

Empowering Our Practice with Social Media

Social media sites our practice participates in:

<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> _____
<input type="checkbox"/> YouTube	<input type="checkbox"/> Flickr	<input type="checkbox"/> _____
<input type="checkbox"/> LinkedIn	<input type="checkbox"/> _____	<input type="checkbox"/> _____

Social media sites I participate in:

<input type="checkbox"/> Facebook	<input type="checkbox"/> Twitter	<input type="checkbox"/> _____
<input type="checkbox"/> YouTube	<input type="checkbox"/> Flickr	<input type="checkbox"/> _____
<input type="checkbox"/> LinkedIn	<input type="checkbox"/> _____	<input type="checkbox"/> _____



EXERCISE #1

What our practice wants to gain by participating in social media:

- Cost reduction:
 - fewer lost clients/patients
 - fewer lost referring vets
 - decrease in spending in other channels
- Generate revenue:
 - compliance among existing clients/patients
 - more/new ER clients/patients
 - more referrals from existing referring vets
 - more new referring vets
 - more loyalty among existing vets
 - more net revenue

Our total existing marketing budget:

What marketing programs are we currently executing that we are not measuring?

What marketing programs are not working?

NOTES:



HOMEWORK ASSIGNMENT #1

- Find out who controls website reports e.g. Google Analytics
- Review historical web traffic
- Set dates to run and review website reports
- Review veterinary referral reports or ER referral intake data reports and make sure the correct “referral tracking” data is being collected and reviewed
- Set up collection of this data:

→ Please select 10 metrics that seem the most relevant to you to measure the impact of your Social Media marketing:

Your Website: <ul style="list-style-type: none"><input type="checkbox"/> Total # of visitors.<input type="checkbox"/> # of unique visitors.<input type="checkbox"/> # of newsletter's opt'in.<input type="checkbox"/> Traffic of your competitors.<input type="checkbox"/> # of page view.<input type="checkbox"/> Avg # of page view / visitor.<input type="checkbox"/> Avg lengths of visits.<input type="checkbox"/> # of comments.<input type="checkbox"/> # of lead generated.<input type="checkbox"/> % of Returning visitors vs. new visitors.<input type="checkbox"/> # of social sharing. (buttons)<input type="checkbox"/> Bounce rate.<input type="checkbox"/> % of referring traffic from social networks and bookmarking sites.	Your Fan Page: <ul style="list-style-type: none"><input type="checkbox"/> # of fans.<input type="checkbox"/> Growth rate of fans.<input type="checkbox"/> # of comments.<input type="checkbox"/> # of wall posts.<input type="checkbox"/> # of social sharing.<input type="checkbox"/> # of your competitors' fans.	Communication Campaigns: <ul style="list-style-type: none"><input type="checkbox"/> # of reach.<input type="checkbox"/> # of views (video).<input type="checkbox"/> # of Opportunity To See.<input type="checkbox"/> Click-Through-Rate.<input type="checkbox"/> # of engagements (Call-to-action)<input type="checkbox"/> Cost-Per-Contact/Lead.<input type="checkbox"/> # of links forwards.<input type="checkbox"/> # of Practice mentions in blogs.<input type="checkbox"/> # of Practice mentions on Twitter.<input type="checkbox"/> Newsletters' opt'in growth rate.<input type="checkbox"/> # of posts on your Social Network<input type="checkbox"/> # of visitors on your website.<input type="checkbox"/> Website traffic growth.<input type="checkbox"/> # of referrals/ ER transfers.
	Your Twitter: <ul style="list-style-type: none"><input type="checkbox"/> # of followers.<input type="checkbox"/> Growth rate of followers.<input type="checkbox"/> # of tweet link clicked.<input type="checkbox"/> # of Retweet.<input type="checkbox"/> # of Practice mentions on Twitter	

