

Converting Click into Clients

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Who should come to this session?

- Managers
- Owners
- All reception managers or reception team members.

This presentation is all about how we convert online traffic (we'll call it your traffic prospects) into becoming qualified leads for your business.

Then how your practice handles these leads and converts then into paying clients who walk through your front door.

To manage a website that does anything else is, quite simply, a huge waste of time. If you have no intention of doing any of this, and then I'd choose to have one static page that offers your name, your address and your telephone number. This is about the only form of static content that is of any use at all.

However, you are different. I know this because you're coming to this lecture. Well congratulations, because in this talk we're going to talk about the fun bit. How you make money from all the hard work you've put into writing and distributing content.

The fishman analogy

Think about a fisherman standing on the riverbank fishing for a salmon. In order to successfully catch a salmon and feed his family, several things have to be done correctly:

The bait or fly used by the fisherman has to be right for the fish he's trying to catch. If it isn't, the fish will swim by, uninterested. Of course, the fish will not jump from the river directly onto the hook! So the next step is casting the fishing line and hook into the water. Once the line is cast, the fisherman will only benefit from a bite if there is a good hook to snag the fish. Finally, all good fishermen know that, once a fish bites, you have to reel them in and this must be done carefully. A fish can break the line or struggle free once they've taken the bait, if not handled correctly.

This is the perfect analogy for how you must think about your website.

1. Your content is the bait you will use to lure prospects to your hook.
2. Casting your line is the equivalent of using social media and search engines to spread your content around the various networks you have developed.
3. The fishing hook is the call to action that engages the website visitor to take a step closer to your business. very age on your website should encourage a call to action. 'Signup for our newsletter', 'Download our eBook', 'Follow us on twitter', are a few such examples. Calls to action are the crucial element missing from so many veterinary websites.

Without a call to action, visitors will read your content then swim off elsewhere, adding no value for the practice.

These initial points of contact (they're called 'touch-points') are the first of many small steps that help develop a relationship, to the point where the visitor is ready to step through your door for real and spend money in the practice. In effect, these small steps are the equivalent of the angler reeling in and finally, carefully, landing the fish in his net.

Landing the fish. The point where your team either calls the potential customer, or receives a call to book some work in or to make a purchase from your practice. The missing links

Tools for conversion

1. Calls to action
2. Forms
3. Special offers
4. Live links with phone numbers

People will contact your clinic in a limited number of ways

1. Via the telephone.
2. Email directly or via web forms.
3. Tweets.
4. Facebook posts.
5. Walk right through the front door!

Are you actually scanning all of these areas for interactions or giving them the chance to do so? Or are you still front door and phone focussed?

Reception role evolved

Research from the UK (Onswitch Ltd) shows that 70% of calls to a veterinary practice end without the client being offered an appointment!

This is staggering and certainly represents a huge missed opportunity. It is so critical to practice success that you have in place a person who can handle email enquiries, twitter and facebook interactions effectively and has great telephonist and sales skills. This role is insanely important.

Final destination

Delegates will understand the importance of having a set of actions and team that are capable of converting clicks into clients.