



**How Veterinary Practices are Successfully Using Digital Marketing Tools**

July 18, 2019

David B. Goodnight, DVM, MBA




---

---

---

---

---

---

---

---

Dr. David B. Goodnight, DVM, MBA



**LIFELearn** ANIMAL HEALTH 

- David joined LifeLearn in 2017 as the EVP of Business Development.
- Prior to LifeLearn, David assumed senior roles at Brakke Consulting, Purina PetCare Company, and Veterinary Pet Insurance.
- David graduated from Texas A&M College of Veterinary Medicine in 1977 and practiced small animal medicine in the Dallas, Texas area.
- David still practices veterinary medicine on a part-time basis.




---

---

---

---

---

---

---

---

**Creating Solutions for Business Impact**



**LIFELearn** ANIMAL HEALTH 

- Celebrating **25 years** of continuing innovation and excellence, **LifeLearn** provides education and communication products and services to veterinary practices, pet services businesses, and animal health industry organizations in North America
- We're driven by the concept of knowledge leadership and applying that knowledge to **create impactful business solutions**



Practice Solutions



Pet Services



Industry Solutions




---

---

---

---

---

---

---

---

### Learning Objectives



1. Understanding how the **change in client behavior** is essential to having an effective digital communication strategy.
2. Understand how **veterinary practices use software** to retain, gain and engage clients.
3. Understand how a **sophisticated website** will generate more activity.
4. Understand how veterinary practices can easily **communicate and educate clients through digital means**.
5. Understand how **telehealth** can benefit practices with little effort.
6. Demonstrate the importance for veterinarians to **embrace the digital age**.




---

---

---

---

---

---

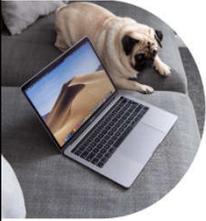
---

---

---

---

### Agenda



1. Global and North American Digital Trends
2. The Changing Pet Owner – Introducing Diggo
3. Digital Tools for Veterinarians to Communicate with and Educate the Pet Owner
4. Creation and Execution of an Effective Digital Campaign
5. Summary




---

---

---

---

---

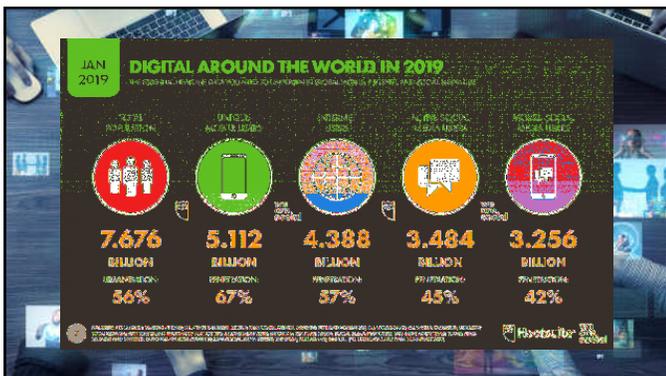
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---



### Do Not Mistake Frequency As Indication of Trust



- Pet owners **turn to their veterinarian** over other sources because:
  1. They **trust** their veterinarians
  2. Their veterinarian **knows the pet's history**

**8 in 10**  
Trust Their  
Veterinarian

**2 in 10**  
Trust the  
Internet

(Diggo 2019 Summer Report)

---

---

---

---

---

---

---

---

---

---

### The Traditional Veterinary Hospital Model is Shifting



- **Competition for clients**
  - Visits aren't down, clients are going other places for care such as, VIP Petcare, mobile clinics, vaccine clinics, shelters and soon to be Walmart and Petco
  - Only 50% of pet owners **exclusively** seek veterinary care from a single private practice brick and mortar clinic (Diggo 2019 Summer Report)
  - The other half (50%) of pet owners seek veterinary care from non-private practice providers for some or all of their veterinary needs
    - 23% of pet owners use alternative channels (Mobile/Discount, In home, Shelter,
    - 27% of pet owners seek veterinary care from a chain or specialty clinic for some or all of their veterinary needs
- **Competition for Rx**
  - Chewy.com, Walmart, Petco, Costco, 800 Pet Meds
  - Vet-Directed online pharmacy to compete – VetSource & Covetrus
    - Using digital for online prescription refills