- Run and review intake data when reviewing website reports
- Document all marketing activities and put on timeline for next year
 - continuing education events
 - mailings
 - emailings
 - newsletters
 - visits to referring veterinary hospitals/rdvm outreach
 - digital and traditional advertising
 - public relations
 - social media
 - veterinary trade shows and conferences
- Establish a baseline of where practice is now and where we want to go in terms of revenue, clients/patients and referring vets

NOTES:



EXERCISE #2

Social media objectives for our practice

Rating	Key Objectives	Targets
	Improve the retention rate and the time spent on your website.	Increase web traffic
	Engage the audience with your practice.	Increase brand loyalty
	Create and manage your practice's online community.	Improve relationship with consumers
	Create targeted landing pages according to the key words researched.	Improve search engine ranking
	Publish valuable and relevant content on different online platforms.	Improve the brand online visibility
	Collect users data to create a data base for CRM purposes.	Optimise commercial offer
	Generate online discussions and recommendations.	Increase the brand's reputation
	Get marketing data: users insights, behaviours and feedback.	Improve marketing approach
	Generate leads (sales).	Increase sales revenue
	Promote your practice online.	Push sales
	Create relationships with online influencers.	Build Brand equity
	Turn your most loyal clients into brand evangelists.	Generate Word of Mouth
	Spread word about your practice to the surrounding veterinary community and pet owners.	
	Demonstrate subject matter expertise.	
	Manage reputation.	
	Improve client satisfaction.	

NOTES:



EXERCISE #3

Content outline for our practice's Facebook page:

- Continuing education
- New doctors, specialties and equipment announcements
- Photos and video
- Kudos to referring veterinarians on accomplishments, etc.
- Encourage interaction/engagement

NOTES:



EXERCISE #4

Flowchart of who will post and manage conversation at our practice

- Who creates editorial calendar of posts
- Who writes posts
- Who posts posts
- Who monitors posts
- Who is responding to posts

NOTES:



HOMEWORK ASSIGNMENT #2

- Do we have the right titles?
- Do we the correct body text?
- Do we have the right images?
- Do we keep people in Facebook?
- Do we test, test, and test?

NOTES:



EXERCISE #5

Create a website and SEO checklist

- Is our website...
 - User friendly?
 - Easy to navigate?
 - Frequently updated?
 - Optimized to reflect my practice's services?
- Does our website have...
 - Regional content about areas of service?
 - Pages that load quickly?
 - Compelling and persuasive marketing content to attract clients/patients?
 - Quality links to other websites?
- SEO to do list
 - Research core phrases that clients/patients use to find products and services online
 - Optimize approved key phrases into website text
 - Fit regional information into website text

NOTES:



EXERCISE #6

What are we going to blog about? Check best possibilities from the ideas below:

- ☐ Case studies
- ☐ Invite patients or referring vets to ask questions
- ☐ Interview referring vets and post their guest blogs
- ☐ Share insights and original ideas
- ☐ Blog about ambitions and how I or our practice are trying to attain them
- ☐ Discussion blogging with other bloggers
- ☐ Write about current topics
- ☐ Write about personal experiences
- ☐ Post about brands and products used
- ☐ Breaking news
- ☐ Collect a series of links to websites, blogs and other online content to create a list of resources
- ☐ Create and post original video
- ☐ Post photos and captions
- ☐ Blog about social causes, organizations, products and individuals I/we believe in to inspire others to believe the same thing
- ☐ Top ten (or any other number) lists about something
- ☐ Survey readers or post an open question for readers to respond to
- ☐ Create an ongoing feature category (like a magazine article) and continually post new thoughts and ideas to it under the same theme
- ☐ Write guest blogs for other blogs and link to it
- ☐ Conduct an interview and publish the audio, video or transcript as a blog post
- ☐ Share impressions and insights from events, conferences or other gatherings
- ☐ Blog live about something in real time as it happens
- ☐ Respond to a challenge or situation and share our opinion and point of view