



iVET360°

MARKETING IN THE POST-COVID AGE OF CONSUMERISM

WEBINAR

Marketing in the Post-COVID Age of Consumerism

Kate Goudschaal

iVET360 Senior Marketing Manager

Manning the Questions Feed...

Drew Vandeberghe

iVET360 Managing Director of Marketing

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VETERINARY PRACTICE SOLUTIONS

HR & TRAINING

Create a supportive team environment and boost staff satisfaction with training. Unite your team towards your common, hospital-wide goal: *providing excellent client service.*

MARKETING

Dominate your market, accelerate your client growth and increase your hospital's reach when you establish a consistent brand and tone for your practice.

ANALYTICS

Identify your hospital's goals and track progress with real-time operational and financial data. *Review key performance metrics and budget anytime with our Pulse Dashboard.*

The Impact of COVID-19 on the Industry

Industry-wide decline as a result of a drastic drop in transactions from mid-March through mid-April.

DAILY TREND – MAY 12		
REVENUE	↑	+5.7%
TRANSACTIONS	↓	-5.4%
ATC	↑	+11.8%
NEW CLIENTS	↑	+9.9%

MONTH OVER MONTH TRENDS		
REVENUE	↓	-8.2%
TRANSACTIONS	↓	-19.7%
ATC	↑	+14.4%
NEW CLIENTS	↑	+0.1%

Hospital data provided by Pulse Powered by iVET360 and is available at covid19.ivet360.com. Daily stats are compared to the same weekday last year (ie. Tuesday to Tuesday comparison). Month to date stats are based on calendar month over last year.

The Impact of COVID-19 on the Industry

iVET360 practices weathered the storm better than the industry average with the strongest performance seen in practices utilizing all three service delivery options.

INDUSTRY HOSPITALS YTD		
REVENUE	↓	-0.8%
NEW CLIENTS	↓	-4.7%

iVET360 HOSPITALS YTD		
REVENUE	↑	+2.5%
NEW CLIENTS	↑	+3.2%

iVET360 Data Source: 786 hospitals across all 50 states. Average hospital size approximately \$2 million in annual revenue.

What Has Changed?

- **The Need for Adaptability:**
 - Quick and effective crisis response
 - Client/community engagement
 - Technological innovation
- **Shifts in Consumer Behavior:**
 - New expectations for communication and interactions
- **Corporate Consolidation:**
 - Systematic and data-driven marketing is the key to being competitive

COVID-19 has shown that the industry can no longer afford to be slow to adapt to a changing world and must take an objective and holistic approach to marketing and practice performance.

What Should Your Practice Already be Doing?

- **Offering Hands-Free Client Interactions:**
 - Curbside pick-up, Drop-off appointments, Online pharmacy, Telemedicine or TeleTriage
- **Managing Your Digital Presence:**
 - Business listings, Website, Digital ads
- **Monitoring Your Online Reputation:**
 - Maintaining client service standards, open communication, responding to positive and negative reviews.
- **Engaging Your Clients and Community:**
 - Client newsletters, COVID-19 advisory alerts, compliance tracking, social media engagement

Agile practices that acted quickly and holistically to the pandemic were better able to mitigate losses in revenue and dips in new client growth.

Positioning Your Practice for Success... Post COVID-19

Many practices have already adapted their service delivery protocols and implemented new tools in response to COVID-19. **These changes should not be dismissed as short-term solutions.**

Increased pet adoptions and reduced competition means new patients needing care. **How do you ensure they come to you?**

Post-Pandemic Pillars of Marketing Success:
SAFETY | FLEXIBILITY | ACCESIBILITY | INNOVATION | COMMUNITY

A grayscale photograph of a woman with blonde hair and sunglasses driving a car. A light-colored dog is sitting in the passenger seat, looking out the window. The image is darkened to serve as a background for text.

SAFETY

HOW ARE YOU **PRIORITIZING** CLIENT SAFETY?

