

# **Dr. Google, Blogging and Email – The Weapons of Mass Construction for Your Clinic**

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## **Who should come to this session?**

- Managers
- Owners
- Anyone who mistakenly thought that social media = digital marketing.

## **Part 1: Why Dr google (and his internet search engine chums) are your best buddies...really!**

The internet is one massive muddle of pages with more new data being added every day than would previously been possible in a decade. It's a seething morass of un-reviewed, unedited information. Some of it good - but much of it is utter rubbish.

If space were the internet then we wouldn't see the stars above us for all the junk that is cluttering up the sky!

Search engines are the only way to find what we want quickly and effectively. Without them the web would be an unusable mess. In order for you to get found on Google, it is important to understand a little about how they work.

## **How search engines work**

1. They scan the web
2. They assess and rank every page according to a list of criteria and link a pages relevance to a few key words.
3. Users like us search for a word, then Google uses it's complex algorithm to match the pages it thinks are most relevant to that word.
4. These results are published in a ranked page.
5. The vast majority of users do not look beyond the screen fold of the first page of results, let alone the second page.

Coming out on top of Google then is one of the most important elements of your website. If you don't show up on that first page, then you're effectively invisible to searchers.

## **The yellow pages are dead**

Traditionally we advertised in online print media, the yellow pages or phone book was how people found us.

Nowadays with multiple options for healthcare in every town and city, people search the Internet.

So how do you get to the top of Google?

## **Content, keywords and inbound links**

You have to publish regularly, make sure your articles are jam packed with relevant keywords and develop relationships with other pet related sites so that people link to your pages.

## **Blogging and how it helps your practice grow**

This is the most important thing I'm going to tell you.

A blog helps your business in three ways:

1. It helps get your message across to customers
2. Your blog pages will be well ranked on the search engines if you are smart.
3. Your blog can form the core article for your newsletter both online or offline.

## **What is a blog?**

1. A blog is a new page made really, really easy. That's it. Nothing fancy. If your website has a news page then replace it with a blog, then actively resolve to write something each week.
2. The search engines LOVE blogs. If you write a weekly blog then Google will be indexing your site a lot. If you get your keywords right and 'tag' things correctly then Google will LOVE your blog and people will see it.

## **How to be #1 on Google**

To make things easier we'll take a look at my blogs and see how they work.... (live demo)

## **Terms explained**

1. Keywords
2. Tags
3. Page Rank

### **Proof of concept?**

When I bought the clinic we had a puppy school that didn't run some months. Now I've got a puppy school that has just started a second class on a Thursday each week because the Monday class is over-subscribed.

### **Email marketing**

People would have you believe that email marketing is dead. They are wrong. Ignore email and you're ignoring a huge opportunity to communicate with your clients.

Email use drives the top line up and costs down. But...

How many clinics routinely collect email addresses?

How many receptionists/vets/nurses actually do it for each and every client?

Most don't, but you should make it a policy and build it into your training program to make this routine.

I have done this by encouraging clients to receive all of their communications from my clinic via email. When they come in we ask if they would be happy to receive their receipts and information from the clinic on email (it saves paper and postage costs too).

Because everything is done in this way the staff are really good at collecting and regularly checking email addresses. It's programmed in.

So I send out my weekly email newsletter to my clients with a little bit of "news" and a couple of ads for my products and services.

I don't spam them, but I give them great content once a week.

When I bought the practice we didn't even have a website or in house newsletter!

Now I have a practice that has grown by over 50% revenue in 6 months and registers way more clients than the benchmark.

Communicating with your clients via email works.

- I have 50% of my database on email.
- 20% of my new clients find me because of well-indexed content on my website.
- Vaccine reminders sent in the mail still generate the core of my business.
- I have less than 10% following on facebook.
- I have less than 0.5% on twitter.
- Every single appointment I make is made using the telephone.

Which one of these marketing methods do you think I spend most of my time on? But which ones are getting all of the attention?

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### **Final destination**

Digital marketing does not equal social media! It is just part of a wider mix. 80:20 rule I spend about 80% of my time on email and blogging and 20% on social media. That's the right mix for me.

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I'll leave you to ponder that one.