

Marketing in the Veterinary Field 15 Hour Project

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INTRODUCTION

Eastside Animal Hospital is a new veterinary hospital that opened in May of 2021. It is a small animal practice offering quality care and advanced care. The hospital was built from the ground up in an existing building that used to be a bank. There were no existing clientele or patients at this new practice. Due to the expense of building the practice, unexpected renovations and remodeling the hospital funding has been decreased for marketing. Marketing is crucial for a veterinary practice to grow, develop relationships with the clients and improve their public image.

OBJECTIVES

- Develop marketing strategy
- Increase consistent free social media usage.
- Increase community involvement.
- Increase word of mouth amongst the community.



SWOT ANALYSIS

- **Strengths:** Personable Staff, Business Hours, Same Day Appointments.
- **Weaknesses:** Lack of relationship with the community, lack of consistent social media usage, lack of marketing funding.
- **Opportunities:** Close knit community, free social media channels, business hours extended past those of competition.
- **Threats:** Lack of marketing and lack of community engagement.

RECOMMENDATIONS

The recommendations for Eastside Animal Hospital to follow would be to utilize free social medias, create a marketing campaign and begin to develop personal relations with the community. Creating a marketing campaign with a combination of mailers, Search Engine Optimization and utilizing this information across the board on different social media platforms such as Facebook, Instagram and Indeed is in the plan for Eastside Animal Hospital to help them develop face within the community.

CONCLUSION

- Met with marketing company to establish a marketing plan.
- Developed consistent social media campaign and shared amongst staff to collectively utilize Canva to schedule social media posts across all forms of social media.
- Created client education to be utilized across our new website development and email marketing using keywords for SEO (Search Engine Optimization)
- Educated staff on Robert Sanchez's "Hero's Journey" and how we can utilize this as a tool to develop relationships with new clientele and enhance word of mouth in the community.
- Established plan for marketing through public mailings.

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