



CPD ACADEMY

**Starter tips and steps to make
online work for your vet practice**



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Summary

Online or digital marketing is no longer something separate or standalone. It should be part of every business or marketing plan. It is also not necessarily about ecommerce. It is where your clients are busy trying to find you, or a service, or advice. It is where you should be intercepting them to market yourselves and what you do. With our world having been turned upside down due to COVID-19, the digital sphere has never been so important. Millennials now make up the biggest pet owning group (35%), and they are digitally savvy, but in the last few months all generations have had to take great strides in the online space. This change will likely be a lasting one.

Some stats to show your clients' daily lives before the pandemic:

- 38% of UK consumers buy online weekly (Internetretailing.co.uk '19)
- 76% of UK consumers get purchase inspiration online (Retailtimes.co.uk)
- 90% of shoppers use Amazon (The Guardian.com '19)
- 15 million people signed up in UK to Amazon Prime (Mintel '19)
- Ecommerce share of the pet care category is estimated in UK at 17% (CPG sector report '19)
- 97% of people learn about a local company online (SEO Tribunal)

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Simple steps

Your business strength is critical to every animal owner, your offline strength is a service and your online strength is knowledge = content. Your priority online activities should initially be about making sure clients can find you, and then about engagement. Engagement with the content you create online.

Building your digital strategy:

1. Create a very top-line business plan.
 - a) What is your current business objective? Growing client numbers or spend?
 - b) Identify the key elements that will ensure you reach this objective.
 - c) Google 'find a vet practice near me' and see what comes up.
 - d) What resource do you have available (people, time or money)?

A lot of online marketing is simple and often free, it just takes a bit of time to get to grips with.

2. Identify the ways online can help, use our table to get some ideas.
3. Create an action plan, hold someone responsible and ensure a timeline is agreed.
4. Measure success and continuously improve – online is ripe with data!
5. Embrace change but don't feel you need to compete in all areas.

You have your super-power so just use the digital space to your own advantage.

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Plan your activities

Remember the beauty of online is that a lot is common sense and a lot of tools are free. The information on how to use them is also widely available. We have created a table to help you check your main practice objective against your best possible online tools or activities.

See next page for activity table

How far you go in implementing these will largely depend on your available resources. The very first and most important step, if you have not taken this already, is to set up a Google My Business account.

1. Log into the Google account you want associated with your business
2. Go to google.com/business and select “Start now” top right
3. Enter your details and verify them
4. Flesh out your details, make sure to include a picture
5. Think carefully about what you write

For next steps watch this space. For more information on eCollective and how we can support your online journey contact us on **www.ecollectivedigital.co.uk**

References: CPG sector report, Hubspot, Mintel, Forbes, SEO tribunal, Gogulf, Retailertimes.co.uk, APPA petowner survey, Merch_petownerpaths_whitepages, PDSA & RSA welfare report.

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Activities	Increase no. of clients	Increase revenue by client	Improve client interaction
<p>Online vs offline or both. Where are they important?</p>	<p>ONLINE 46% of Google searches are for local info 97% of people learn more about a local company online than anywhere else. Testimonials/reviews</p> <p>Offline</p> <ul style="list-style-type: none"> • Word of mouth • Local ads • Local business referrals 	<p>OFFLINE</p> <ul style="list-style-type: none"> • Face to face interaction • Recommendation style • Preventative health • Retail space <p>Online</p> <ul style="list-style-type: none"> • Subscriptions and delivery services 	<p>OFFLINE</p> <p>Face to face interaction is your strength. Online is important when they leave your practice.</p>
<p>Digital marketing platforms that are key to use in our recommended order of importance</p>	<ul style="list-style-type: none"> • Your website (mobile friendly) • Google My Business listing • Google (SERPS) • Google Search console 	<ul style="list-style-type: none"> • Delivery services • Subscription services • Health plans (online) • Online ecommerce (should be considered with caution) 	<ul style="list-style-type: none"> • Your website • Emails/CRM campaigns • Create your own blog or FAQs • Your social pages • Affiliation/links to education sites • Online advice tools on site
<p>Digital marketing activities</p>	<ul style="list-style-type: none"> • Make sure your website is user friendly • Ensure it is SEO optimised (simply contains the content that people you need are searching for) • Set up a Google business account • Potential for paid campaigns (do not have to cost the earth) 	<ul style="list-style-type: none"> • Reviews/testimonials (loyalty) • Loyalty programmes • Preventative health plan • Delivery options • Your website (educational or engaging content) 	<ul style="list-style-type: none"> • Website content • Website tools (FAQ's, online interaction) • Recommend educational sites • Use reviews/testimonials or consumer created content to drive other clients to share theirs.
<p>How to measure success?</p>	<ul style="list-style-type: none"> • Where you appear on key searches (1st page) • Click-throughs to your site (Google Analytics - free) • Website traffic • How many new clients you have monthly? 	<ul style="list-style-type: none"> • Sales growth per client • Sign-ups to your services 	<ul style="list-style-type: none"> • Number of positive reviews or interactions online • Social engagement • Website traffic

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