Post-Pandemic Pillars of Marketing Success:

SAFETY | FLEXIBILITY | ACCESSIBILITY | INNOVATION | COMMUNITY

▪ Clients Want to Know How You are Keeping Them Safe

- Heightened awareness will lead to a new expectations for client **safety standards**
- Be careful with snapping back to “business as usual”
- Operate in the best interests of your clients and staff
- Rigorously adhere to safety protocols and quickly communicate changes
- Be prepared for future shelter-in-place or social distancing orders

***Client Example:** Atlanta area hospital maintains curbside pick-up and limits client interactions through June despite a state-wide reopening process.*

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TAKE ACTION

- Plan to continue COVID-19 protocols for **3-6 months** after local and/or national restrictions or recommendations are lifted
- Develop safety SOPs for both operations and communications
- Survey your clients to better understand what they need from you to continue using your services
 - **Free Tools:** Survey Monkey, Survey Planet, Google Forms



FLEXIBILITY

HOW ARE YOU **STAYING AHEAD** OF YOUR COMPETITION?

Post-Pandemic Pillars of Marketing Success:

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- **Being Nimble is the Key to Staying Ahead of Your Competition**
 - Don't waste time being reactive, plan for a proactive approach now
 - Practices that were quick to adjust protocols and procedures, even before government mandates, out-performed those that took a reactive approach

Client Example: New Orleans area practice proactively implemented curbside pick-up protocols and split their staff to maintain operations in the event of exposure – all before local mandates to shelter-in place were released. Resulting in a 40% increase in new clients and a 14% increase in revenue in March and April when compared to prior year.

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TAKE ACTION

- Establish a strong chain of command in your practice to act more quickly
- Develop SOPs for client communications and engagement
- Centralize critical information like business listing and social media log-ins, website access and contacts for vendors
- Identify a *Social Media Manager* in the practice
 - **Digital Download:** iVET360 Tips for Designating Your Social Media Manager
- Invest in a trusted partner

A woman with long dark hair, wearing a white face mask and white gloves, is holding a pug dog. The background is blurred, showing other people in a public setting. The image is overlaid with a dark grey semi-transparent layer where the text is placed.

ACCESSIBILITY

HOW ARE YOU **ADAPTING** TO THE SHIFT IN **CONSUMER BEHAVIOR**?

Post-Pandemic Pillars of Marketing Success:

SAFETY | FLEXIBILITY | ACCESSIBILITY | INNOVATION | COMMUNITY

▪ Make Your Practice and Your Services More Accessible

- Be searchable and easy to find. Offer a diversity of communication options for clients.
- Looking to attract a younger and more affluent demographic? Meet them in the communication space they prefer
- Adapt to the shift in consumer behavior as a result of COVID-19

***Client Example:** Portland area hospital offers telemedicine service during the pandemic and sees a 14% increase in new clients and \$3,000 in generated revenue from consultation fees in 30 days (not including medications or additional services).*

- Recognize the immediate (and likely lasting) economic impacts of the pandemic on your clients

Post-Pandemic Pillars of Marketing Success:

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TAKE ACTION

- **Maximize Your *Searchability Quotient***
 - **Search Engine Optimization (SEO)**
 - Only 18.5% of veterinary practices have the basic SEO elements installed on their website
 - **Search Engine Marketing (SEM)**
 - Only 12% of veterinary hospitals are currently running Google Ads
 - **Social Media**
 - Less than 40% of veterinary hospitals have a claimed and verified Facebook page
 - **Business Listings**
 - Only 25% of practices have online appointment links on their Google Business Listing

2019 VETERINARY MARKETING BENCHMARK REPORT

Presented by iVET360

Download the report and request a **FREE**
digital assessment at ivet360.com



Post-Pandemic Pillars of Marketing Success:

SAFETY | FLEXIBILITY | ACCESSIBILITY | INNOVATION | COMMUNITY

TAKE ACTION

- **Bring Your Client Tools Online**

- Appointment Requests, Client Forms, Prescription Refills, Online Pharmacy, Prescription Food Delivery, Telemedicine or Virtual Visits and Consultations
- Convenient and “hands free” payments through Apple Pay, Google Pay or other Payment Portals

***Client Example:** Online payment portal processed \$6,613.71 in service fees in 25 days through “hands-free” client payments and helped reconcile overdue accounts*

- **Recognize the Need for Financial Accessibility**

- CareCredit, Scratchpay, QuadPay and Wellness Plans

INNOVATION

HOW ARE YOU EMBRACING CHANGE?

