

### 5 ideas to optimize your digital footprint that won't consume your schedule or budget

**DIGITAL MARKETING** can be overwhelming for any practice, especially when your passion is veterinary health care and creating a remarkable client experience. The list of digital marketing opportunities that can consume your time and budget is endless, from email marketing automation to creating live video on social media. Whatever your role, a veterinarian, a veterinary technician, or a practice manager, you probably aren't inclined to be a digital marketer.

Here are 5 digital marketing **Trends and Tips** that can help you grow your practice, build client loyalty, and leave you time and money to do what YOU do best--patient care.

#### **[#1] OPTIMIZE YOUR WEBSITE FOR MOBILE**

We all know that developing an online experience is critical to your veterinary practice. It needs to be convenient, intuitive and helpful for horse owners. But it also needs to be mobile-friendly. Among the 3.75 billion internet users worldwide in 2019, 86.2% will use a mobile phone to go online<sup>2</sup>. Use a website builder that offers mobile-friendly templates, or work with a professional to ensure your website is responsive and content is displayed the same on any device. Keep testing and tweaking and continue to think about your mobile users as a priority.

#### **[#2] "OK, GOOGLE" - BE PREPARED FOR "VOICE SEARCH"**

With the rise of "verbal interaction" with digital assistants like Google "Home" and Amazon Echo, not to mention verbal searches on cell

phones, preparing your website for voice search requires a different approach. Google claims 50% of searches will be conducted using voice search by 2020. The old-style keywords just aren't going to cut it anymore. When we search using text or type, we use short, unclear phrases and keywords to find information, because it saves time and physical effort. When we use voice search, we ask questions, use full sentences, and have conversations with a digital assistant. Optimize your website for speech, including longer key phrases and questions.

#### **[#3] ADD A CLICK-TO-TEXT BUTTON**

Click-to-Text is an incredibly effective call to action. 90% of consumers rate an "immediate" response as important or very important when they have a customer service question<sup>1</sup>. Through a simple click of a button from their cell phone, web visitors can connect with your business instantly through text messaging. An embedded, custom button is added to your website, linking directly to your existing, text-enabled business landline or toll-free phone number. Just make sure someone is always available to respond!

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#### **[#4] OPTIMIZE FOR THE "SNACK PACK"**

80% of the 40,000 Google searches per second are users looking for local services<sup>3</sup>. It's imperative to dominate your local searches and grab that coveted "Snack Pack" spot; the coveted top three local search results that appear, with a map, at the top of your search. The snack pack shows up above the traditional 10 organic search results links.

By being seen at the top of the first page you are showing clients that you are a local authority in veterinary care. Make sure to optimize your **Google My Business** page, build consistent and quality customer reviews, and ensure your on-page SEO is location-focused.

#### **[#5] EMBRACE SOCIAL MEDIA**

Social media can be overwhelming and time-consuming. You don't have to be on every social platform. Go where your audience is. Determine where local horse owners are and meet them there. Facebook is still currently the #1 social media platform, but 41% of its users are over the age of 65. If your customers are a younger demographic, you will want to spend more time and effort on the image and video-based channel, Instagram.

Share the responsibility among several individuals in your practice, and you may be amazed at the wide variety of content that is generated. Use scheduling tools like Buffer, Later, or Hootsuite. Many offer free versions. Check out our Equine Learning Center at [midwestvet.net/Midwestequine](http://midwestvet.net/Midwestequine) for more articles on Social Media including Content Calendar Building and a Quick Start Guide to Facebook and Instagram.

Make sure to "Follow Us" on Facebook (*Midwest Veterinary Supply – Midwest Equine*) and Instagram (*@midwestveterinary supplyequine*).

*Look for upcoming issues of The Midwest Grazer where we expand on several of these Digital Tips and Trends and provide new digital marketing ideas.*

#### **RESOURCES:**

- <sup>1</sup>[blog.hubspot.com/news-trends/tag/research](http://blog.hubspot.com/news-trends/tag/research)
- <sup>2</sup>[www.emarketer.com/content/global-digital-users-update-2018](http://www.emarketer.com/content/global-digital-users-update-2018)
- <sup>3</sup>[seo-hacker.com/the-local-seo-checklist-snack-pack/](http://seo-hacker.com/the-local-seo-checklist-snack-pack/)