

# Marketing Strategies

## Getting a Return on Your Investment

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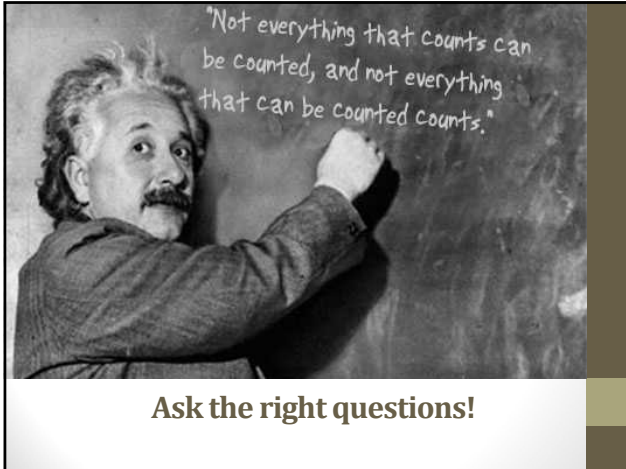
### Overview

- Current Status
- What to Measure
- Measurement Tools
- How to Measure
- Who's job is it anyway?
- Website
- Social Media
- Print/Collaterals
- Campaigns



### Information Gathered

- What information do you want out of the data?
  - New clients, existing clients – retention
  - Sales
  - Inventory
  - Customer Satisfaction – Reviews
  - Communication effectiveness – are all of the ways that we are trying to communicate with our clients and potential clients working?



## Actions Taken

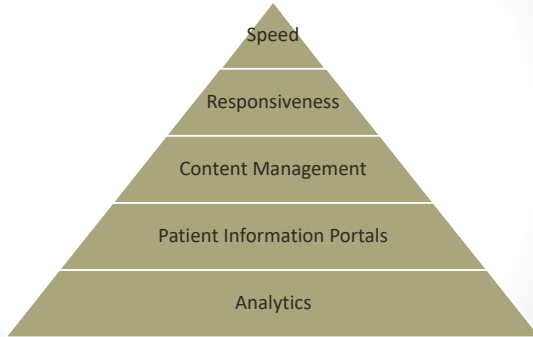
- What actions/decisions will be taken based on the data?
- Implementation of a new marketing campaign
- Fundamental change in workflow
- Addition/change in products or services.

## Your Website

## The Questions....

- How many people visited my site this month?  
(= Potential Customers = "Leads").
- Which pages did people visit the most?
- Which pages did visitors spend the most time?
- How did the visitors get to my site? (Referral Source)
- What did the visitors use to see my site? (Device)
- **How many people scheduled an appointment on my site?**

## 5 Key Functionality Metrics



## Page Speed

After 3 seconds, you are losing 12% of your clients for every additional second your page takes to load.



### To Do:

- Analyze page speed
- Optimize Images (size, compression, file type)
- Optimize code (Check URL Errors, create custom 404 page)

## Page Speed

### Tools:

- PageSpeed Insights: <https://developers.google.com/speed/pagespeed/insights/>
- QuickSprout: <https://www.quicksprout.com>
- Bing Webmaster Tools: <http://www.bing.com/toolbox/webmaster>
- Google Webmaster Tools: <https://www.google.com/webmasters>

## Responsiveness

Consumers spend 85% of their mobile time in apps, but only 20-30% of retail sales are mobile.\*



They expect an optimized online experience with brands, but they usually don't want that experience in an app.

**We need to find ways to improve our mobile presence so that interactions are convenient and transcend the platform.**

### Tools & Resources:

- [Google's Mobile-Friendly Test](#)
- [The Mobile Playbook](#)

