



## Segmentation, Customized Content and Targeted Messaging

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### Today's Learning Objectives:

- 1) Learn definitions, best practices and insights for more effective marketing
- 2) Review importance of setting strategy
- 3) Learn from specific examples
- 4) Importance of measuring the impact

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### Segmentation, Customized Content and Targeted Messaging

Why Segment?

Segmenting your audiences helps you provide **relevant** information that is **meaningful** to your audiences in ways that are **unique** to them and prompts **specific actions**.

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### Definitions

Segmentation: the process of dividing a market of potential customers into groups - or "segments" - based on various characteristics.

Customized Content: the creation of curated messages for a specific audience, group of customers or segment.

Targeted Messaging: delivering customized content that resonates with the segment.

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### Segmentation

There can be many ways to define segments. A few examples include:

- Animal species
- Career stage
- Behavioral

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### Segmentation

How to identify segments:

- Analyze your data
- Host an informal focus group
- Observe member behavior

Identify commonalities and disparities:

- What similarities or differences exist?
- What are their motivators?
- What are their pain points?
- What tools or resources do they need?

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### Customized Content

Example: Develop an email dedicated to advocacy issues. Develop a second email on career resources. Push to your full membership and invite opt-in. Follow up with monthly e-newsletters on each topic. Examine open and click-through rates to determine what content interests them and how many subscribers you garner.

Example: Create emails to promote membership value, highlighting resources specific to practice/species type. Utilize your database to send emails to animal species segments.

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### Customized Content

Example: Determine various interests of your segments. Create social media posts on those topics and create a social media schedule to share regular posts through your social channels.

Example: Gather list of event attendees. Follow up with an invitation to e-newsletter on related topic, an email with highlighted resources and news/updates on that topic.

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### Targeted Messaging

If you have the resources and budget to do so, create customized content for each segment and send unique communications to each segment.

For example, you might send a renewal letter to your early career veterinarians that includes information on career resources and send a different renewal letter to your seasoned veterinarians with information on your advocacy programs.

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### Targeted Messaging

A less complex approach to targeted messaging is to include your customized content packaged together in your communications to all segments.

For example:

“If you’re an early career veterinarian, you might be interested in ABC resources. If you’re a more seasoned veterinarian, our XYZ tool will help you.”

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## Setting the Strategy



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Foster & enhance the **valued relationship** with veterinarians at **all stages in their career** by delivering **personal & professional** support with high-quality **experiences** which results in **lifelong membership**



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## Strategy Development

### Student & Recent Grad Support Strategy

AVMA is viewed as the trusted source of support during early career development through its genuinely valued relationships with students and recent grads

**Your success is our success.**

*As the trusted resource of the veterinary profession we will help you navigate the transitions of your early career development, ongoing personal wellbeing and establishing your financial health.*

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## Creation of MyVeterinaryLife: Strategy

Transition from Phase to Phase			
Students 1-2	Students 3-4	Recent Grads 5-6	Recent Grads 7-8
<ul style="list-style-type: none"> <li>Empowering them to thoughtfully practice and make a choice                             <ul style="list-style-type: none"> <li>AVMA Leadership Institute</li> </ul> </li> <li>Establishing self care                             <ul style="list-style-type: none"> <li>educate importance of developing interpersonal skills, leadership, emotional IQ, time skills are linked to any DVMS career success and job entry</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Helping with their 1<sup>st</sup> job and making the experience                             <ul style="list-style-type: none"> <li>interview skills</li> <li>negotiation skills</li> <li>Resume writing</li> <li>Continued help finding externships</li> <li>Making the internship (debate DO/ OR DON'T?)</li> <li>Understanding financial tradeoffs</li> <li>How to find                                     <ul style="list-style-type: none"> <li>NAVLE Prep direct them to best prep resources: VetStep &amp; QMS</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Observing, really need to define supporting you need to know to make the 2<sup>nd</sup> job landing                             <ul style="list-style-type: none"> <li>Dealing with the challenge of a potential poor fit</li> <li>How to assimilate into new team</li> <li>How changing roles as a DVMS in a practice vs. your previous clinical experience</li> <li>Managing up (my boss) and understanding the generational difference</li> <li>How to find the 2<sup>nd</sup> job                                     <ul style="list-style-type: none"> <li>Career transition strategies</li> <li>That's okay</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Confirming and raising and your career goals                             <ul style="list-style-type: none"> <li>Should you take a change or add to the current job/role?</li> <li>Transition to part time (relief work)</li> <li>Clinical to non-clinical</li> <li>I want to explore new veterinary career options</li> <li>New skill development</li> <li>How to the road ownership                                     <ul style="list-style-type: none"> <li>Should I consider regarding private practice purchase</li> </ul> </li> </ul> </li> </ul>

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## MyVeterinaryLife: Volunteer Engagement



