

Becoming your
COMMUNITY'S
— Vet of —
CHOICE

People, Pets & Vets



**THE POWER OF
COMMUNITY IN
MARKETING**

Community Vet of Choice is a fresh approach at Vets4Pets and Companion Care that aims to help every practice become a vital and treasured part of their community. People are increasingly spending more time and more money locally, so now is the perfect opportunity to get involved.

The client of today now expects far more from their vet, therefore it's really important to keep adding value so that they don't lose interest or lack loyalty.

Companies that make their clients' needs the number one priority often don't have to use lots of traditional media to attract new, or retain current customers. In fact, some of the world's strongest brands were originally built through community marketing. And, though most of us generally receive support from our friends and families, companies can also contribute to a sense of belonging by building engaging communities.

Becoming your Community's Vet of Choice will help shape the future of your practice for years to come. After all, there is no better source of growth and innovation than a group of local pet owners that are passionate about your brand!





**WHAT ARE THE
BENEFITS OF
COMMUNITY
MARKETING FOR
MY PRACTICE?**

Community marketing focuses on creating genuine and meaningful interactions between a business and its customers. For a veterinary practice, community marketing positions you as a credible voice of authority, much like a local GP or dentist.

This form of marketing can accomplish 5 things for your practice:

1

It allows you to 'stand out from the crowd'



2

It nurtures word of mouth



3

It encourages loyalty & client retention



4

It makes your brand more authentic

5

It can help you understand your clients better



84% of people are more likely to buy brands that give something back to the local community

Source: LOVING LOCAL Research 2011

COMMENT...



**BUT WHAT
ACTUALLY IS
COMMUNITY
MARKETING?**

MARCH
27

THERE ARE
TWO TYPES OF
COMMUNITY
MARKETING:



Clients will naturally interact with each other both face-to-face and via social media where they can ask questions, share feedback and create their own assumptions about your practice. Simply put, organic community marketing happens via word-of-mouth and is one of the most effective methods for developing a strong local presence.



A sponsored community marketing effort is developed by you and involves creating the right conditions that allow pet owners to interact not only with each other, but with you too.



Client communities may form naturally on their own, but it will generally be up to you to create the groundwork for a community and invite clients into it.



**DON'T I
ALREADY
KNOW
ABOUT
ALL OF
THIS?**



Most of you are doing a great job with community marketing, but this fresh approach is to make it really easy for you to get started with something new, or improve what you've already accomplished.

New branding has been created to give a real sense of individuality and a unique identity with the hope that it will create interest and excitement in your practice, engage all of your colleagues and create a desire to get involved.

Your Resources

New and improved assets and tools, such as Pet Parent Workshops, Rehoming Packs and Event Kits will become available.

Education

Not all colleagues know what is already available to them, so we're going to raise awareness and keep you updated more frequently.





HOW DO I GET STARTED?

Step one

Nominate a community champion

Practice life can be hectic and it's easy to get bogged down with day-to-day activities. Your community champion will help the team remain focused so that becoming your Community's Vet of Choice doesn't slip down the priority list.



*Step
two*

Select your target market

**Who are the people in
your community you
would like to attract?**

CAT LOVERS

NEW PET OWNERS

SENIOR PET OWNERS

ACTIVE DOG OWNERS

EXOTIC ENTHUSIASTS

SOCIAL SAVVY PET OWNERS

OWNERS OF OVERWEIGHT PETS

OWNERS OF PETS WITH BEHAVIOUR ISSUES

AND MORE...

There are many other types of pet owners in your local community.
Why not have a think about who you'd like to attract?

Tailor your activity

Step three

Next, it is important to decide what exactly you want your clients or potential clients to gain from this interaction.



A community of new pet owners may be drawn to a Puppy Party

A community of active dog owners may be drawn to a walking group

A community of pet lovers may be interested in a 'Star Pet' social media campaign

A community with children may like to attend a seasonal event

A community of pet owners that don't visit the vet may be drawn to an open day

A community of people who own pets with behavioural issues may be drawn to a behaviour workshop

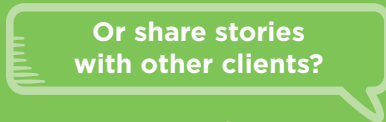
Will this community be...

A place to get special offers?

Or share stories with other clients?

Or to receive advice?

Or all of these points?





Step four

Get ready, go!

Ensure that you have the resources; colleagues, knowledge, the relevant toolkit etc. Remember we are here to support you!



Ask for Feedback

Step five

Listening to what your local pet-owning community are saying about you is essential, so ask for client feedback to monitor success and ensure that you are getting the very best from your community marketing efforts. This will help you continue providing value to the relationships that you currently have and build upon your reputation amongst pets owners who aren't registered.



We'd love to hear how it's going so please share the feedback with us too!

community@vets4pets.com

WHAT'S NEXT...?

**STEP ONE: NOMINATE
A COMMUNITY
CHAMPION**

**STEP TWO: SELECT
YOUR TARGET MARKET**

STEP THREE: TAILOR YOUR ACTIVITY

STEP FOUR: GET READY, GO!

STEP FIVE: ASK FOR FEEDBACK

*Step
six*

Finally, and this is the
really important part...
keeping up the momentum.



UPCOMING PACKS

If you work hard and are passionate about your community, this initiative will help build wonderful relationships within your community and establish you as the Community Vet of Choice!

But for now, here's a look at all the exciting things we have coming up...

PET PARENT WORKSHOPS



EVENT PACKS



SOCIAL MEDIA



STAR PET



REHOMING PARTNERSHIP



PET PARENTS OF THE FUTURE



MY PET NETWORK



SURPRISE & DELIGHT



MY LOCAL WORKFORCE



*Helping you to become the
Community Vet of Choice*



Useful information:

To order materials visit www.vets4petspawprint.com
To Join our Facebook Group, search 'Social media for the vet group'
To provide feedback please email community@vets4pets.com
And for further information or assistance please get in touch with
your local marketing team, who will be happy to help you.