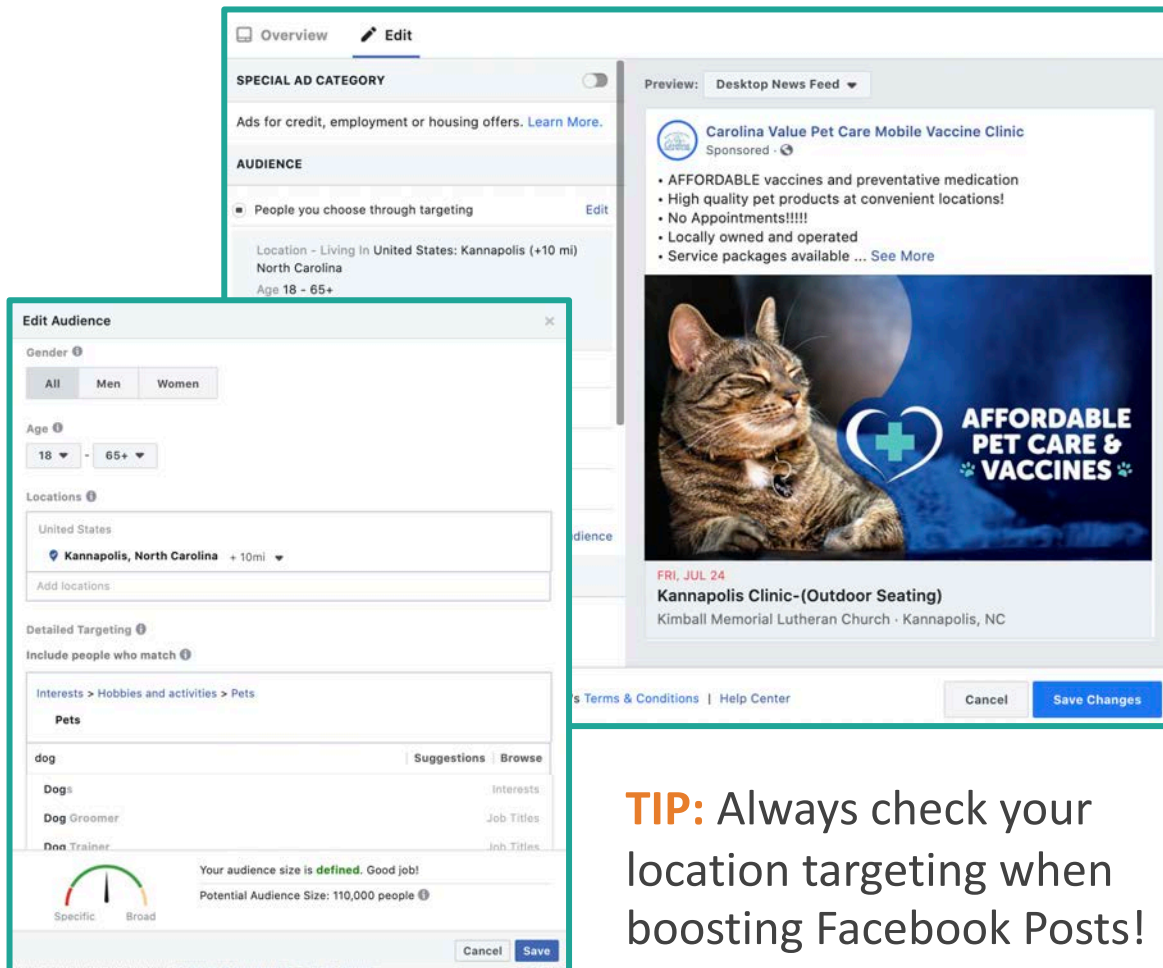
- **Geographic Segmentations** (based on geographic borders - i.e. zip codes, cities, neighborhoods)
- **Demographic or Socioeconomic Segmentation** (gender, age, income, occupation, education, household size, and family life cycle stage)

ADVANCED SEGMENTATIONS

- **Psychographic Segmentation** (similar attitudes, values, and lifestyles)
- **Behavioral Segmentation** (occasions, degree of loyalty)
- **Product-Related Segmentation** (relationship to a product)

MISTAKE #1

Thinking About Your Marketing From Your Perspective Only



The image shows a Facebook ad targeting interface. On the left, the 'Edit Audience' window is open, showing settings for Gender (All), Age (18-65+), and Location (Kannapolis, North Carolina). Under 'Detailed Targeting', 'Pets' is selected, with sub-interests like 'dog' and 'Dog Groomer'. A gauge indicates the audience size is 'defined' with a potential of 110,000 people. On the right, a preview of the ad is shown for 'Carolina Value Pet Care Mobile Vaccine Clinic'. The ad features a photo of a cat and text: 'AFFORDABLE PET CARE & VACCINES', 'AFFORDABLE vaccines and preventative medication', 'High quality pet products at convenient locations!', 'No Appointments!!!!', 'Locally owned and operated', and 'Service packages available ... See More'. The ad is scheduled for 'FRI, JUL 24' at 'Kannapolis Clinic-(Outdoor Seating)' in 'Kimball Memorial Lutheran Church · Kannapolis, NC'.

TIP: Always check your location targeting when boosting Facebook Posts!

iVET360 TIP

Use Segmentations in Your Digital Ad Strategy

- Use **Target Audiences** in both Google Ads and Facebook Ads which allows you to be more accurate when choosing who sees your ads.
- Depending on your campaign structure, you can target users based on location, interests and behaviors specific to your services.

MISTAKE #1

Thinking About Your Marketing From Your Perspective Only

Trust Your Digital Ad Experts and Don't Try To Trigger Your Own Pay-Per-Click Ads!