---

---

---

---

---

---

---

---

---

---

### Poll Question

- Have you been targeted with an ad by a company competing for veterinary prescriptions?
  - Yes
  - No

---

---

---

---

---

---

---

---

---

---



### Your Website is the Trusted Anchor

- **Communicate** with your website to maximize your reach with clients
- **Optimize** with your website to stay connected with your clients
- **Educate** with your website to provide information and education to your clients

Please indicate how much you trust each of the following as online sources of information on caring for your pet's health. (% Top 2 Box)

	Millennial n=545	Gen-X n=390	Boomer n=472
My veterinary clinic website	60%	67%	65%

(Diigo 2019 Summer Report)





---

---

---

---

---

---

---

---

---

---

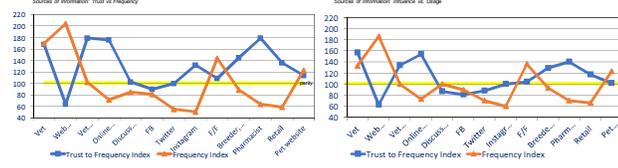
### The Veterinarian is Trusted As well

**Pharmacists may rival veterinarians in the future (Owners)**

**Pharmacists are a low usage/high influence source of information that may eventually rival veterinarians (Millennials)**

Owners - Source of Information Trust vs Frequency

Millennial Owners Overall: Sources of Information



(Changing Pet Owner Study Blakie/Trone)




---

---

---

---

---

---

---

---

---

---

### Communicate to Maximize Your Reach with Clients

- Mobile Apps are becoming essential to stay in touch with clients and allows mass communication of relevant information
  - **Mobile share of time on Internet is at 48%** (PewResearch, 06/04/2018)
  - **Texting** is a preferred way to communicate with clients
- Relevant changing content that can be communicated through a mobile app
  - Pet Insurance Info as an example
  - Recall information
  - Blogs on current topics
  - Images and video





---

---

---

---

---

---

---

---

---

---

### Optimize to Stay Connected With Your Clients



- **Keeping clients engaged and returning to your clinic is hard work** and adding even one extra appointment per day will result in better financial outcomes
- A tool like **ALLYDVM** provides clinics with a simple and flexible system to easily track, schedule, and automate appointment reminders, reduce the risk of no-shows and boost clinic profitability
- A **customizable and automated communications** system for email, texts and postcards
- A **retention calendar** integrated with your PIMS to identify booking opportunities

---

---

---

---

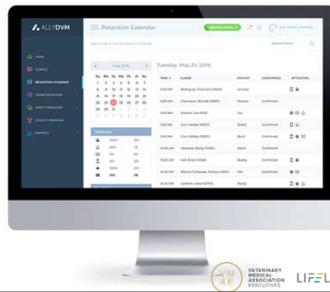
---

---

---

---

### Customize and Automate Your Communications




---

---

---

---

---

---

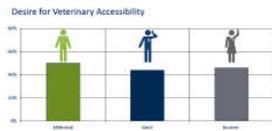
---

---

### After-hours Accessibility Using Digital Technology



- **Clients want access after-hours:**
  - **Pet Triage** – Owners can assess symptoms and get real-time results online
  - **Pet Telehealth** -- Avoid risks of unvetted online info & boost appts. for clinics




---

---

---

---

---

---

---

---

### AI (Augmented Intelligence) Programs to Assist Clients

**Symptom Analysis Data**

Category	Percentage
Urgent	53.5%
Emergency	46.5%

Emergency: Live, immediate intervention  
 Urgent: Seek medical advice, complete medical intervention  
 Urgent: Complete intervention 2-24 hours  
 Urgent: Complete intervention 2-2 days  
 Non-Intervening: Monitor for changes

YMA VET VETERINARY MEDICAL ASSOCIATION OF AMERICAS LIFELearn 22

---

---

---

---

---

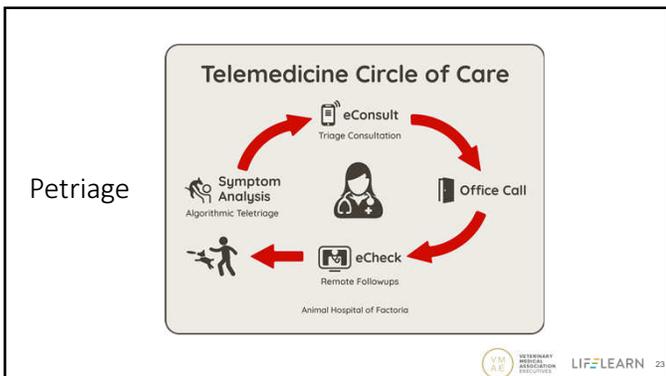
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### Live After-Hours Telehealth Support Can Work For You