Student  
AVMA  
Leadership



Volunteer Feedback (E CDC) & online community

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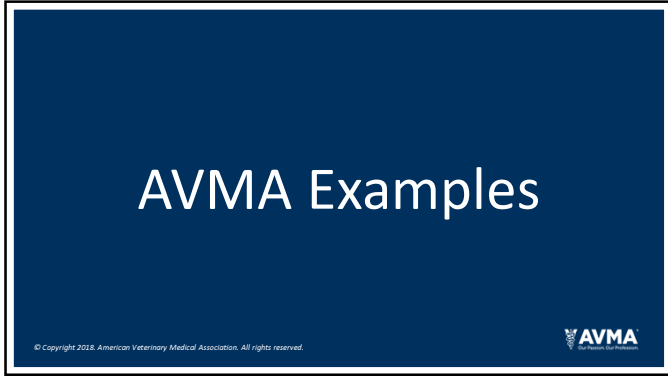
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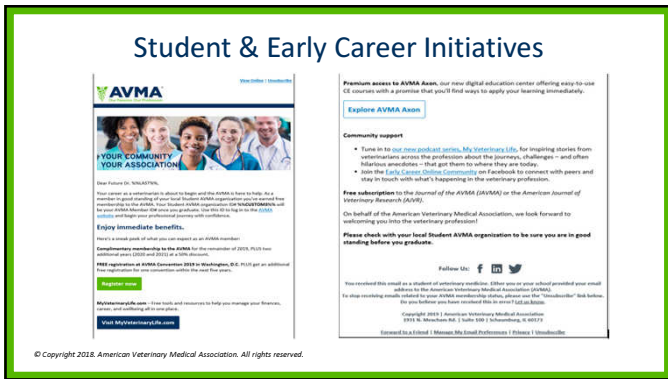
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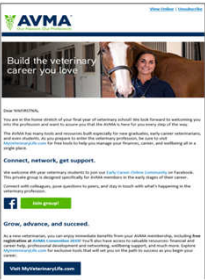
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### Student & Early Career Initiatives



**Build the veterinary career you love**

Join AVMA today. It's the best way to get started in your career. We'll help you find the right job, get the best education and earn the most for your work. We'll help you find the right job, get the best education and earn the most for your work. We'll help you find the right job, get the best education and earn the most for your work.

**Connect, network, get support.**

We welcome all our veterinary students to join our **AVMA Student Chapter**. We'll help you find the right job, get the best education and earn the most for your work. We'll help you find the right job, get the best education and earn the most for your work.

**Join AVMA today**

**Grow, advance, and succeed.**

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**How do you become an AVMA member?**

You'll receive automatic AVMA membership upon graduation and gain access to our full member benefits:

- Be a member in good standing of your local AVMA Chapter (AVMA associate organization)
- Meet all your local Chapter (AVMA associate organization) requirements
- Meet our annual membership dues for all years in veterinary school

Not a student member? No worries!

If you are not a current member of your Student Chapter of the AVMA, you still have time to join before graduation.

[Join AVMA](#)

**Update your email address**

We know graduation is a hectic time and your contact information may be changing often. Be sure to update your email address so we can keep you informed on important rates and events that matter to you.

[Update your email](#)

You'll need your ID# to update your information. [NANCYSTORYMAN](#)

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# Measuring the Impact



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### Email delivery & effectiveness

Recipient Group	Sub	Date	Time	Subject Line	ACH Name	Sent	Delivered	Bounced	Open Rate	Click Rate	Unsub	Unsub Rate	Spam	
AVMA	2018 Graduation	03/21/2018	08:00:00	Thank You for Your Service	N/A	4,383	4,387	28	0.64%	13.08%	249	13.08%	2	0.20%
AVMA	2018 Graduation	03/21/2018	08:00:00	Thank You for Your Service	N/A	4,383	4,387	28	0.64%	13.08%	249	13.08%	2	0.20%



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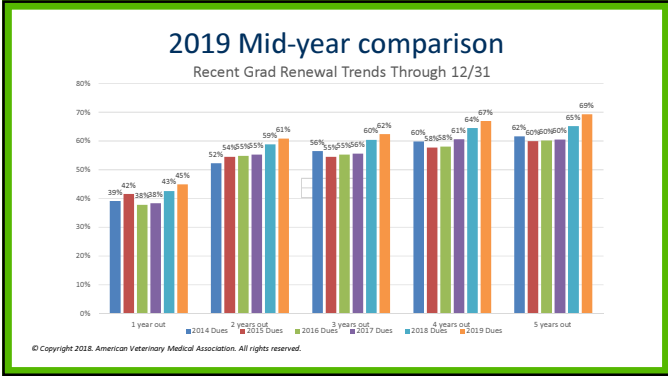
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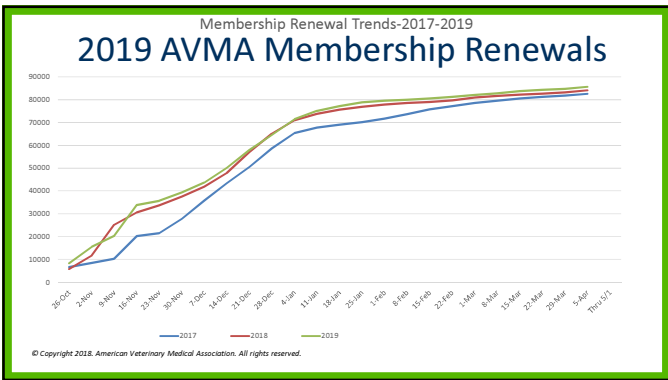
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