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▪ Embrace Change and Innovation

- Don't create additional barriers by being unwilling to adopt technology or new practices into your business
- Accept technology as a differentiator and not a hindrance
- Rely on *facts* over *feelings* and let the data tell you what is working
- Focus on promotional offers that drive results

Post-Pandemic Pillars of Marketing Success:

SAFETY | FLEXIBILITY | ACCESSIBILITY | INNOVATION | COMMUNITY

TAKE ACTION

- “Free First Exam” is Not a Four-Letter Word
 - In the post-COVID19 consumer landscape, a “risk-free” opportunity to make a meaningful connection with a new veterinarian is important more than ever.
 - **Concern:** FFE clients don’t have long-term monetary value
 - **Reality:** Average revenue in the first year was \$269 compared to \$270 for non FFE clients
 - **Concern:** These clients are disloyal and won’t return
 - **Reality:** 65-75% of FFE clients return within 15 months

Data Source: ivet360.com/why-free-first-exams-work/

Post-Pandemic Pillars of Marketing Success:

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TAKE ACTION

- *Client Example: Chicago area hospital offers free first exam and here is what we saw in the first 10 months:*
 - 8.12% increase in overall practice revenue
 - 24.13% increase in new client revenue
 - 76.51% increase in new clients
- **But How is That Relevant to the Pandemic?**
 - Maintained growth through the pandemic with 2020 revenue up over PTYD, 3.6%.
 - Record-breaking new client numbers in March and April (54% over March/April in PY) with 2020 new client numbers up over PYTD, 45%

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TAKE ACTION

- **Leverage Digital Tools to Gain Insights into Consumer Wants, Needs and Behaviors**
 - Call tracking to determine true new client opportunities
 - Digital analytics and landing pages to track consumer behaviors
 - Data aggregation and visualization to easily track practice performance and evaluate marketing efficacy



