

# **The Yellow Pages are Dead - What Marketing for Veterinary Practices Today Look Like**

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

- Managers
- Owners
- All staff who want to learn about marketing veterinary businesses in 2012

## **Part 1 – Industry SWOT for the digital decade**

We are in trouble, no doubt about it. Pet ownership in America, the UK and Australia is increasing, but several important studies show that visits to the vet are decreasing.

Several factors have been identified that explain why this is happening. The use of Google and the Internet to circumvent vets, poor marketing of our services and key messages, the economy, price shock.... the list is pretty heavy reading.

But we can combat at least four out of the six problems identified in the Bayer-Brakke study with effective digital marketing. Do not despair.

1. What is digital marketing?
2. Content is king
3. Get found with social tools
4. Turning clicks into clients
5. No B.S. – a case study

## **Part 2 – What is digital marketing?**

Most people are talking about social media and confuse having a Facebook page with effective digital marketing. They are wrong or poorly advised.

Digital marketing takes careful planning and alignment with your existing business objectives. Then a thorough understanding and mastery of the three component steps:

1. Creating content
2. Distributing your messages and connecting with customers.
3. Converting clicks into clients.

## **Part 3 – Content is king**

A brief introduction to content: What is content and why are most veterinary practices are producing bad content.

## **Part 4: Get your practice “found” with social tools**

An introduction to social media and how you can use it to build relationships with customers much faster than ever before.

## **Part 5: Converting clicks into clients**

All the action (writing and distributing content) with no end result (increased sales for the business) is a disaster. Conversion is likely to be the part veterinary practices miss out on. Except for yours of course, because you came to this lecture!

## **Final destination**

Delegates will finish this lecture with a clear understanding of the difference between social media and digital marketing. They will clearly see the relationship between this new digital communication opportunity and growth within their veterinary practice.