\*"The 2016 Guide to M-Commerce Trends", Marketing News

## Content Management (SEO)

### How SEO Impacts Each Stage of the Buying Cycle

Stage	Process	Query Examples
Awareness of Needs	User searches generic keywords or familiar brands to discover content/services/products that will fulfill their needs.	"men's watches" "faucet repair" "financial audit" "iceland daytrips"
Assessment of Alternatives	User searches for alternatives to the potential options they've found in the awareness phase.	"best men's watch brand" "seattle hardware stores" "audit firms" "iceland waterfall tours"
Alleviation of Risk	User searches terms and phrases related to the brand/product choice they've tentatively made to re-inforce the decision.	"skagen watch quality" "hardwick's reviews" "deloitte reviews" "gray line iceland"
Decision	User searches terms and phrases as a navigational path to help get them to the purchase path.	"skagen.com" "hardwick's hours" "deloitte & touche" "gray line Reykjavik"
Achievement of Results	User searches terms & phrases related to the product/purchase for more information, details, support, etc.	"skagen standard warranty" "hardwick's phone number" "deloitte audit division" "gray line customer service"

## Content Management (SEO)

### Keyword Research Tools:

- [Google Adwords Keyword Planner](#)
- [Keyword Tool – SEO Book](#)
- [Wordtracker](#)
- [Moz Keywords Explorer](#)
- [SpvFu](#)
- [WordStream](#)
- [SemRush](#)



## Patient Information Portals

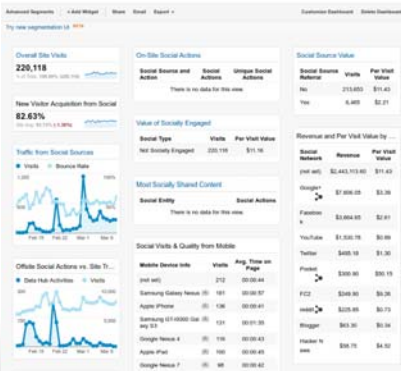
- Refer patients
- Get fee estimates
- Share files
- Get updates
- Collaborate
- Do it all quickly and easily!



## Google Analytics

### Social Media Dashboard

Feb 9, 2013 - Mar 11, 2013



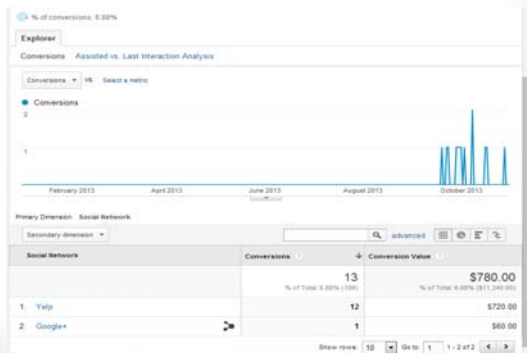
## Google Analytics as a Measurement Tool

- Free
- Robust
- Customizable
- Integrates with all websites
- Integrates with analytics software

## Google Analytics

- Analytics Samples:
  - Goal 1: Contact Us Form Submitted
  - Goal 2: Blog Subscription
  - Goal 3: Mailto Link Clicks
  - Goal 4: Phone Lead
  - Goal 5: 404 Error
  - Goal 6: New Registration Confirmation Page
  - Goal 7: Social Button Click
  - Goal 8: Purchase Completed
  - Goal 9: Whitepaper Download

