

## Smart Ideas to Build Word of Mouth Online & Off

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## Goals

- Smart, effective marketing choices
- 7 practical things to build awareness and word-of-mouth marketing
- Marketing ideas and tips

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## 7 Things to Build Word-of-Mouth

1. Website
2. Search Engine Optimization (SEO)
3. Content, content, content!
4. Multi-channel client communications
5. Client complaint protocol
6. Client compliment "capture plan"
7. The most expensive marketing mistake

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## Start with Awareness & Making a Good Impression

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## Website

- Your home page is the gateway to you - Think of it as your business card on steroids!



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## Website

- Clean, modern, inviting design



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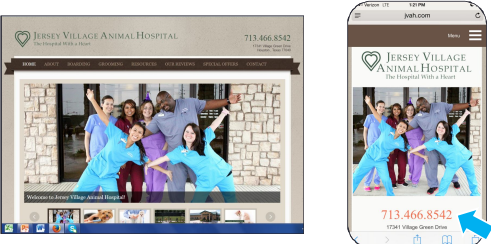
**Has to be Attractive & Functional on Mobile**



30% of pet parents find veterinary hospitals through mobile searches - Eric Garcia Study 2014

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**Mobile**



Tip: Make sure pet owners can click on your phone # on mobile & it will dial you


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**Home Page Essentials**

1. Address/Location
2. Phone number
3. Hours
4. Link to doctors' profiles & pictures
5. Links to pet portals/forms/information

Tips:

- Use real pictures, not stock photos
- Consider a tag line that includes SEO relevant words, e.g., "Caring for pets in Dayton, Ohio since 1985"



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**What You Need to Know About SEO**

SEO = Search Engine Optimization



Tips:

- Write for your target market, not search engine bots
- Register with local search engines to attract pet owners in your community

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**Content, Content, Content!**

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**Use & Re-use Your Content**

Ex: There is a leptospirosis outbreak in your area

1. Create a Pet Alert to e-mail to clients
2. Re-purpose and post on Facebook/Google+
3. Re-purpose as a Tweet with a link to your FB page or blog for more information
4. Write a quick info sheet on your blog. Talk about symptoms to look for and how to protect pets in your community
5. Re-purpose as a press release to send to the local media

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## Use & Reuse Your Content

Ex: There is a leptospirosis outbreak in your area

Tips:

- Share with your team first before anyone else
- Include a picture of a dog for visual impact
- Caption the picture & include your location:



“4 dogs in the NW Chicago area were treated at the Veterinary Specialty Center for Leptospirosis, a deadly canine disease. All unvaccinated dogs are at risk.”

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### Fatal dog bacteria makes its way through NW suburbs

Posted: Oct 15, 2014 10:15 PM EST  
Updated: Oct 15, 2014 10:36 PM EST  
By Lisa Chavarria, FOX 32 News Reporter



Leptospirosis Alert, Chicago, IL, 4 pets treated in one week at VSC

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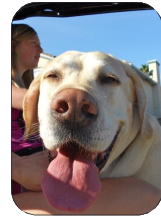
Timely, useful information to protect pets from a reliable source

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## Use for Preventive Care, Too!

Meet Max. He's a lucky dog!

His owner brought him in for his regular checkup. That's when Dr. Ryan found the mass. Max is lucky because it could have cost him his life. Max had surgery and now his mom says he's already back doing his favorite things, like riding shotgun on the golf cart!



Max

Max says make sure your dog is lucky, too! Bring him in for his regular checkup!

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## Post 3 -7 times a week but *only* if you have something worth sharing!

1. Share your practice news
2. Tell patient stories that fit your marketing goals
3. Select content from others to share and add a message to it, or rewrite it, to make it your own (give credit to the source)
4. Send alerts to protect pets when warranted

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## Facts Tell. Stories Sell!

Tip: Make your messages:

- |           |              |               |
|-----------|--------------|---------------|
| Relevant! | Novel/Fresh! | Timely!       |
| Helpful!  | Interesting! | Useful!       |
| Touching! | Shareable!   | Entertaining! |



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## Track, Monitor, Learn What Works!

In **September**, Petwire generated **11,459 VISITS** and **27,577 PVs** on vetstreet.com. Petwire top performing content:

**10 Brainiest Dog Breeds**  
2,541 VISITS

**#1**

**Meet The 13 Friendliest Dog Breeds**  
2,384 VISITS

**#2**

**What Pets Do When You Are Not Home**  
1,745 VISITS

**#3**

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## Amplify your Social Media Reach

- E-mail
- “Snail Mail”

Tip: Drive business with a “Call to Action”

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## Use Multiple Touch Points

### Example: Appointment Reminders

1. Tell clients before they leave that you will send them a reminder for their pet’s next appointment
2. Send them a post card reminder\*
3. Send them multiple e-mail reminders\*
4. Post stories of pets you helped because the pet owners responded to your reminders

\*A study of over 1,000 clients showed an average growth of 31% in reminder compliance when both a postcard and e-mail reminders were used.

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## Integrate Marketing: Office/E-mail/Online

Is your cat on heartworm preventive? Let me tell you 4 reasons why I think kitties need to be on it now:

1. It’s a damaging and often deadly disease for cats, not just dogs anymore.
2. It’s in our area. We’ve had 2 cases here this year.
3. It’s smart and easy to protect your cat.
4. We’re offering a special prescription price for feline heartworm preventive this month.

Don’t miss out! Protect your kitty. Call: 937-748-1156

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## 3 Rules for Reputation Management

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## All doctors today live or die by their online reputations

**HEAR IT!** Consumers are always interested in hearing about new and interesting products. Before making a purchase, consumers pay attention to what people are saying about it.

**Driving Forces of Purchase Decisions**

- 54% Word of Mouth
- 47% Information from a website
- 42% Email sent by a friend
- 31% Online review

The most influential element driving purchase decisions today is

# WORD OF MOUTH.

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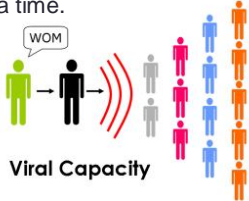
Clients may not remember what you said but they never forget how you made them feel!



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### Reputation Management

#1 Rule: Earn Positive Word of Mouth  
Authentic, personal connections are powerful relationship assets. Earn positive word-of-mouth one client at a time.



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Build relationships in the practice and Keep in touch after the visit!



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- 1. Send Thank You's to New Clients
- 2. Keep your promises
- 3. Follow up online & by phone



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### Reputation Management

#2 Rule: Don't let clients leave angry!



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### Reputation Management

#3 Rule: Ask clients for online reviews!

Your satisfaction is really important to us. If we provided a positive experience at your recent visit, please share reviews and comments about our practice with others who might be interested in learning more about us.



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# What is the most expensive marketing?

The kind nobody sees!

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- Tips:
- Use these 7 ideas & do what you can
  - Work with professionals to do the rest

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# Thank you!

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