- A search that happens now will show different ads than a search that happens five minutes from now.
- Repeated searches for your ad with no clicks, tells Google that your ads are NOT RELEVANT to users.
- **Even with a perfectly crafted Ad campaign, your ad will not show every time.** Numerous factors go into whether your ads will show including the user's current or previous search activity, the types of websites they visit, their activity on a mobile device or tablet, their physical location, and even the time of day.

MISTAKE #2

THE IDENTITY CRISIS

USING INCONSISTENT OR
UNPROFESSIONAL BRANDING

MISTAKE #2

Using **Inconsistent** or **Unprofessional** Hospital Branding

Inconsistent Branding Will Damage Your Marketing Results

- Your brand is part of the DNA of your business – it plays a role in every single element of your practice.
- Professional and consistent branding is the foundation of the **know/like/trust** concept - Introducing yourself to the market and getting known, **starts with solid branding**.

The Dos and Don'ts of Hospital Branding:

- **DO ...Think Long-Term**
 - What will your practice look like in 10 to 20 years? How will your products or services have changed? How might your target market change?
- **DO ...Get Everyone on Board**
 - Get your whole team on board with your brand immediately and committed to properly promoting it.

MISTAKE #2

Using Inconsistent or Unprofessional Hospital Branding

- **DO** ...Match Yourself to Your Market
 - Ensure that your branding (and your business) is matched to your market.
- **DO** ...Position Your Brand to Reflect the Identity of Your Practice
 - Clarity of what's being offered plays a huge role in successful branding.



MISTAKE #2

Using Inconsistent or Unprofessional Hospital Branding

- **DON'T** ...Create Internal Confusion
 - If you have multiple employees or multiple vendors all creating content for your hospital marketing (yes, even social media), it's critical that everyone is on the same page.



Horizontal Logo - preferred logo



Vertical Logo

Animal Hospital of Perth Amboy - Brand Guidelines

TYPOGRAPHY

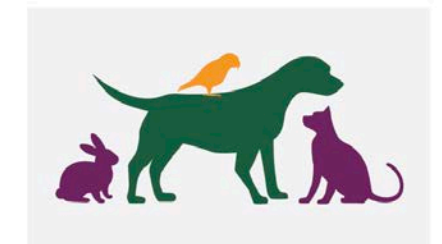
Klinik Slab	ABC	<i>ABC</i>	ABC	<i>ABC</i>
Headlines	abc	<i>abc</i>	abc	<i>abc</i>
Subheads	123	<i>123</i>	123	<i>123</i>
Contrast	Regular	<i>Italic</i>	Bold	<i>Bold Italic</i>

Cordale	ABC	<i>ABC</i>	ABC	<i>ABC</i>
Body Copy	abc	<i>abc</i>	abc	<i>abc</i>
Subheads	123	<i>123</i>	123	<i>123</i>
	Regular	<i>Italic</i>	Bold	<i>Bold Italic</i>

COLOR

Pantone 7734C	Pantone 1375C	Pantone 7657C
R: 25 C: 73	R: 248 C: 0	R: 114 C: 58
G: 96 M: 37	G: 153 M: 47	G: 36 M: 98
B: 64 Y: 83	B: 35 Y: 97	B: 97 Y: 32
K: 32	K: 0	K: 18

Social Media Logo & Color Usage



Social Media Logo



Appropriate Icon Usage

MISTAKE #2

Using **Inconsistent** or **Unprofessional** Hospital Branding

- **DON'T ...Limit Growth with Your Branding**
 - Flexible brands are ones that endure. As the nature of the industry and your practice grows and evolves, your brand must too.
- **DON'T ...Forget to Update Your Marketing Materials!**
 - If you've re-branded, don't forget to do a marketing material refresh and make sure that your materials are all on message.



MISTAKE #2

Using Inconsistent or Unprofessional Hospital Branding

Bottom Line? **Be Consistent...**

The screenshot shows the website for Abingdon Square Veterinary Clinic. The header features the clinic's logo, a navigation menu with items like HOME, TEAM, SERVICES, CERTIFICATIONS, CLIENTS, EMERGENCY, CONTACT, and TELEMEDICINE, and a phone number. The main content area has a large heading 'Welcome to ABINGDON SQUARE VETERINARY CLINIC' and a sub-heading 'THE CARE YOU WOULD WANT FOR YOUR FAMILY.' Below this is a 'REQUEST AN APPOINTMENT' button. To the right, there is a section titled 'THE WORD OF MOUTH ON YOUR PET' with a sub-heading 'Abingdon Square Veterinary Clinic believes that dental hygiene is one of the most important preventative steps you can take to protect your pet's health. The fact is that by age 3, 70% of cats and 80% of dogs have some signs of dental disease and left untreated, it can result in bad breath, gum inflammation, tooth loss and eventually serious illness.' Below this text is a form with fields for Date, Patient, and Doctor, and a section titled 'So here's the brief on your pet's teeth:' with a checklist of dental conditions and their symptoms, accompanied by small illustrations of teeth.

This screenshot shows a different part of the Abingdon Square Veterinary Clinic website. It features a large image of a smiling woman holding a small black dog. To the right, there is a heading 'WE'RE STILL HERE FOR YOU. CALL US TODAY!' and a sub-heading 'CURBSIDE CARE & TELEMEDICINE AVAILABLE'. The background includes various pet-related icons like a stethoscope, a house, a cat, and a dog.

The screenshot shows the website for Randall Veterinary Hospital. The header features the hospital's logo, a navigation menu with items like HOME, ABOUT US, FOR CLIENTS, OUR SERVICES, and CONTACT US, and links for 'Appointments' and 'Shop Online'. The main content area has a large heading 'ADVANCED, State-of-the-Art VETERINARY SERVICES' and a sub-heading 'In-House Laboratory Digital Radiography General Surgery Orthopedic Surgery'. Below this is a section titled 'RANDALL VETERINARY HOSPITAL' with a large heading 'WE'VE GOT A PAWSOME NEW LOOK' and a sub-heading 'WE'RE GIVING BACK THIS MAY: Free Wellness Exam and 50% Off Parasite Prevention!'. Below this is a laptop displaying the website's mobile version.