## Google Analytics

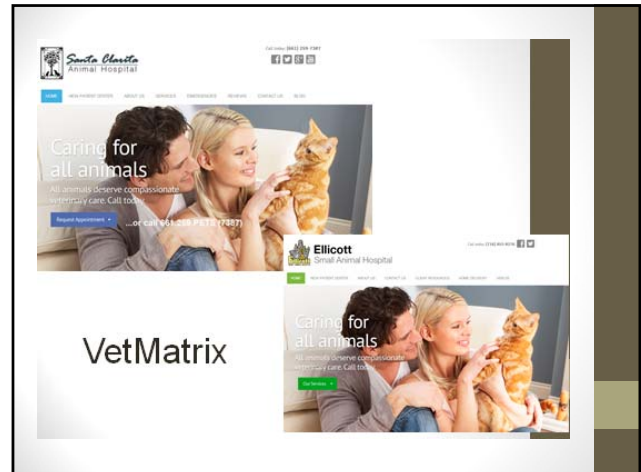


## Google Tags Manager

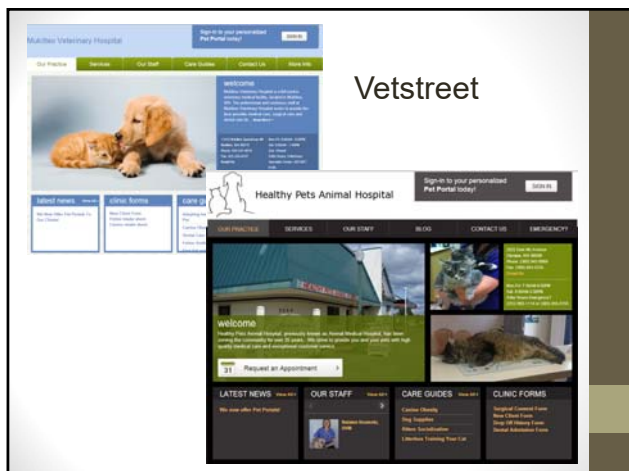
The screenshot shows the Google Tag Manager interface. It displays a list of tags and rules. A red arrow points to the 'Tags' section, and another red arrow points to the 'Rules' section. The interface includes a search bar and a 'New Tag' button.

Name	Type	Rules	Last Modified
All Pages Adwords Remarketing	Adwords Remarketing	All pages	Nov 8, 2012 1:08:01 PM
Adwords Conversion Pixel	Custom HTML Tag	New Free Trial Accounts Connect	Nov 11, 2012 9:35:35 PM
Adwords Remarketing	Custom HTML Tag	New Free Trial Accounts Connect	Nov 8, 2012 9:35:35 PM
Adwords Remarketing	Custom HTML Tag	All pages	Nov 8, 2012 9:35:35 PM
Free Trial With Card Signup Conversion	Adwords Conversion Tracking	New Free Trial Accounts Connect	Nov 8, 2012 9:35:35 PM
New Free Trial Accounts Remarketing	Adwords Remarketing	New Free Trial Accounts Connect	Nov 8, 2012 9:35:35 PM
Conversion	Custom HTML Tag	All pages	Nov 11, 2012 10:10:28 PM
New Free Trial Accounts Remarketing	Adwords Remarketing	New Free Trial Accounts Connect	Nov 8, 2012 9:35:35 PM

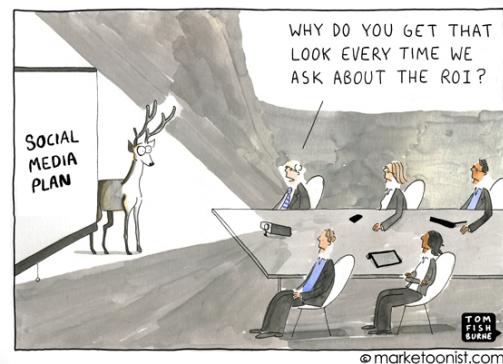
Whose job is it anyway?

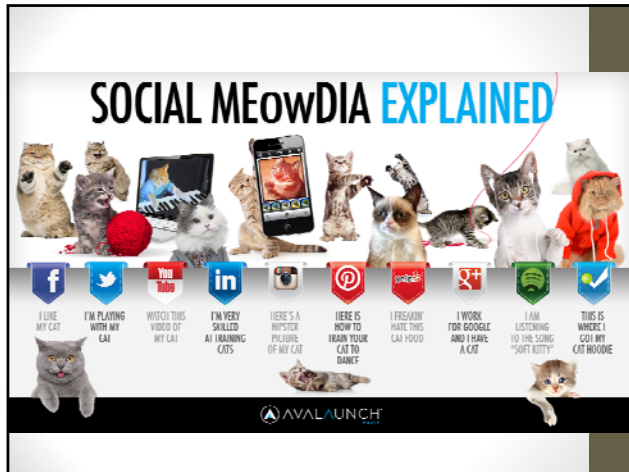


VetMatrix



Social Media





## The Questions....

- Follower growth by channel - What was the change of active users on our (Facebook/Twitter/etc.)
- Social Interacts – How many people liked, re-tweeted, +1'd our post?
- Clicks by Channel – Where are my 'fans' coming from?
- ***Are all of these individuals potential or current clients?***

## Social Media



## Swim Lanes & Assists

*"Marketers commonly measure the performance of each of their marketing activities as if they work independently of one another--so called swim-lane measurement. This may result in significant over- or under attribution of advertising revenues because ads in one medium can exert a powerful influence on, or assist, those in another."*

