CLIENT MAPPING AND PROFILING

Client mapping and socio-demographic profiling provides a powerful tool to better understand your client base and identify potential opportunities for growth.

OVERVIEW

This is an ideal tool for companion animal and equine practices who want to develop clear market positioning, maximising their appeal to local pet owners.

By clearly understanding both the geographic source of the majority of your client base and their mix of socio-economic profiles, we will enable you to spot potential opportunities for growth.

This could be by identifying local areas where your penetration of local pet owners is low or by enabling you to clearly understand the marketing needs of your client base and, by honing your service offering, better meet these needs.

We can also illustrate your financial exposure in the current climate by understanding how your clients may behave.

SERVICE ELEMENTS

• **Client Mapping:** A visual breakdown of where your active clients are located
• **Socio-Demographic Profiling:** A clear breakdown of the marketing profile of your client base, enabling you to optimise the positioning of your services to meet the needs of the majority of your local pet owning community.
• **Economic Exposure:** Understand how your clients will behave in the current economic climate and the potential impact on your business
• **Future Growth Analysis:** Discover what your estimated share of the local veterinary market is and identify future growth opportunities
• **Distance Analysis:** Learn how far your clients are travelling (in distance or travel time), enabling you to define your core and secondary branch catchments more accurately
• **Poaching/Cannibalisation Impact Analysis:** Provide a clear understanding of the potential impact of your own expansion or a competitor opening in your practice hinterland
• **Data Audit:** A comprehensive analysis of your client base providing you with an overview of the percentage of clients who have either moved house or passed away. This can help shape practice decisions on the allocation of resources required to cleanse the database to ensure your practice is communicating with active clients in your vicinity in the most cost effective way

For further information please contact Zoetis UK Ltd, Walton Oaks, Dorking Road, Tadworth, Surrey, KT20 7NS.

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BENEFITS & OBJECTIVES

• Increase your penetration of the local pet owning community.
• Ensure you match the development and positioning of the services provided by your surgery to meet the needs of your active and potential clients.
• Identify geographic opportunities for expansion to maximise the benefit of opening new branches, or growing your current client base.
• Improve your understanding of the potential impact of a competitor’s expansion within your operating area.
• Increase the return on your marketing investment by communicating with your active clients