This screenshot shows a different part of the Randall Veterinary Hospital website. It features a large image of a person holding a small white dog. To the right, there is a heading 'RANDALL VETERINARY HOSPITAL' and a sub-heading '367 East Plaza Drive Mooresville, NC 28115 704.662.8586 randallvet.com info.randallvet@gmail.com'. Below this is a section titled 'RANDALL VETERINARY HOSPITAL' with a large heading 'WE'VE GOT A PAWSOME NEW LOOK' and a sub-heading 'WE'RE GIVING BACK THIS MAY: Free Wellness Exam and 50% Off Parasite Prevention!'. Below this is a laptop displaying the website's mobile version.

This screenshot shows a different part of the Randall Veterinary Hospital website. It features a large image of a person holding a small brown dog. To the right, there is a heading 'RANDALL VETERINARY HOSPITAL' and a sub-heading '367 East Plaza Drive Mooresville, NC 28115 704.662.8586 randallvet.com info.randallvet@gmail.com'. Below this is a section titled 'RANDALL VETERINARY HOSPITAL' with a large heading 'WE'VE GOT A PAWSOME NEW LOOK' and a sub-heading 'WE'RE GIVING BACK THIS MAY: Free Wellness Exam and 50% Off Parasite Prevention!'. Below this is a laptop displaying the website's mobile version.

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We only want the best for you and your pets, so we've been updating our website, our hospital, and our whole look!

Our website not only features a fresh look, but it was built with you in mind. It's user-friendly, informative, and has lots of awesome features: you can schedule



MISTAKE #3

OUR UNTRUSTWORTHY GUT

RELYING ON FEELINGS TO MAKE
BUSINESS DECISIONS **INSTEAD OF DATA**

MISTAKE #3

Relying on Feelings to Make Business Decisions Instead of Data

Relying on your gut in business can be dangerous - *but allowing intuition to validate decision making without looking at the true data can be an even greater detriment to the success of your practice.*

“Free” is Not a Four-Letter Word

- A “risk-free” opportunity to make a meaningful connection with a new veterinarian is important to clients, now, more than ever.
- **Concern:** Free-First-Exam clients don’t have long-term monetary value
 - **Reality:** Average revenue in the first year was \$269 compared to \$270 for non free-first-exam clients
- **Concern:** These clients are disloyal and won’t return
 - **Reality:** 65-75% of Free-first-exam clients return within 15 months

Data Source: ivet360.com/why-free-first-exams-work/

MISTAKE #3

Relying on Feelings to Make Business Decisions Instead of Data

Free First Exam Client Example:

- Four-doctor practice outside of Chicago offers free first exam and here is what we saw in the first 10 months:
 - 8.12% increase in overall practice revenue and 76.51% increase in new clients
 - Just 9 clients took the free exam and never returned, while 53% returned multiple times
 - Average client spend: **\$293.39** | Total New Client Revenue: **\$167,960.25**

\$25 First Exam Client Example:

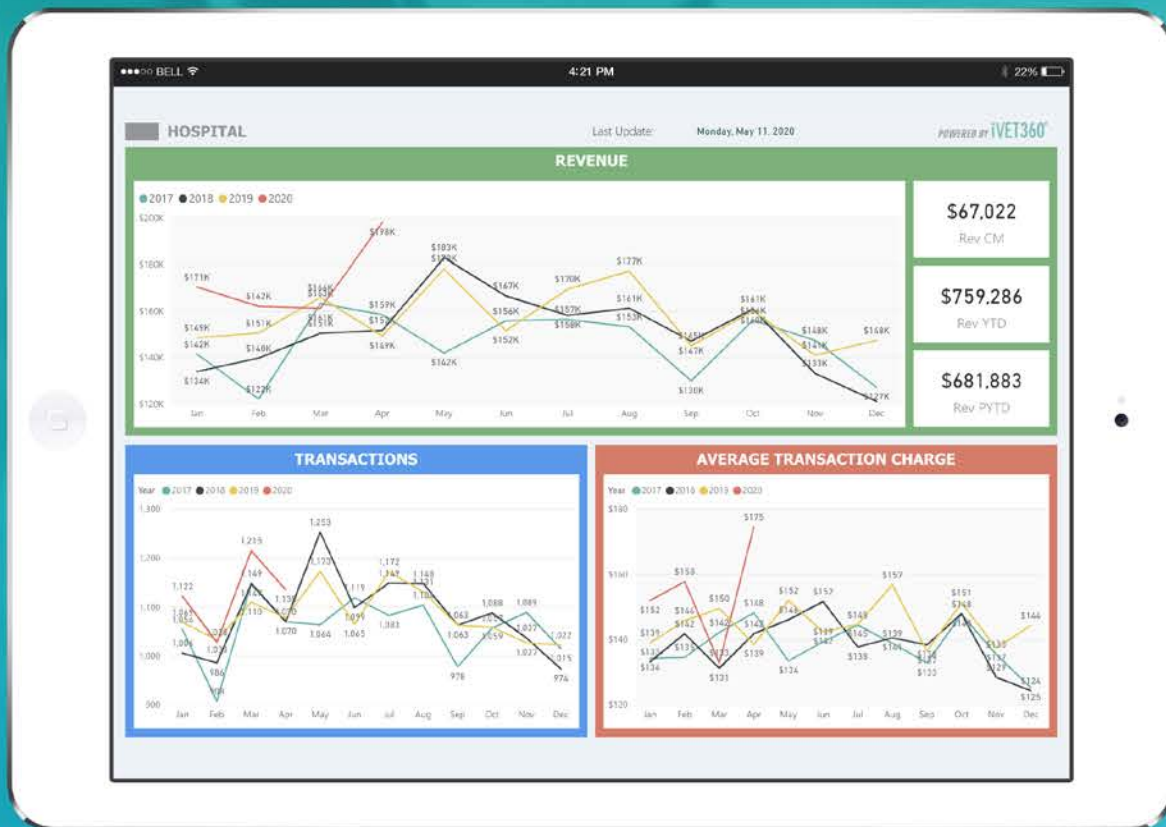
- Three-doctor practice in Colorado Springs offers a \$25 first exam and here is what we saw in the first 7 months:
 - 3.68% increase in overall practice revenue and 44.24% increase in new clients
 - Just 10 clients took the discounted exam and never returned, while 91% spent more than \$25 in their first visit and 57% returned for multiple visits.
 - Average client spend: **\$143.67** | Total New Client Revenue: **\$42,968.22**



