

Getting the Most Out of Your **Digital Marketing**

Your clinic's marketing channels are a great way to promote the importance of parasite protection while also increasing sales and reward opportunities. Here are a few tips to get you started.



Timing Is Everything

- Protection from parasites is important year-round, but there are seasons when the message is more relevant to your clients – think about the months when mosquitoes and other parasites are the most prevalent in your area.
- Be strategic about when you push your message out and prioritize months when protection is more top of mind for pet owners. Set a schedule during those months for a weekly post on social media and a monthly email send.

Offer an Incentive to Interest Your Pet Owners

Everyone loves a deal – consider doing a 'bundle and save' promotion to encourage multiple product purchases in one order, earning pet owners more back in rewards. Other ideas:

- Prize giveaway entry with the purchase of a product
- BOGO – buy X doses, get X doses free

Emails

Your P.E.P. Toolkit includes a turnkey email that you can use to reach your clients. This email spotlights the different products that are eligible for your rewards program so pet owners know what to ask for when they come into your clinic.

Which one to use?

HTML: If you have an email software program, you can use this version. Simply copy and paste the provided HTML into your email client.

Text only: If you don't have an email software program, simply copy and paste the text content into a new email to send to your database.

Emails *(continued)*

Tips for email success:

- **Create an engaging subject line to stand out in a crowded inbox.** Test out different approaches, like incorporating an emoji, to see what gives you a higher email open rate!

Subject line ideas:

- Is your pet fully protected this season?
- Savings on heartworm & parasite protection
- The risks your indoor pet faces
- **Make sure your list is clean.** Regularly clean your email list to keep it focused on your active patient database. Unengaged email addresses can hurt your delivery score.
- **Consider the time of day you're sending the email.** Are your clients busy at work during the day? If so, an early morning or evening scheduled email will have a better chance of reaching them.

Put the Social in Social Media

Social media is a great space to reach your clinic's audience and help educate your clients about the importance of parasite protection. Your P.E.P. toolkit includes ready-made social media posts to help!

A few ways to engage your audience on social media:

- **Post frequently** – Posts can live on for several days in people's feeds. Post a couple times a week to make sure you're maximizing the time in front of your audience.
- **Reshare to your 'stories'** – On Facebook and Instagram, you can 'reshare' your post to the stories, which helps promote your content through the algorithm and keeps your content in front of more people.
- **Keep it brief** – People spend just a few seconds engaging with content on social media – get your message across quickly to capture their attention.
- **Adopt a conversational tone** – Keep the social in social media! 'Like' and 'Comment' to engage with your audience on your posts. The platform's algorithm rewards engagement, and this will help keep your content in front of your audience.
- **Consider promoting your posts with advertising to expand your message.** Add a layer of geo-targeted radius around your clinic to make sure you are reaching potential customers.

We hope these strategies help you as you engage with your audience and encourage them to protect their pets from parasites. There are more marketing toolkits available to you on Virbac's Vet Resource Center. Sign up at <https://vetresourcecenter.us.virbac.com> to download ready-to-use emails and social media posts covering dental health, joint health and more.