

# Emotional Marketing, Video Production and Recruiting

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# Part 1: Emotional Marketing

How are clients finding you?

What are their concerns/reluctancies?

# Rational vs. Emotional

What percentage of their decision making process is rational vs. emotional?

# THE SCIENCE OF EMOTIONAL MARKETING

Ads that connected on an emotional level caused a 23% increase in sales compared to average advertisements.

Source: Nielsen, 2016

# THE SCIENCE OF EMOTIONAL MARKETING

A positive emotional bond with a company is more important to consumers than customer satisfaction.

Source: Harvard Business Review, 2016

# THE SCIENCE OF EMOTIONAL MARKETING

People with a positive emotional association with a specific brand are:

- 8.4 times more likely to trust the company
- 7.1 times more likely to purchase more
- 6.6 times more likely to forgive a company's mistake

Source: Tempkin Group, 2016

# THE SCIENCE OF EMOTIONAL MARKETING

Consumers who are emotionally connected to a brand are worth two times more to a business than the average highly satisfied customer.

Source: Forbes, 2018

# The Takeaway



Enough on the “why”, let’s discuss “how” to put emotional marketing into practice.

Where are the “emotional gaps” in your customer journey?

# TECHNIQUES FOR INTRODUCING EMOTIONAL ENGAGEMENT

- Frame an “explanation” with a story.
- Ask questions.
- Use reflective listening.
- Be intentional and take a breather.
- Look at things from the other perspective.

# TECHNIQUES FOR INTRODUCING EMOTIONAL ENGAGEMENT

- Interweave emotional connections throughout customer journey.
- Consider all interactions (not just face-to-face) as emotional opportunities.

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- Interweave emotional connections throughout customer journey.
- Consider all interactions (not just face-to-face) as emotional opportunities.
- When things get technical, emphasize what the technology/procedures allow you to do.
- Before saying “There’s not enough time”, consider the overall impact.



# Emotional Marketing Discovery Process:

RESULT

EMOTION

BORROW

ADAPT





# Emotional Marketing Discovery Process:

**R**ESULT  
**E**MOTION  
**B**ORROW  
**A**DAPT

Brainstorming



# PART 1 CONCLUSION

Businesses need to promote an experience and a feeling rather than a single product. The emotions a business chooses to feature in a new campaign need to fit within the brand so it seems like a natural extension of the marketing strategy. Try to think of emotions other than just happiness, sadness or anger. For small businesses, pride and passion for their local area can be enough for a very strong campaign.

Source: Forbes, 2018

# Part 2: Video Production

# 10 WAYS VIDEO CAN HELP YOUR PRACTICE

- Increase new patient visits (marketing)
- Increase Client Engagement on Social Media
- Create a Contest
- Client Education (may be less relevant for specialty)
- Passive Reminder Program (top of mind)
- Increase Compliance

# 10 WAYS VIDEO CAN HELP YOUR PRACTICE

- Awareness about under-utilized services
- Help your staff feel more relatable/approachable
- Reduce Call Time (with surgery prep / questions)
- Recruit new DVM's/Technicians
- Keep Clients Engaged in Lobby / Exam Room

Video is more accessible and powerful  
than ever before.

Don't let the “experts” (like me) shame you.

Video is not a quick fix - it should be part of a broader strategy.

Consider the “why”.

# TIPS FOR IMPROVING QUALITY

- Quality is important.
- Quality can be drastically improved without buying a “better camera”.
- Aim for “decent/not bad” instead of “masterpiece”.
- Get to know your camera’s settings.
- Keep framing in mind.

# TIPS FOR IMPROVING QUALITY

- Don't overuse filters!
- Consider horizontal vs. vertical.
- Consider stabilization options.
- Don't forget about audio.



## TIPS FOR WORKING WITH “TALENT”

- Vet staff can be a bit camera shy. (shocking, I know)
- To script or not to script?
- Capture natural scenes.
- Stage scenes when needed.

# TIPS FOR WORKING WITH “TALENT”

- Schedule a rock star client.
- Be attentive to pet's body language.
- For talking heads - Have someone sit off-camera.
- Use a squeaker to get a patient to look into the camera lens.
- Pets move FAST (more of an observation than a “tip”)

How long should my video be?

Remember where the video will be used.

# LEGAL CONSIDERATIONS

- I'm not a lawyer.
- Who owns footage shot by staff members?
- Photo/Video Releases
- Be Aware of Copyright Laws

# Part 3: Staff Recruitment

# General Observations

## STUDENTS' ADVICE TO PRACTICES:

- Put LOTS of detail in the job post.
- Staff culture is high on their radar.
- In job posting, be specific.
- Invite candidates in for a working visit.
- Some form of mentorship is desired by vast majority.



## STUDENTS' ADVICE TO PRACTICES:

- Don't treat them like they don't know anything. (or assume they know everything)
- Work life balance is a big value.
- They want an easy and quick way to contact you.
- They want to talk with your staff too.
- Communicates your excitement about a new associate role.
- Be prepared.

**FOR YOUR CONSIDERATION:**  
**MAKE A RECRUITING VIDEO**

## FOR YOUR CONSIDERATION:

### MAKE A RECRUITING VIDEO

- Keep in mind what we've discussed.
- Good for standing out.
- Even better for capturing your practice's values, personality and culture
- “Show” Don’t “Tell”
- Idea: Have clients interview staff.

Brainstorming



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