PULSE

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ivet360.com/covid-three



MISTAKE #4

CLOSING THE MARKETING LOOP

IGNORING **THE CONNECTION** BETWEEN HOSPITAL
OPERATIONS AND MARKETING SUCCESS

MISTAKE #4

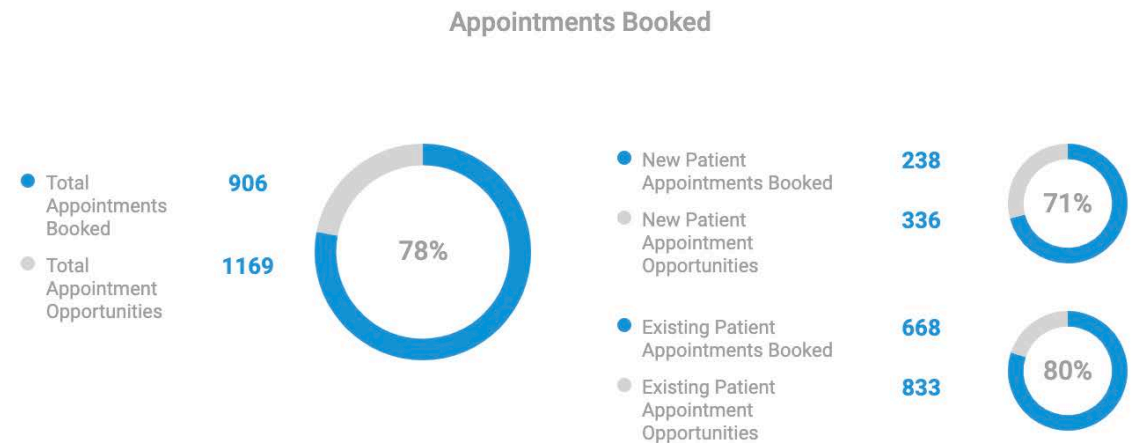
Ignoring the **Connection** Between Hospital Operations & Marketing Success

New Client Call Conversions

- Arming your reception team with the knowledge and skills they need to effectively convert new client calls into appointments is critical to seeing a good return on your marketing investments.
- Tools like call tracking can help you better determine your new client call conversion rates.
- On average, you should have a 65%-70% (or above) new client call conversion rate for a healthy growing practice.

SCHEDULE

Appointment opportunities booked (Conversion rate)



MISTAKE #4

Ignoring the **Connection** Between Hospital Operations & Marketing Success

Get the Head and the Hand on the Same Page

- Marketing strategy may be decided at a higher level but for successful implementation, front-line staff needs to be aware of the overall marketing strategy for the practice.

Build Client Trust

- The final piece of the new client puzzle is solidifying the relationship and anchoring them to your practice. They've found you; they like you... and now is the chance to **close that marketing loop** and get them to trust you as a partner in their pet's care.
- Make new clients feel like part of the family. Use client and pet names, send welcome packets and emails, reward clients for being loyal. Make new clients want to come back again for their next appointment.



MISTAKE #5

THE “NO PLAN” PLAN

RELYING ON WORD-OF-MOUTH
MARKETING ONLY

MISTAKE #5

Relying on Only **Word-of-Mouth** Marketing

Why is Word-of-Mouth Not Enough?

Word-of-mouth marketing can be effective (and usually cheap) but relying on this tactic as your only marketing strategy can significantly limit your practice growth.

Word-of-Mouth Takes Time...

- Successful marketing for your practice means putting the right message out, at the right time to the right people.
- While word-of-mouth may be the right message to the right people, the timing isn't always on target.

MISTAKE #5

Relying on Only **Word-of-Mouth** Marketing

Word-of-Mouth is Limiting and Inconsistent...

- Think about the amount of clients you have in your practice...
 - How many of those would be willing to review your services and refer a friend or family member? Then, of those, how many will actually convert to new clients?
- With word-of-mouth marketing alone, you'll always be limited to the number of satisfied customers that are willing to advocate for and promote your practice.
- Where your message is shared, how it's shared, and with whom is largely out of your control.

Word-of-Mouth is Difficult to Measure ...

- You can monitor online reviews and referrals using analytics, but it's nearly impossible to measure true return on investment from word-of-mouth marketing alone.

A French Bulldog is looking up at a person's hand. The background is dark and slightly blurred.

