

# Comprehensive Marketing Plans



**Caitlin DeWilde, DVM**

It's not just about posting on your clinic's Facebook page or sending out an e-newsletter. It's not just the sponsorship at a local football game or the new sign out front. Successful marketing plans are like multimodal disease management – there's not one single therapy that treats a complex condition.

Just like we weave medications, therapies, nutrition and environmental changes together to help our patients, we need to collectively look at the social media, website, email, digital communication and advertising our clinics are doing. Used in concert and with a cohesive plan for creating and measuring their success, we can better market our practices.

In this lecture, we're going to first look at organizing your strategy. In one place – gather all your access, info and current promotions you're putting out into the client-facing void.

Next, we're going to talk about how you can coordinate your efforts. Let's take the topic of puppy kits. Using a traditional approach, you'd publish a link on your website, and maybe refer to it if someone called to make a new puppy appointment. If they actually showed up, you'd hand them a folder (that you probably got free from one of the nutrition companies and is thus branded with their info), stuffed with xeroxed copies of handouts from the food companies, the microchip company, the heartworm preventative company, a local trainer and the only piece of info that's branded with your clinic information is the basic Word doc that shows your recommended vaccine schedule. Sound familiar? No wonder clients don't see us as the definitive, comprehensive source of information.

What if I told you that folder of junk could actually serve as a framework for a kick-ass comprehensive marketing plan. That's right, making YOU, as the veterinarian, a better source of info... and driving client appointments and loyalty?

It can be done, and I want to teach you how. Using a little effort, a little time, your smartphone and a couple of easy web tools, we can make that puppy kit work for you.

We're going to take that puppy kit and take each of those individual topics and rewrite them from YOUR perspective. It's not hard – I promise. You're already using your smarts in the exam rooms and on the phone with clients every day. Let's write it down – and boom now we have a nice new concise document that you can brand with your clinic info. Oh, guess what? Copy and paste that bad boy into a blog. Boom! Now you have website content and you're boosting SEO. Boom! That gives you a web link you can easily email to your clients at any time. Boom – you can add that to your library of rotating social media content. Boom! You can add that to a funnel email series for your new puppy patients, giving them spaced-out doses of value and information that helps their pet right to their awesome vet on the regular. See how that one little document turned into like five “booms” of content? And that's just the beginning.

I'm going to give you the framework, the tools and the tips I've used in practice to help you have a more successful marketing strategy, bonding new clients to you, bringing new clients in the door and helping your teams reclaim their rightful title of the ultimate source of pet health info.

# Comprehensive Marketing Plans Worksheet



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## OBJECTIVES

1. Learn the components of comprehensive marketing plans
2. Create action steps for each component
3. Understand the importance and strategies for tracking each component's results

## TOOL KIT

### CHOOSE YOUR TOPIC & OBJECTIVE

- What information does your team regularly get asked for?
- What audience could you target?
- What new revenue streams could this bring in?

*Examples:*

*new puppy/kitten owners,  
geriatric pain management,  
adopted adult pets, cat-specific  
medicine*

### CREATE AND REPURPOSE

- **Written** → print material, blog/web content, email content
- **Photo** → include with written info, social media posts
- **Video** → include in email, social content, web content

### RESOURCES

- **Google Drive:** for storage and organization of all materials
- **Canva:** graphics, branding, client materials
- **Rev:** transcription and captioning
- **Books:** *12 Month Digital Marketing Planner*, by Brandon Breshears

### KEY POINTS:

- Start with the objective and goal in mind
- Make sure the WHOLE team knows what resources and advertisements are in place
- Track your success

### START SMALL AND BUILD UP

- Want to start small?
- Update one handout to start and take one photo that coordinates with it.
  - Add clinic branding for print document
  - Submit to webmaster for addition as a blog
  - Post the photo on social media and include the blog link.
- You just made THREE pieces of content, used in THREE different spaces, from one topic!