- Pet owners can have important and even critical pet health care questions **at any time** including evenings, weekends, and holidays
- Telehealth will let pet owners **avoid the risks of using unvetted online information** and helps **boost appointments for clinics**
- Staffed by **registered veterinary nurses/ technicians**
- Three scenarios:
  - Not urgent:** make a next-day appointment with PIMS access
  - Urgent:** visit your practice right away or an after-hours emergency clinic associated with your practice
  - General information** linked to the clinic (i.e. hours of operations)
- Increase appointments, improve clinic profitability, and maximize pet health care -- **without the cost of hiring additional staff or staying open later**

Lifelife's Pet Nurse

YMA VET VETERINARY MEDICAL ASSOCIATION OF AMERICAS LIFELearn 24

---

---

---

---

---

---

---

---

---

---

### Educate to Provide Information and Education to Your Clients



- Client articles (LifeLearn's ClientEd (> 2,000 handouts))
  - Procedures, ailments, dosage medication
  - Printouts, email and text
  - Share before, during, or after the appointment
  - **Can be automated through the PIMS!**
- Blogs
- Sharing of digital images before, during and after a visit

---

---

---

---

---

---

---

---

---

---

### Just Because You Have a Website, Doesn't Mean You'll Be Found by Potential Clients



- The majority of all pet owners are **using Google** rather than going directly to a trusted site
- Opportunity for clinics to **provide guidance** on which sites they use



(Diigo 2019 Summer Report)

---

---

---

---

---

---

---

---

---

---

### Make No Mistake, You Need Search



- **Google dominates** with over 92% usage share (*statcounter, June 2019*)
  - **Algorithms** are used to provide users with relevant results
  - Google's **search results are getting more robust**— with knowledge panels, answer boxes, expandable related questions, local results
  - Use Google Analytics (free) to provide you with valuable data about your website traffic, as well as the number of times people search for you
  - A top-ranking website means significantly **higher clickthrough rate**
  - Clickthrough rates by Google position:
    - **First result:** 36.4% clickthrough rate
    - **Second result:** 12.5% clickthrough rate
    - **Third result:** 9.5% clickthrough rate
- (SmartInsights)

---

---

---

---

---

---

---

---

---

---

### Search Engine Optimization (SEO)



- SEO is crucial to **ranking your clinic website higher** on search engines in order to attract more clients and grow your practice
- SEO can be divided into two parts:
  - **On-page SEO** has to do with things like including the right keywords on your website
  - **Off-page SEO** is about improving your website's reputation on the web, which is largely determined by having relevant, authoritative sites linking to you using:
    - **Custom Content**
    - **Social Media**
    - **Online Advertising**
    - **Reputation Management**

---

---

---

---

---

---

---

---

---

---

### The Internet likes Custom Content



- Today's websites need to be built with **dynamic content**—meaning content that changes—because that's how search engines find them
- Search engines use **web crawlers**, which scan the Internet for websites, constantly searching for pages that are **new or updated**
- If you update your content often with reliable and valuable information, then you have a **better chance of a higher website ranking**
- Use custom content in all your **online communication channels** -- client emails, newsletters, website, blog, and all across your social media channels

---

---

---

---

---

---

---

---

---

---

### Use Social Media To Connect Content to Clients



- But don't just build a profile and let it sit there—use this opportunity to **connect with your clients**
- **Increased online visibility and traffic to your website**
  - Google does crawl and display Facebook accounts, Twitter accounts, and LinkedIn pages on search
- **Increased authority and brand recognition**
  - Social media profile will increase company awareness of signifiers like logos and slogans to your target audience and/or general public
- **Broader content distribution and longer content lifespan**
  - Increase the lifetime of your content by re-posting it