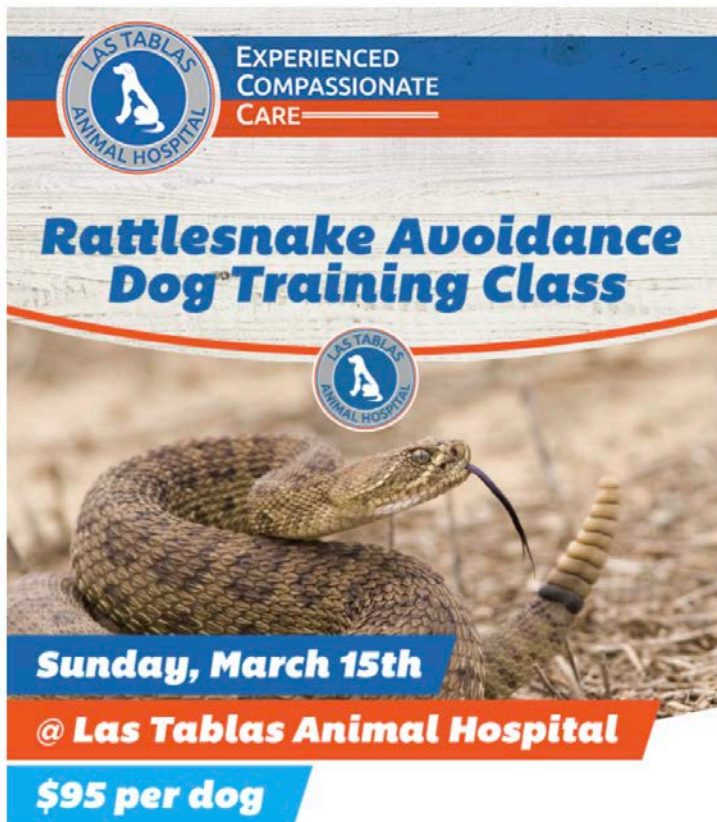
MISTAKE #6

HOOK, LINE AND SINKER

NOT UTILIZING CALLS-TO-ACTION
TO GET CLIENTS TO ACT

MISTAKE #6

Not Utilizing Calls-to-Action to Get Clients to Act



The advertisement features a wooden sign with the Las Tablas Animal Hospital logo and the text "EXPERIENCED COMPASSIONATE CARE". Below the sign, a rattlesnake is coiled on the ground. The text on the advertisement includes: "Rattlesnake Avoidance Dog Training Class", "Sunday, March 15th", "@ Las Tablas Animal Hospital", and "\$95 per dog".

Don't Bury the Lead

- On average, Americans are bombarded with 6,000 to 10,000 advertisements every day.
- 75% of Americans surveyed are overwhelmed with the number of emails they receive per day which can reach 150 for the average office worker.
- Your marketing and client communications should have strong calls-to-action (CTA) that draw attention, pique interest and guiding the client through the “sales” process.

Our Spring Rattlesnake Avoidance Class is This Weekend!

REGISTER NOW

iVET360°

MISTAKE #6

Not Utilizing Calls-to-Action to Get Clients to Act

A Strong CTA Should...

- Include Action-Focused Copy
- Have A Sense of Urgency
- Be Aligned with Stages of Your Client Life Cycle

SEE WHAT EVERYONE IS TALKING ABOUT...
COME VISIT US!
FREE FIRST EXAM
..... for New Clients

EXPERIENCED COMPASSIONATE CARE

*Present postcard at time of appointment to redeem offer.

Park Veterinary Hospital & Urgent Care
Sponsored · 📍

Cute, creepy, sparkly or downright spoooooooky... If your pet has their very own HOWL-o-Ween costume, we want ... See More

HALLOWEEN PET COSTUME CONTEST
Submit Your Photo in the Comments!

78 24 Comments 19 Shares

Like Comment Share

aldivet sponsored

CHOOSE US AND GET
\$25 OFF
YOUR PET'S
FIRST EXAM

Book Now

CREEDMOOR ROAD ANIMAL HOSPITAL

WELCOME TO THE Family, Little One!

Congratulations
on your new furry family member!

Our VIP Wellness Plans are built specifically for puppies like yours, and cover all the basic medical needs your new furry family member needs in the first year.

Start you plan in the next 30 days and save up to \$150!

PROTECT YOUR PUPPY TODAY

MISTAKE #6

Not Utilizing Calls-to-Action to Get Clients to Act

Use Segmentations To Target Messages

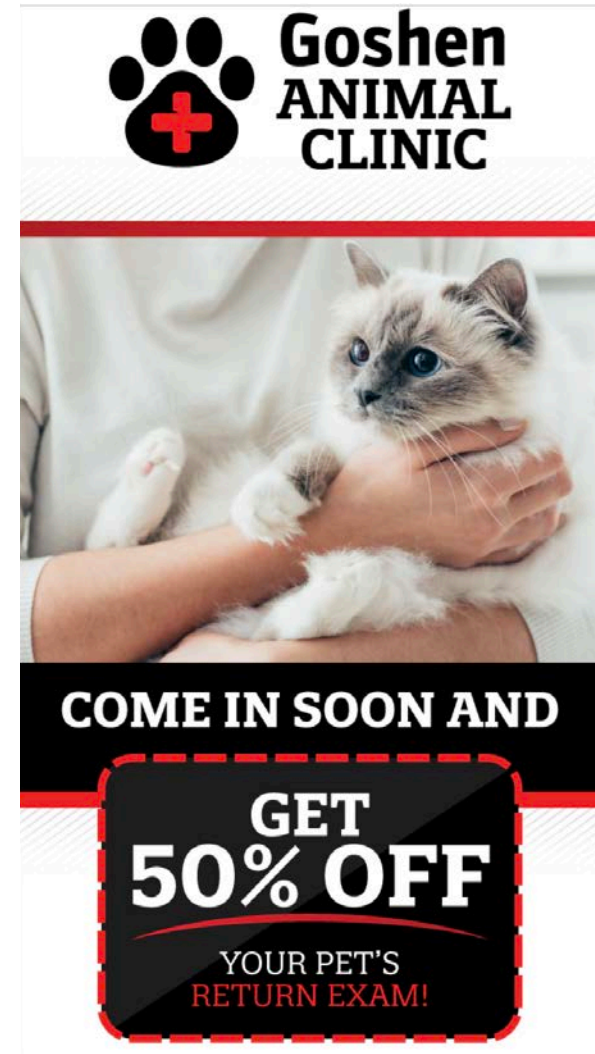
- Make your client communications stand out and garner more action by segmenting your lists to target smaller subsections of your clients with messages specific to their needs.