*"Swim-lane measurement ignores those assisted effects. Data analysis of one campaign revealed that swim-lane measurement grossly underestimated the revenues attributable to social-media marketing and display advertising while overestimating PR and paid-search revenue."*

- Nichols, Wes. Harvard Business Review. Mar2013, Vol. 91 Issue 3



## Facebook

Page Insights

TRACK YOURSELF  
BEFORE YOU WRECK YOURSELF

THE FACEBOOK PIXEL

## Twitter

- Followers
- Activity
- Cards
- Analytics

## Blog

• Cystotomy  
 • Amputation (traumatic)  
 • Tail amputation  
 • Debridement amputation  
 • Spay/neuter (ovariohysterectomy)  
 • Molar removal/prosthetic  
 • Dental treatment  
 • Prosthodontic gastroscopy  
 • Cherry eye  
 • Enucleation  
 • Retained deciduous canine teeth

Veterinary services have passed their hands to become a Director of Veterinary Medicine and have opened for an interview for more clinical experience. VSC has two rotating interns - Drs. James Kline and Natalie Hagg. Three surgical interns - Drs. Katherine Hagg, Kristin Kline and Zofia Hagg. One of our interns is a...

Share this post with the following:  
 Facebook Twitter LinkedIn Email Print

## YouTube

Seeikon, MA | Bristol County Veterinary Hospital | Vets

39 views

Show this video  
 Embed  
 Email



## Yelp

- Yelp – advertising or social media?
- Mixed Reviews
- Track reviews and organic growth before paying.
- If you are paying, measure, measure, measure!



## Who's managing your Social Media?



PRINT AND COLLATERAL MATERIALS

## Yellow Pages



## Yellow Pages ROI

Cost of the campaign	\$4,000
Value of one new customer	\$100
Number of customers gained to break even	40
Number of leads needed to gain one new customer	10
Number of leads needed to break even	400
Number of leads needed to achieve 100% ROI	800

## Yellow Pages

- ...and other directories.
- Do you have a tracking phone number set up on your advertisement?
- What online tracking tells you: how many people clicked on the link to your site – not how many people scheduled appointments.
- The advertising company should be able to tell you this, as well as log how many phone calls have been received from said advertisement. This data will allow you to determine break even /ROI.

## Still want to do a YP Printed Ad?

- Immediately create a working system to track the sources of your business leads.
- Include an offer exclusively for ad respondents, with a code for them to use when calling.
- Include a dedicated phone number to make tracking easier.
- If you have a website, create a special landing page solely for the ad (just as you would for any ad you run in any medium.)
- Create a nice ad. For most people, 65% of the time spent looking at an ad is used to examine the image or photo, with the remaining 35% spent reading the text.

## Collateral Materials

- What items are “worth it”?
- Questions to ask:
  - Do my clients see a value in the item?
  - Do they serve a purpose/function in their everyday lives?
  - Would it be something they’d want to show their friends?



Leashes  
Poop bag holders  
Collapsible bowls  
Tennis Balls  
Food Scoopers  
Pill Boxes  
Litter Scoopers  
Picnic Blankets



## Collateral Materials



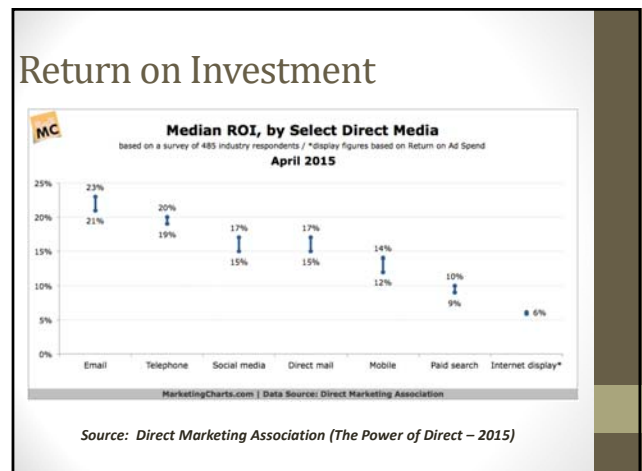
They don't have to be free!