---

---

---

---

---

---

---

---

---

---

**Create Engaging Online Advertising Targeted to Your Clients**



- **Display Ads** - online paid advertising such as banners and popups. Evolving beyond static images/text to video
- **SEM (Search Engine Marketing)** – SEO is organic, SEM is a paid strategy where you purchase search engine ads or search terms
- **Social Media Advertising** – Placing paid ads, promoted posts or sponsored stories on social channels
- **Native Advertising** - an ad that fits seamlessly into the user experience (advertorial that is contained in a blog or article)
- **Pay Per Click** - Every time a user clicks through to a sponsored listing, the advertiser pays a fee for the resulting traffic. (i.e. Google AdWords)
- **Remarketing** - Cookie-based technology that follows the user around the internet, in order to remarket him/her again
- **Affiliate Marketing** - promoting a company's product while earning a commission for each sale that was made

 **LIF=LEARN** 31

---

---

---

---

---

---

---

---

---

---

**Poll Question**

Have you experienced Remarketing by seeing an online ad targeted at you for a product after visiting Amazon, doing a Google search, or recently visiting a website?

Yes  
No

 **LIF=LEARN** 32

---

---

---

---

---

---

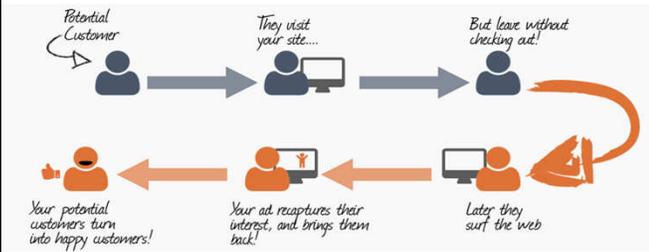
---

---

---

---

**Create Engaging Online Advertising Targeted to Your Clients**



*Potential Customer* → *They visit your site....* → *But leave without checking out!*

*Later they surf the web* → *Your ad recaptures their interest, and brings them back!* → *Your potential customers turn into happy customers!*

 **LIF=LEARN** 33

---

---

---

---

---

---

---

---

---

---

### A Positive Reputation Starts Online



- A **positive brand image** will influence a consumer's decision
- Reputation is dependent on **social media and online review sites**
- 94% say an online review has **convinced them to avoid** a business (*ReviewTrackers*)
- 60% of consumers believed customer reviews were either **trustworthy or very trustworthy** (*HubSpot Research*)
- Create **different spaces** for reviews (Google, Yelp, Facebook) regularly monitor your reputation online
- Use **reputation management software** to monitor your brand's reputation online, as well as strategies you can implement to manage your corporate reputation.
- Client communication tools can also include a **Net Promoter Score** feature to gauge client satisfaction

---

---

---

---

---

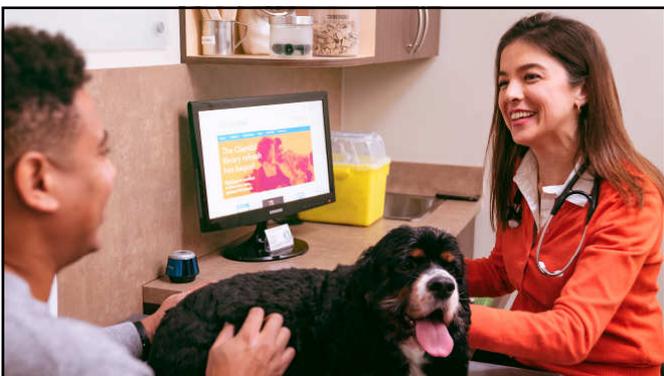
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### Using a Digital Campaign Connect with Your Clients in Meaningful Ways



- Taking a proactive a **proactive promotional approach** can dramatically impact owner compliance, pet health and your practice's bottom line
- Let's look at a preventative campaign example that **combines communication, optimization and education** with clients
- **Flea & Tick** presents a huge **opportunity** for the practice



Over 60% of clients now buy Flea & Tick products at sources other than the veterinarian  
(Bakke / Trone Pharmaceutical Market SMT Study)

---

---

---

---

---

---

---

---

---

---

### Put Yourself in the Place of the Client



#### Education

- Many customers are not aware, forget or do not see the value of some like Flea & Ticks
- It is up to you to teach/tell them with information that is factual and easy to understand