Types of Segmentations Include:

- Species Specific
- Age Specific (Juvenile, Adult or Senior)
- Compliance Status
- Previous Procedure History
- New Clients
- Lapsed Clients
- Loyalty Status
- Lifetime Spends



Senior pets are a lot like senior humans—they require more frequent checkups and more attentive care to keep them happy and healthy. There is a difference between aging animals and older people, however; pets age much faster than we do, so disease and illness progress faster as well.





MISTAKE #7

WHAT PEOPLE SAY MATTERS

IGNORING YOUR **ONLINE REPUTATION**
AND REVIEWS

MISTAKE #7

Ignoring Your Online Reputation and Reviews

Competition in your market is strong and most hospitals claim they offer the best service with the most compassionate care. **So why would a client choose you?**

The Answer: **Your Online Reviews**

- 97% of people read online reviews
- 72% of customers say they won't take an action on choosing a product or service until they have read a review
- **94% say that a negative online review has dissuaded them from buying a product or service**
- **91% of 18 to 34-year-old consumers trust online reviews as much as a personal recommendation**
- 89% of consumers read business responses to reviews

MISTAKE #7

Ignoring Your Online Reputation and Reviews

The Top Five Reasons to Respond to ALL Your Online Reviews:

Responding to reviews lets prospective clients know that you care about all your clients, not just the ones that complain.

- Why only recognize and reward negative comments with your time and attention instead of showing appreciation to all customers who took the time to leave feedback?
- The difference between responding to only negative reviews and all reviews is **reputation management vs. reputation marketing**.
- **TIP:** When responding to positive reviews, don't be generic. Take the time to include personal touches about the client, their pets and their relationship with your practice.

#1

MISTAKE #7

Ignoring Your Online Reputation and Reviews

The Top Five Reasons to Respond to ALL Your Online Reviews:

Responding to positive reviews can increase client loyalty.

- When you respond to a review online, the client knows that you have replied.
- Publicly expressing gratitude towards your clients fosters loyalty and increases the chance that clients will refer you to new clients down the road.
- **TIP:** Be sure to monitor and respond to reviews regularly and consistently. Identify a client service champion on your team who is responsible for actively monitoring your online reputation.

#2

MISTAKE #7

Ignoring Your Online Reputation and Reviews

The Top Five Reasons to Respond to ALL Your Online Reviews:

Responding to reviews can help increase your search engine optimization (SEO) efforts.

- Every review for your practice (either positive or negative) creates opportunity to provide additional SEO value for your practice.
- By responding to reviews, you are providing searchable context about your practice and your client experiences.
- **TIP:** Go easy on the keywords and keep the response authentic! Organically slip searchable terms into your response. **For Example:** *Thank you Tina for the wonderful review! We are excited to now be able to provide veterinary acupuncture for pets in Boston and we are so glad that Wally is responding well to the treatment.*

#3

MISTAKE #7

Ignoring Your Online Reputation and Reviews

The Top Five Reasons to Respond to ALL Your Online Reviews:

Responding to reviews provides transparency which can help protect your reputation.

- Practices leave themselves vulnerable to attack without a proactive online reputation management strategy.
- Just one negative review can cost a business as much as 22% of prospective customers.
- Consumers are smart, they know that you can't please everyone, all the time. Often a prospective client is likely to discount a negative review or two, especially when the business has offered an **honest, transparent and authentic response**.

#4

MISTAKE #7

Ignoring Your Online Reputation and Reviews

The Top Five Reasons to Respond to ALL Your Online Reviews:

Responding to reviews will attract new clients... who will then post more reviews... and attract more clients.

- Current research shows that 91% of 18 to 34-year-olds trust online reviews as much as a personal recommendation.
- As you get more reviews from clients and respond to them, you are creating a positive feedback loop that **shows prospective clients exactly why they should choose your practice over the competition.**

#5



MISTAKE #8

TARGET YOUR BEST FUTURE CLIENTS

NOT TAPPING YOUR **STRONGEST ADVOCATES**
FOR REVIEWS AND REFERRALS

MISTAKE #8

Not Tapping Your Strongest Advocates For Reviews and Referrals

Your clients are your best advocates and the best clients... well, come from your best clients. **So, why would you not ask them for reviews and referrals?**

Three Key Strategies For Asking Clients For Reviews and Referrals

1. *Get Your Staff On Board With the Process*

- Make asking for reviews and referrals a team goal and part of your check-out process and client communication strategy.
- Train your staff on the review garnering tools that may already be available to them or invest in a third-party automated review platform.
- Share reviews and feedback with your staff. Positive reviews and referrals are just as impactful for your staff as they are for your practice.

MISTAKE #8

Not Tapping Your Strongest Advocates For Reviews and Referrals

2. Make It Easy On Your Clients

- Clients are less likely to leave a review or refer a friend or family member if the process is cumbersome or time consuming.
- Make sure that your referral process is easy to understand and easy to share.
- Print simple referral cards, make them available at the hospital, hand them out or mail them to your best clients.

ABINGDON SQUARE VETERINARY CLINIC

TAKE ONE, SHARE ONE

\$50 OFF YOUR PET'S FIRST VISIT!

Are you looking for a vet in the neighborhood, or know someone else who is? We want to help! Bring your dog or cat to **Abingdon Square Veterinary Clinic** and save \$50 on your pet's first visit. All you need is the offer—so take some with you to share the love with your friends and family.

OUR SERVICES INCLUDE:
VACCINATION | PARASITE PREVENTION | DENTISTRY | MICROCHIPPING
NUTRITION CONSULTATIONS | DIGITAL RADIOLOGY | ULTRASONOGRAPHY
ACUPUNCTURE | DAY HOSPITALIZATION | SURGERY | PET TRAVEL EXAMS

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AHG on Castleton Avenue
710 Castleton Ave.
Staten Island, NY 10310
(718) 448-3680

DO YOU KNOW ABOUT OUR REFERRAL PROGRAM?