## Beyond Swag

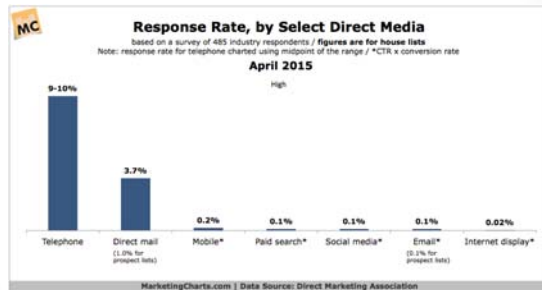
- Think beyond the box of traditional promotional materials.
- “How do we make it easy for our customers to buy from us?”
- “What purchasing barriers can we remove?”

ROUND 2

## CAMPAIGNS ON AND OFFLINE



## Response Rates



## One question to ask...

- How many clients are responding to my (insert media outlet here).
  - Visiting my website
  - Scheduling an appointment
  - Calling to inquire about

## Measuring Effectiveness



- Coupon Codes
- QR Codes
- Incentives (tracked)
- Phone Logs
- Attendee Lists

## Campaign Testing



## Email



Top links clicked

### Subscribers with most opens

<a href="http://www.mercedes.com/brand/20308163.made">http://www.mercedes.com/brand/20308163.made</a>	20	<a href="mailto:Russo2004@comcast.net">Russo2004@comcast.net</a>	20
<a href="http://www.mercedes.com/">http://www.mercedes.com/</a>	0	<a href="mailto:mercedesmer@aol.com">mercedesmer@aol.com</a>	16
<a href="http://maps.google.com/maps?hl=3710-5W+Alaska+Steele%2C+5%2C+Seattle%2C+">http://maps.google.com/maps?hl=3710-5W+Alaska+Steele%2C+5%2C+Seattle%2C+</a>	0	<a href="mailto:knobloch@comcast.net">knobloch@comcast.net</a>	11

Mailchimp  
Constant Contact  
TailoredMail

## Campaign Sample

MDR1 Initiative Budget			
Revenue			
Tests	\$98	50	\$4,900
HP Exams	\$58	25	\$1,450
Tags Only	\$5	10	\$50
			\$6,400
Expenses			
Test Fee	\$60	50	\$3,000
Tech Time	\$6	50	\$300
Shipping	\$12	50	\$600
Tags	\$5	60	\$300
	\$83		\$4,200
Net Revenue			\$2,200

- How many MDR1 Tests did we sell in January?
- How many have we sold this year?
- What did we learn?

## Customer Relationship Management

*"The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself." – Peter Drucker*

## Know the Customer

- Your PMS's ability to generate reports is greater than you think. Many of the answers to the questions that we would want to know are already in our data.
- Have someone in your practice become familiar with running Boolean queries or ask your practice management software company to assist you in creating them.
- Other CRM tools
- Build customer "Personas"

## Control the Customer Experience

- Have you mapped excellence in Customer Experience across all areas of your practice?
- Do you have a coherent and consistent Customer Experience plan?
- Are all relevant departments aligned and onboard?
- Do staff at every level understand the Customer Experience relevance to them?

## Other Measurement Considerations

- Data Integrity
- Vanity Measurements

## Looking to the Future

- Ethical management of information
- Reactive vs Predictive campaigns

## Information Management

- Instill a data-driven culture in your practice
- Share with the group how good information benefits all
  - Weights and Temps are just data points.

## Reactive Marketing

- We analyze the data from the previous month(s) and make changes.
- We observe what our competitors are doing and react accordingly.
- It works, but it's slow. It does not allow us to become early adopters of any trend, so by the time we start doing it, everybody else already is.

## Predictive Marketing

- The information gathered is analyzed in “real time” and we are able to make educated assumptions as to what trends will be occurring.
- For instance:
  - Life stage reminders
  - Increased seasonal incidence of acute medical issues
  - Product recommendations

## Take it with you

- How can we improve our customers' experience such that it minimizes barriers to purchase?
- How well do we know our customers?
  - Can we describe them as a person?

Questions?