#### Awareness

- Use all your channels to reinforce recommendations and reach pet owners wherever they are
- When pet owners are well informed, they are more likely to comply



#### Timely & Relevant

- Identify your customer's journey and understand the communication points
- Includes pre-appointment, appointment and post appointment communication

---

---

---

---

---

---

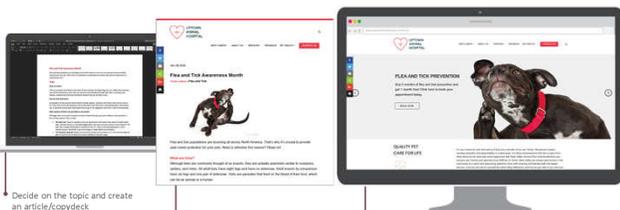
---

---

---

---

### 1 Build/Gather Content and Publish to Your Website



Decide on the topic and create an article/copydeck

Create a custom blog with imagery

Then add a banner on your web homepage with a call to action for appointment bookings

---

---

---

---

---

---

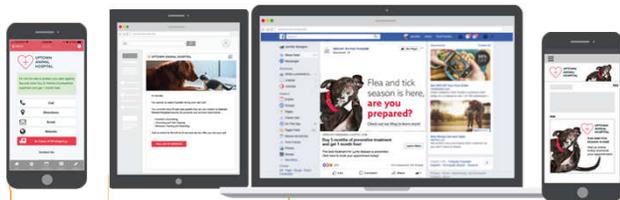
---

---

---

---

### 2 Build Campaign Awareness



Start with an announcement on your practice's mobile app

Create a custom email campaign filtered for targeted pet owners

Schedule social media posts featuring a relevant blog or educational material

Get an extra boost with SEO and digital ads

---

---

---

---

---

---

---

---

---

---

### 3 Continue to Communicate & Educate Once Acquired

**Communicate pre-appointment with a customized text message**

**Remind at the appointment with posters/collateral**

**Use pet health article to continue the conversation and education at home**

**Automate a custom email follow-up specific to your pet owner's appointment. Include Google review and net promoter score survey to gauge client satisfaction**

*LifLearn Solutions Used: AllyDVM, VetScribe, Clientd*

**Y M X E VETERINARY MEDICAL ASSOCIATION EDUCATION PROMOTION LIFLEARN 40**

---

---

---

---

---

---

---

---

---

---

### 4 Re-engage & Refine Messaging Throughout the Year

**Re-engage with the lapsing clients to encourage ongoing pet care with email and app**

**Continue to schedule social media posts featuring additional relevant blog or educational material throughout the year**

**Get an extra boost with SEO and digital ads when required**

*LifLearn Solutions Used: AllyDVM, VetScribe, WebDVM Social, Adly, SEO Extreme*

**Y M X E VETERINARY MEDICAL ASSOCIATION EDUCATION PROMOTION LIFLEARN 41**

---

---

---

---

---

---

---

---

---

---

### Digital Time-Saving Management Tools on the Horizon

- Website API to PIMS integration for online appointment scheduling
- PIMS integrated digital new patient forms
- PIMS integrated history forms

**Y M X E VETERINARY MEDICAL ASSOCIATION EDUCATION PROMOTION LIFLEARN 42**

---

---

---

---

---

---

---

---

---

---

**Summary**



- The **client is online and is searching** for credible, relevant pet health content
- Clients **trust their veterinarian** over Dr Google
- Opportunity to provide that **trusted content on your clinic website**
- Use **software tools** that are integrated with your website and PIMS to **retain and engage clients**
- **Educate clients** with digital tools and tactics at all points of their journey
- The evolution of client online **behavior means a digital marketing strategy is essential for your clinic**




---

---

---

---

---

---

---

---

**Questions & Thank You**



**Dr. David B. Goodnight**  
EVP, Business Development  
LifeLearn Animal Health

 (210) 943-3613

 [dgoodnight@lifelearn.com](mailto:dgoodnight@lifelearn.com)

 [David on LinkedIn](#)




---

---

---

---

---

---

---

---



**How Veterinary Practices are Successfully Using Digital Marketing Tools**

July 18, 2019

David B. Goodnight, DVM, MBA




---

---

---

---

---

---

---

---