CASE STUDY: USING DIGITAL AND SOCIAL MEDIA MARKETING TO INCREASE CLIENT NUMBERS

“We were taking our client loyalty for granted. A few small and easy changes make a big difference”

Emma Faulkner, Veterinary Surgeon

70 New equine clients acquired in three months

Laurie May
Strategic Business Consultant

SITUATION
• Small animal and equine practice
• No previous need to market the practice
• Opening of rival practices had resulted in declining footfall

TASK
• Understand the opportunities to increase the practice business by focusing on marketing to reverse the decline in footfall

ACTIONS
• Full marketing, website review and digital audit of the current tools and content
• Website not optimised; poor social media engagement
• Client mapping and demographic profiling
• Potential clients showed high preference for online and email communication
• Full digital marketing plan created to increase new client numbers
• Improve search engine optimisation
• Improve Facebook strategy and content
• Create email marketing campaign

RESULTS
• Facebook engagement dramatically increased
• Posts reaching 220 people and being shared with 10,000
• 70 new equine clients in this period
• One new equine vet required to be employed

While most practices have a website, many are unsure of how to navigate the murky world of algorithms, SERP (search engine results pages) and mobile optimisation; you're a vet after all, why would you?

The answer is simple: because if you want to be popular and attract new clients, you need to. Prospective new clients will decide within 20 seconds whether they like you from your website and that's if you even get them past your Google preview!
Using Facebook and other social platforms to integrate your practice into your client’s community is one of the cheapest and most effective ways to increase your profile. This is modern word-of-mouth; the average Facebook user has 234 friends and these are likely to be mainly similar in age, location and demographics. So if you impress one client and they tell Facebook, that's 234 people who are likely to be the ideal demographic for your practice.

We all know it’s much more powerful if someone else raves about how good you are; integrate it to your website and you’re onto a PR winner.

The Zoetis business consultancy team have worked hard to create an innovative new service to help practices with the daunting task of setting a digital marketing plan with some great results already.

For example, Laurie May began working with this practice in May 2013. The practice had never felt the need to invest any time or money in marketing because they had never needed to, but with increasing competition and declining footfall they were worried they might be missing something.

After an initial meeting with the leadership team, Laurie conducted a review of current marketing activities for the practice. This involved a website review, client demographic profiling, practice observations, and key performance indicator (KPI) analysis.

This showed that the website was not popular or well optimised and engagement in social media was poor. In addition, client profiling showed a large potential to attract new clients in the area and highlighted that their communication preferences were internet and email.

During an initial session with Laurie, the practice was introduced to Zoetis’s bespoke digital marketing plan with the aim to increase new clients. To begin with, this involved some key actions to increase their search engine optimisation (SEO) for the website, further improve their use of Facebook and the creation of an integrated digital campaign via email.

Laurie supported the practice to begin making changes straight away: improving their website and starting to promote the practice through Facebook. The change in trends on their Facebook page can be seen below:

One of their most recent posts was shared by 220 people and reached an audience of over 10,000; an impressive response.

This increased social engagement has already delivered tangible results to the practice: 70 new equine clients have registered representing a considerable increase in potential revenue and the practice have had to recruited an additional equine vet to handle this up-turn in client numbers.