

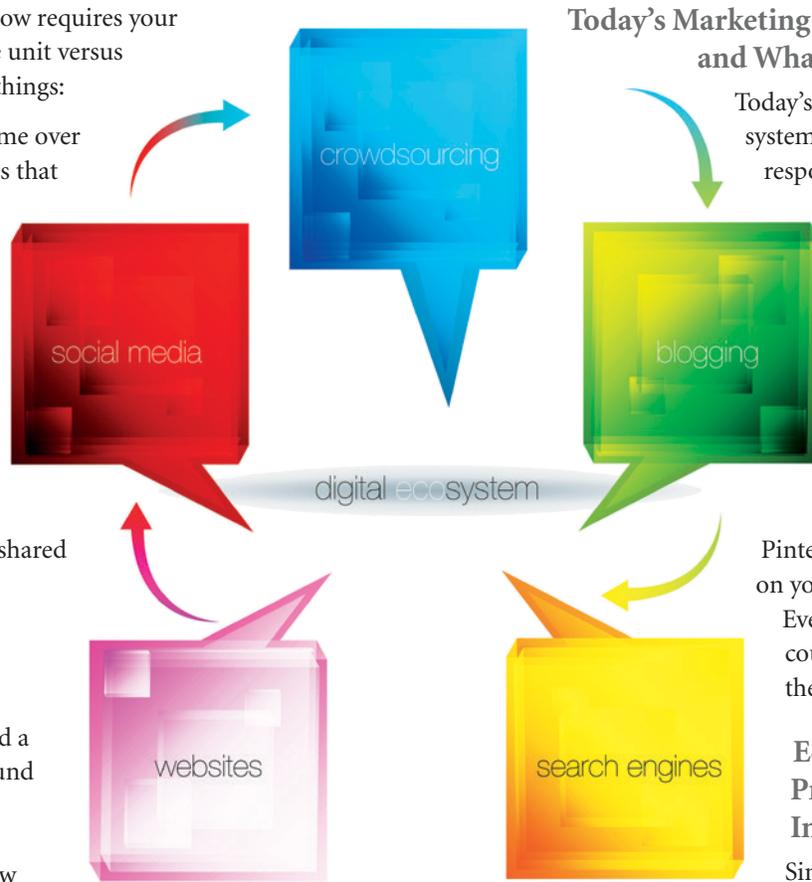
Your Marketing Eco-System

Article by Kelly Baltzell, M.A. CEO

Did you know that marketing your brand on the Internet has moved to a marketing system – away from having either just a website, or just Facebook, or maybe both? At Beyond Indigo we are calling this your “Marketing Eco-System” because all aspects need each other to flourish and grow your brand.

So, what has happened that now requires your marketing to work as a whole unit versus individual properties? A few things:

1. Google has changed the game over the last year. It now requires that the content on your website and blog is, both, unique and 100% owned by you. The only place that it “lives” on the Internet is your website or blog (which should be attached to your website). However, this content on your website is shared matter.
2. Google ditched its old programming of how it ranked your website on its system. The old system used a mathematical formula around linking to and from other sites. That methodology is so dead and buried that now your website will be penalized for using this old paradigm. Instead, Google ranks your website partially based on how shareable and engaging the content from your website and blog are on social media sites. For example, how many likes, 1+, comments, tweets, etc., your content receives.
3. Our behavioral patterns of how we look for information have changed on the Internet. We have many places to look for answers to our questions. For example, a person may post on her Facebook asking friends for recommendations of veterinarians, while other people may start reading reviews to find the right provider for their fur baby. People no longer go, first, to a business website then flow to other places on the Internet; now a person can start anywhere on the Internet and meander back to the website through connecting links between properties.



Today's Marketing System and What It Includes

Today's bare-bones marketing system requires a website built with responsive design coding, unique content, a business Facebook page, online review management and monthly on-going search engine optimization. From this starting place, it is ideal to branch out to other places on the Internet such as LinkedIn, Pinterest, Twitter, etc., depending on your business marketing plan. Every single place your brand could be viewed should have the exact same promotion.

Equality of Internet Properties: Another Important Factor

Since 1995 your website has been the center of your marketing solar system. Picture our solar system with the sun and planets circling around it. The sun, by far, is the largest object in this analogy. In the past, your website was like the sun – the largest aspect of your marketing system – and everything else orbited around the website. Not anymore.

Websites have been demoted, and are now equal to other Internet properties. Each ball is an aspect of your marketing ecosystem. All are of equal size and importance and are connected to the balls around it. The deflating in importance of websites to match other properties is considered a major shift.

Creating a Marketing Eco-System

Today you need to think about a marketing ecosystem. There are two ways to create one for your business: Either you piecemeal a system together by working with multiple different vendors or you look at hiring a marketing agency such as Beyond Indigo who manages everything under one roof. Not doing anything is no longer an option. Are you ready to build your system?

Beyond Indigo provides optimized digital marketing and consulting to veterinary practices of all sizes and specialties, throughout the U.S., Canada, the UK and Australia. Our marketing services range from creating template, blended and custom websites to social media marketing, search engine optimization and online reputation management. We consult about how to improve every aspect of your marketing. Our deep experience in the digital age, partnered with our ability to clearly communicate the veterinary vernacular in terms anyone can understand, will help your practice stand out and free you up to practice medicine and improve lives while your marketing is working 24/7 to bring the right patients to your practice. To experience Beyond Indigo's gold standard marketing and service for yourself, please Call Melissa Neff at (877) 244-9322, ext. 100, or email at melissa@beyondindigo.com. Questions about how your technology integrates with your marketing? Contact Nancy Dewitz at (877) 244-9322 ext. 332, or nancy@beyondindigo.com.

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Kelly Baltzell, MA is President and CEO of the Beyond Indigo family of companies, which she founded in 1997. Under her leadership, Beyond Indigo companies have developed all types of veterinary websites (small animal, exotic, specialty, equine, mixed animal) that now reach millions of people a year. Kelly's depth of experience, passion and visionary approach to the industry have made her an unparalleled leader in Internet marketing. Kelly was graduated from George Washington University with a degree in International Affairs & Economics and received her Master's degree in Counseling & Psychology from St. Mary's. Kelly is a proud parent, currently living with her family in Minnesota.



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