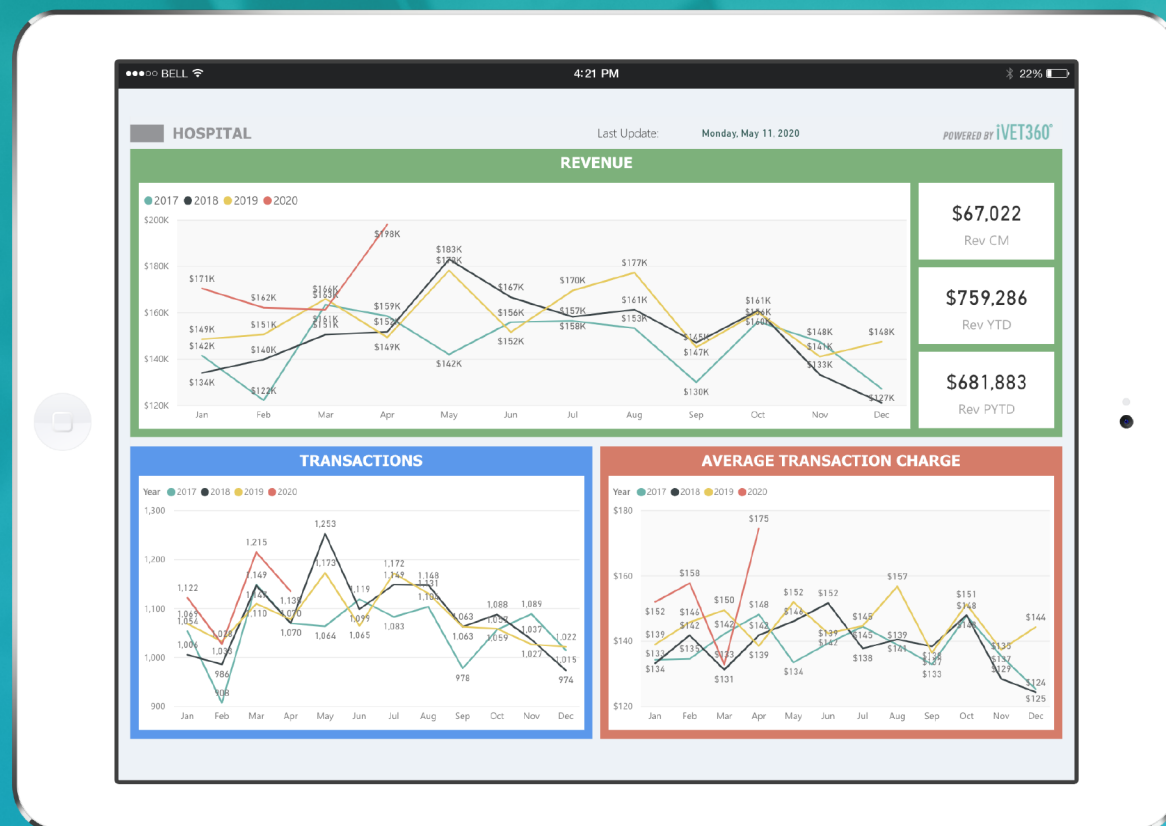
PULSE

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ivet360.com/covid-three





COMMUNITY

HOW ARE YOU **ENGAGING YOUR COMMUNITY TO CREATE VALUE?**

Post-Pandemic Pillars of Marketing Success:

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▪ Engaging Your Community and Communicating Value

- The loyalty of your client base is a key factor in the success of your practice
- Understand the *know/like/trust* concept to create and communicate value
 - **Know:** Introduce yourself to the market. Be targeted. You don't need to be known by everybody – just the right consumer.
 - **Like:** Be likeable and visible in the community. Ensure your your hospital's voice is real and authentic. Engage consumers in two-way conversations and don't be tone-deaf.
 - **Trust:** Be consistently good at patient care and client service. Apologize when you need to. Give clients a reason to come back to you year-after-year.



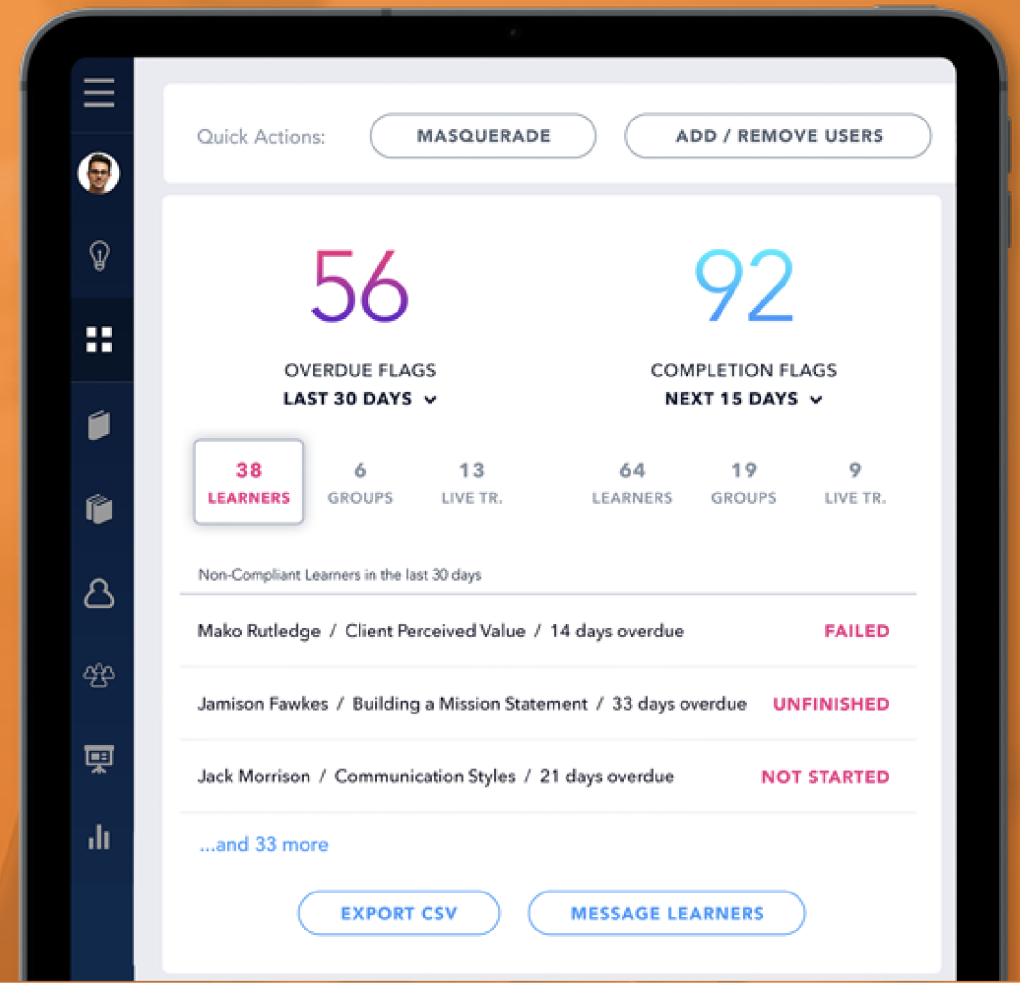
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Post-Pandemic Pillars of Marketing Success:

