

# It's Good to Be the King (or Queen). How to Win Your Local Market

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## **Bill Schroeder**

Let me start with “why” you should attend this session.

This session is for you if you are interested in leveraging digital marketing's most exciting opportunity to grow your practice. You should be here if you want to reach local pet owners and do not have a validated and productive local search plan. The bottom line here is that there are pet owners within your community who are in need of your services and having a local search plan is the most efficient way to communicate with those people and convert them into loyal clients.

Now that you are sitting on the edge of your seat, marking your calendars, and canceling any other conflict so that you can attend the session, let's give a brief overview of what you can expect.

Your local market is made up of a reasonable radius around your practice where people could utilize your services. Along with pet owners, this area includes competing practices that are all looking to distinguish themselves and gain the attention (and ultimately the business) of the pet owners. While other veterinary practices are the most obvious competitors within the space, it is important to recognize that you are actually competing with every other business or information generator that is reaching your target market with messages and distractions from their daily lives. Our goal in this session will be to highlight the techniques that put your message front and center of local pet owners.

To start, it is important to realize the impact that mobile devices have had on a pet owner's decision-making process. A recent study conducted across thousands of veterinary practices revealed that more than 80% of the initial contact made between a pet owner and a veterinary practice was done through a mobile device. When you combine this fact with Google's increasing interest in valuing location-based search results, you begin to understand why having an effective mobile strategy is important. We will take a deeper dive into this concept and explore some best practices.

Google is a business that needs to satisfy its customer base by providing the information that they need in an accurate and timely manner. For this reason, we will explore great keyword research and provide you with techniques to understand which words or phrases will work best to reach your local audience. Recently, we examined 500 veterinary websites and explored the source of their website traffic. When considering organic results only, we found that 65% of this traffic is originating with the pet owner clicking on a Google map result. This clearly demonstrates the need for your practice to have a great position strategy for the Google Maps area. During the session, we will explore organic and paid opportunities to have your practice rank well within Google maps and increase your qualified local traffic.

In summary, practices that have an active and well-planned strategy for local search win their markets. If you are not having conversations about this topic with those that are managing your digital marketing, you are most definitely missing opportunities. Please join me as we fill in the gaps and together help your practice reach as many local pet owners as possible.

# It's Good to Be the King (or Queen). How to Win Your Local Market Worksheet

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## OBJECTIVES

Whether you are located in a large city or a small town, your practice is a part of a local community. Google can “see” the people in that community and has made an effort to connect people who can actually do business with one another. This session will help you develop techniques that will allow you to most efficiently reach local pet owners. Oh yeah, you might learn a few dad jokes along the way.

## TOOL KIT

### WHY?

- a) The relationship between Google and the searcher
- b) How do people use the internet?
- c) Concentrated effort means lack of waste and greater ROI

### WHAT FORMATS WILL BE USED?

- a) Your practice website’s onsite content. Performing correct “onsite” optimization will be key.
- b) Practices that create a mobile-based communication circle win with greater compliance, speedy communication, and increased revenue.
- c) Social and paid ads designed to reach the people who own pets in your area and align with your practice’s goals.

### LOCAL MAPS

- a) Local maps are driven by geography, quantity of Google reviews, quality of Google reviews, and awesome local website content.
- b) Most organic traffic to a practice’s website comes directly from Google maps
- c) Google maps offers the ability of a new or underperforming practice to purchase their way into the section

## KEY POINTS

We live in a world connected by mobile devices. One where we continue to feel closer and closer to our family, friends, and businesses in our community. Successful practices understand that this creates an opportunity to connect with pet owners in the market. To take great advantage of this, your practice must develop a plan that is designed to achieve your goals, appeal to people searching from mobile devices in your community, and gathers as many positive reviews as possible.

### RATE MY PRACTICE’S LOCAL POSITION:

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