Refer a friend to Animal Health Group:

They receive
A \$10
NEW CLIENT EXAM!

You get a
\$20 CREDIT
on your account!

REFERRING
CLIENT'S NAME:

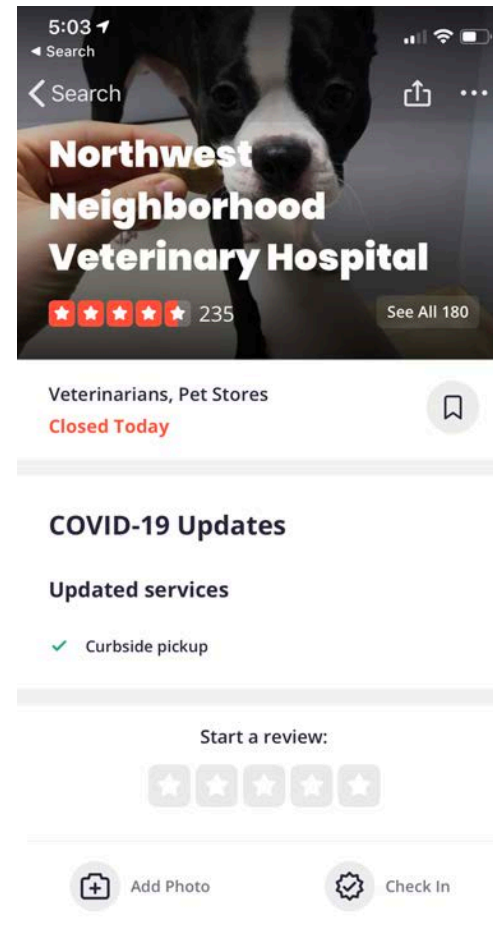


MISTAKE #8

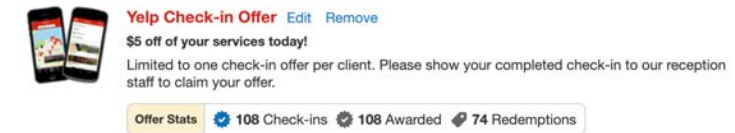
Not Tapping Your Strongest Advocates For Reviews and Referrals

3. *Make It Worth Your Client's Time*

- Utilize built in tools on review sites, to incentivize clients for checking in at your business which prompts them to leave you a review afterwards.
- For referral programs, make the reward for referring a new client significant and enticing. Consider offers that have a more ubiquitous client appeal like gift cards to local or national retailers.



Check-in Offers



MISTAKE #8

Not Tapping Your Strongest Advocates For Reviews and Referrals

3. Focus Your Efforts

- There are a ton of review sites out there and smaller, more obscure and less-trafficked sites should not be a priority. Focus your efforts on the **BIG FOUR: Google, Yelp, Facebook and Nextdoor**
- If you haven't heard of Nextdoor, look it up and start using it! Nextdoor gives your practice direct, local exposure to actual humans who live the neighborhoods surrounding your practice and is based off neighbor-to-neighbor recommendations which are important to attract new local clients.

 Review us on Google

 Review us on Yelp

 Review us on Facebook

 Review us on Nextdoor

A French Bulldog is looking up at a person's hand. The background is dark and slightly blurred.

MISTAKE #9

LOVE THE ONES YOU'VE GOT

**NOT FOCUSING ON
CLIENT RETENTION**

MISTAKE #9

Not Focusing On Client Retention

The Best Way to Grow Your Client Base... is to Not Lose Them.

- The average cost of acquiring a new customer is **five times higher** than the cost to retain an existing customer and increasing your retention rate by **just five percent** could result in more than a 25% increase in overall profit.
- As a practice, you should be hitting a benchmark of at least an **85%-90% retention rate**.

WHAT IS YOUR PRACTICE RETENTION RATE?

$$\left(\begin{array}{c} \text{NUMBER OF ACTIVE CLIENTS} \\ \text{at the start of the year} \end{array} \right) - \left(\begin{array}{c} \text{NUMBER OF NEW CLIENTS} \\ \text{for the calendar year} \end{array} \right)$$

$$\left(\begin{array}{c} \text{TOTAL number of Active} \\ \text{Clients at the END of the year} \end{array} \right)$$

MISTAKE #9

Not Focusing On Client Retention

These simple client retention strategies can have a **significant impact** on your practice and most **cost little-to-nothing to implement**.

1. *Make it a Practice-Wide Priority*

- Client retention starts with client service.
- Identify a dedicated **client retention champion** (or two) to lead your retention efforts.

2. *Create a Lapsed Client Protocol*

- Re-engaging clients that already know is the cheapest way to increase transactions.
- Develop a protocol that includes communications that target clients at varying stages of attrition (12 months, 16 months, 24 months).
- Utilize multiple communication channels (email, push notifications, mailers and phone calls) to ensure that you are meeting your client in the communication space they prefer.

3. Invest in a Reminder Platform and Pet Care App.

- Technology has changed the way that clients interact with the veterinary industry. Reminder platforms and apps put your practice and your voice right in the pocket of your clients and encourages them to be more engaged and proactive in their pet's care.
- These platforms are proven to increase compliance and significantly reduce no-shows and cancellations which can help reduce lapsed client rates.

4. Don't Be Blinded by Capacity

- The decision to stop taking new clients can be a double-edged sword.
- Before you consider stopping the new client gravy train, explore changes to hospital operations (extended hours, additional staff and doctors, hospital expansions) that will allow you to accommodate your current demand while also allowing you to grow your practice.