SAFETY | FLEXIBILITY | ACCESSIBILITY | INNOVATION | COMMUNITY

TAKE ACTION

- **Engage and Re-Engage Your Clients and Community Post COVID-19**
 - Rely on your client champions with loyalty and referral programs
 - Focus on compliance with a robust client communication strategy
 - Reminder platform/app with at least a 40% adoption/user rate
 - Client email capture rate above 70%
 - Dedicated compliance communications to re-engage clients
 - Introduce/re-introduce clients to differentiating or underutilized services
 - Incorporate video and live streaming to your social strategy

Putting It All Together...

Practices must be able to act fast, and in some cases, make radical changes to stay competitive in the market

- **Safety:** Prioritize client safety. Rigorously adhere to safety protocols and quickly communicate changes.
- **Flexibility:** Be nimble to stay ahead of your competition. Don't waste time being reactive and plan for a proactive approach now.
- **Accessibility:** Adapt to the shift in consumer behaviors and make your practice more accessible for clients.
- **Innovation:** Embrace change and technology and let data drive your decision making.
- **Community:** Develop a trusted relationship with consumers and focus on engaging your clients.

Digital Download: iVET360 Marketing Success Checklist

Questions & Answers

You've got questions... we've got answers!

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Question 1

How do we hold on to new clients who came to visit us because their old clinic was closed?

Answer:

- The key is to effectively integrate them into your client/community engagement and communication strategy
- Make sure that you have all of their contact information captured in your system (especially cell phone numbers and email)
- Make sure that they are actively using your communication tools including reminder platforms and pet care apps
- Circle post COVID-19 client communications back to your differentiators and key service points

Question 2

How useful is a pet care app when our clients already have a pet portal on our website that gives them access to their pet records and ability to schedule an appointments?

Answer:

- Pet care apps puts your practice and your voice right in the pocket of your clients as opposed to client portals that actively require clients to search for them AND remember their log-in credentials.
- On average, online pet portals have a 70% one-time log-in rate.
- Pet care apps encourage clients to be more engaged and proactive in their pet's care.
- Push reminders and notifications sent directly to clients reduces no-shows and cancellations and increases compliance.
- Faster and more efficient way to communicate directly to clients in times of urgency or crisis.

Question 3

Boarding and daycare is a large part of my practice and has been hit the hardest during COVID-19. How do I know when it's time to reopen these services and how can I really promote them heading out of the pandemic?

Answer:

- Be sure to balance potential income from reopening these services with the cost of staffing to adequately maintain the service.
- Monitor local and regional trends in the travel and hospitality industry to better gauge client interest in boarding services.
- Promote daycare services as part of new puppy care packages that include both veterinary and behavior (socialization) recommendations.
- Introduce new clients and re-introduce existing clients to boarding and day care services. Consider special offers for first-time users.
- Promote boarding and daycare services with dedicated digital ads – separate from your veterinary services and with different targeting.

That's a Wrap!

Thank you so much for attending!

Ensure you stay tuned to our COVID-19 Resource Website at:
covid19.ivet360.com

Learn more about how iVET360 marketing services at:
ivet360.com/marketing/

Questions? Email us at marketing@ivet360.com

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