

# SLOW YOUR SCROLL! Getting Client Attention & Engagement on Social Media



## Danielle K. Lambert

### **Do you post great content on social media, but then get crickets in response?**

There is nothing more frustrating than putting effort into a great Facebook or Instagram post, but then not getting any engagement from clients.

The reality of social media is that people are bombarded by posts in their feed, and it is increasingly competitive to get in front of people. Social media platforms use special algorithms to determine what they will show to users. Remember: Their goal is to keep people using their app, not to help you show off your content.

On Facebook and Instagram, the number of users that see your posts is measured by “reach.” You can view all of your analytics on your Insights tab, but reach shows up below each post on a business page.

Average business page reach on Facebook has hung around 10% for the last few years, but now it can be as low as 2%.\*

This means that if you have 1,000 likes on your Facebook page, as few as 20 people might actually see your posts in their feeds.

Instagram is owned by Facebook, and therefore has a similar algorithm to determine what will be shown to users.

*So, what can you do to get people to slow their scroll and engage with your content, thus helping your content be shown to more pet owners?*

- 1 Stand out:** Focus on what makes you different as a veterinary practice or personal brand. Being boring will not work anymore. Add in props, include a clinic cat or staff pet, and don't be afraid to have a sense of humor.
- 2 Strategically capture attention:** Employ copywriting tips, like the PASTOR framework, to pull people in with your captions. PASTOR stands for: Problem, Amplify, Solution, Testimonial, Offer, Response.  
With video, try to follow the 5 Steps of an Engaging Video from YouTube star, James Wedmore. The steps are: Get attention, twist the knife, save the day, so what?, and call-to-action.
- 3 Include a call-to-action:** Ask people to do something! Get them to engage organically and think of ways to stir up conversation. Including a prize in return for engagement never hurts.
- 4 Take advantage of tools:** Add captions to your videos using Facebook's generator, make graphics interesting with Canva, and add GIFs to make things fun.
- 5 Don't be afraid to spend money:** Adjust your monthly marketing budget to include roughly \$100-500, depending on practice size/goals, to allocate toward Facebook and Instagram ads. Target toward women in your local area, friends of friends in local area, or your own email list.

(Source: <http://www.adweek.com/digital/kristoffer-nelson-srax-guest-post-facebook-news-feed-algorithm/>)

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*How does this look in a practical example?* Imagine you want to book more dental cleanings. A video of one of your veterinarians that starts with a funny story about bad breath, adds a few key facts, and ends with a call to action to book online would be a great start.

To make it even more engaging, add captions on the video. This will help your view time increase. Really want to bump it up? Include a giveaway! For example, anyone who comments with a picture of their pet's teeth could be entered to win a \$25 gift certificate to the clinic.

Strong reach could be achieved by targeting ads with the video at your email list. The amount you spend can be justified if you track your ROI (return on investment) on how many more dental cleanings you book. Don't forget: You can also use email or Facebook Messenger bots to nudge clients to check out the post.

In addition to tracking your ROI on this post, you can measure success by looking at your Facebook or Instagram Insights. On Facebook, a great tab to look at is the "Posts" tab, which will quickly show you your most popular and successful posts. Use this data to find the type of posts that resonate with your audience.

Insights can also be used to learn more about the people who follow your page. How old are your followers? Where do they live? Are they male or female? The more you know about them, the more you can think of ways to make content that they will engage with.

From there, it's all about putting efficient effort into what works best for your veterinary practice. **You don't have to reinvent the wheel once you learn what gets pet owners to slow their scroll!**

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## **OBJECTIVES**

In this interactive workshop, veterinary professionals will learn relevant tactics to get pet owners to **SLOW THEIR SCROLL** and actually engage with social media posts.

**Attendees will leave with an understanding of:**

- How to measure engagement on key social media platforms (Facebook, Instagram)
- How to write copy that gets people to read posts
- How to structure videos in an engaging manner
- How to drive comments and responses on social media posts

These skills will help can help to both attract new business and build existing relationships with pet owners, while defining your practice as a unique brand.

## **TOOL KIT**

### **VISUALS**

Canva.com • iMovie app • Videoshop App • Giphy.com • EmojiCopy.com

### **PASTOR Copywriting Framework**

**1) Problem 2) Amplify 3) Solution 4) Offer 5) Response**

## **KEY POINTS**

Social media isn't "free marketing." It takes effort and strategy.  
Don't be boring, utilize engagement tactics, and call people to action!

**PLOT YOUR POST HERE!**