3. *Reward Customers for Being Loyal*

- Loyalty programs increase compliance and can also incentivize clients to purchase pet care products directly from you instead of discount online retailers.
- Research shows that utilizing a loyalty app or program can increase practice revenue by upwards of 30%.

4. *Better Understand Why Clients Leave Your Practice*

- Keep an ongoing list of identified client complaints and identify any patterns that can give you insights to how your practice operations are falling short.
 - Review records transfer requests and ask clients for feedback
 - Regularly review your online reviews
 - Survey your clients



MISTAKE #10

SMILE FOR THE CAMERA

NOT **UTILIZING VIDEO** IN YOUR
MARKETING STRATEGY

MISTAKE #10

Not Utilizing Video In Your Marketing Strategy

Video is Engaging and Helps Build Trust With Clients

You don't need a large marketing budget to create high-quality, engaging video content for your practice. Most of us have a mobile production studio right in our pocket with the ability to capture, edit and post video with the help of a few online tools and apps.

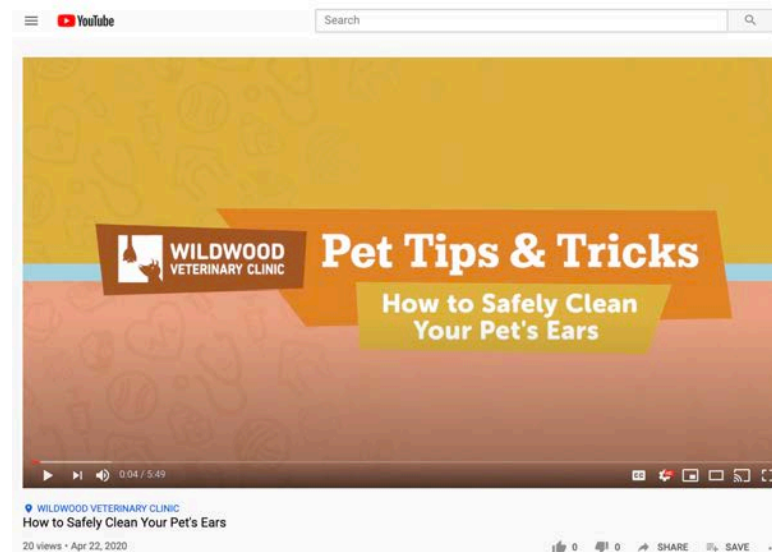
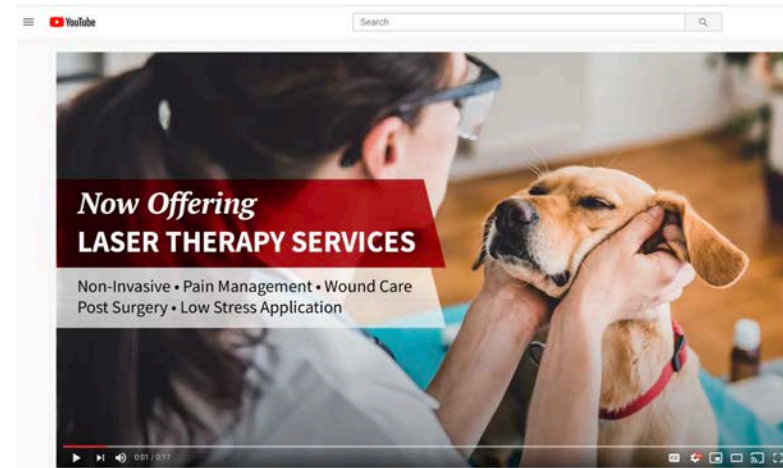
- On average, people spend **52% more time** on a website if there is a video that piques their interest.
- Google gives websites with engaging video content **higher ranking in organic search** results.
- Video content is proven to have higher impressions on social media and is **three times more likely** to be shown in user feeds.

MISTAKE #10

Not Utilizing Video In Your Marketing Strategy

Simple ways to include video in your marketing strategy:

- Simple instructional videos for clients (ear cleaning, nail trimming, SQ injections for daily medication)
- Before-and-after patient stories and highlights
- Staff and doctor spotlights
- Introduction and explanation of new products or complex or underutilized services (laser therapy, rehab, PRP therapy, digital thermal imaging)
- Lost, found or adoptable animals
- Customer service videos (i.e. updated COVID19 hospital protocols)



MISTAKE #10

Not Utilizing Video In Your Marketing Strategy

If you are adding video to your marketing strategy make sure that your production and content **follows your practice branding guidelines!**

Basic Video Production Tips:

- **Get Familiar with Your Camera Settings:** Look up the video recording settings and shoot for a resolution of **1080p** at **30fps** with a ratio of **16:9** with **NO FILTERS!**
- **Frame Your Shot:** Shoot video **horizontally** and NOT vertically. Keep the camera eye-level with the subject and shoot interviews from the chest-up. Don't forget to pay attention to your background.
- **Keep the Camera Steady:** Use a tripod or stand if you have it. If not, ask for help, use a table, books or other items to support and steady the camera.

MISTAKE #10

Not Utilizing Video In Your Marketing Strategy

Basic Video Production Tips:

- **Use Natural Light:** Open curtains or blinds if indoors. Go outside and put the subject in the shade. Avoid shooting directly in front of a window.
- **Control Ambient Noise:** Find a quiet place. Turn down music and shut down noisy electronics. Use a microphone if you have one.
- **Take Your Time:** Start the recording a few seconds before you start talking and keep recording a few seconds after. Don't be afraid to do multiple takes! Plan your content and prepare your subjects ahead of time for more efficient recordings.
- **Have Fun and Smile!:** Remember, video is meant to be engaging. Show your clients who you really are and earn their trust.

That's a Wrap!

Thank you so much for attending!

Learn more about how iVET360 marketing services at:

ivet360.com/marketing/

Questions? Email us at marketing@ivet360.com

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