

5 TIPS

TO INCREASE YOUR
CLINIC'S VISIBILITY
ON SOCIAL MEDIA
(AND GROW
YOUR BUSINESS)





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5 TIPS

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Introduction

Companies of all sectors and sizes use social networks every day to reach new potential customers and retain current customers by publishing a huge amount of content and information.

That's why getting noticed on social networks today is a difficult task...but not impossible!

With the right tips you can improve the visibility of your veterinary clinic too and get your business off the ground.

That's why we have collected for you 5 practical tips that you can follow immediately to get noticed on social networks and differentiate yourself from your competitors.

Let's get started!

1.

Work on your clinic's *branding*

The first key step you need to take to improve your clinic's visibility on social media is to empower the services you offer with the strength of your brand.

But what exactly does it mean "to empower the services you offer with the strength of your brand"?

The answer is simple:

« it means that you must first create a clear and strong identity for your brand. »

Only in this way your clinic will become immediately **recognizable** and **differentiated** from competitors.

The goal is to create in the minds of your customers (potential or current ones) a clear image of your clinic.

Do you know why this is important?

You must know that the brand is like a sort of **shortcut** that customers take when they have to make decisions and they feel doubtful about similar products or services from different companies.

Here are 3 tips to get you started on creating a strong, unique identity for your clinic.

- ▶ Clearly identify what your clinic's **values** are, the promise that the clinic is committed to, and the fundamental purpose of its existence (**mission**).
- ▶ Define your "**tone of voice**", which is the style used in your communication. It can be humorous, serious, scientific, joking, etc.. Once you have identified your tone of voice, remember to be consistent over time.
- ▶ Create a **unique** and **enjoyable experience** for customers (and their pets) at your clinic. Customer service can become a differentiator for your business, which you can also promote on your social channels.

2.

Demonstrate that you can solve a problem for your target audience

People are not looking for products or services, but for **solutions to their problems**. This is a fundamental concept for marketers, which you can't overlook if you want to increase your visibility on social media.

You need to demonstrate that you offer exactly the **solutions** and **answers** your potential customers are looking for.

Social Networks are the perfect channel to share useful information for your customers and answer the most common questions and problems that come your way. But that's not all.

Posting content like this **boosts your clinic's credibility** because you demonstrate expertise and the ability to properly solve what your target audience is struggling with. In addition, your audience is more likely to share this type of post because users feel like they are spreading **valuable and useful content** among their followers. This allows you to increase the visibility of your clinic and reach a wider audience.

So, here's our advice:

« collect the most common questions and concerns among your customers and create posts that deal with that topic. It is even better if these posts come with a nice design. »

3.

Use content generated by your customers

User Generated Content (UGC) is an invaluable resource for increasing your clinic's visibility on social media.

Studies and research have shown that user-generated content triggers **greater engagement** than regular branded posts. In addition, this type of content helps boosting your clinic's credibility on social media and increasing **trust** in your business, because it is content generated by other users and not "built" by you indeed.

Encourage your clients to post **reviews** of their experience at your clinic, share photos and videos of their pets before and after treatment or of them with their pets after treatment. You can also create a **Hashtag** (#) and invite your clients to tag it in their posts, so you can easily track them down and share the best content on your profile. This strategy can help you increase your user engagement and increase your followers' number.

Remember to ask permission to use your customers' content and tag them in your posts.

4.

Sponsor your clinic on social networks

If you want to **increase your clinic's visibility** on social networks, you can promote your business by creating paid campaigns on these channels. **Facebook**, for example, offers a platform that allows you to create ad campaigns on Facebook and Instagram.

You will have to define the budget for the **campaign**, the objective of the campaign and your **target audience**, and finally create an effective visual and textual message. We suggest you to contact professional digital agencies, which can help you implement the best strategy based on the results you want to achieve.

Sponsoring your clinic on social media is a great help if your goal is to increase your visibility, especially if you don't currently have many followers or if your clinic is not well-known.

5.

Create attention-grabbing posts

One of the imperatives for increasing visibility on social media is this: **get noticed**.

Think about yourself when using social media: *do you really read every post that comes your way? Do you read them all the way through?*

The answer is probably no, because most people don't stop to read posts or don't read them all the way through. If you do read a post, it's usually because a particular piece of content has captured your attention.

This is one of the fundamental points of a good strategy to increase visibility on social networks: **being able to attract the attention of users who are increasingly "bombarded" by posts and information of all kinds.**

At this point you're probably wondering: *"Okay, I get it: I need to stand out. But basically, how can I get noticed on social media?"*.

Here are some helpful tips:

- ▶ Find the right balance between **rational content** (for example posts that answer your clients' questions or that explain how a certain product you use works) and content that is **more emotional**, i.e., capable of eliciting an emotion (such as posts showing the patient you treated before and after treatment or stories of happy owners after your clinic treated their pets).
- ▶ Create **original** and **entertaining content** that helps increasing your social visibility and the engagement of your followers.

- ▶ Show your followers the “**behind the scenes**” of your business. You can, for example, make short videos in which you show users scenes of everyday life in your clinic or moments of fun with your staff. Use people’s **curiosity** to your advantage to increase your visibility on social networks.
- ▶ Use catchy text, a catchy phrase, or a particular headline that will raise **users’ interest** and push them to continue reading the post.
- ▶ Use **hashtags** (#) that are relevant to the content of your post and your business. You should know that hashtags are used to facilitate users in finding posts related to a **specific topic** within the various social networks. So, use hashtags correctly, avoiding generic hashtags that have nothing to do with either the post itself or your business.
- ▶ Create **surveys** to increase user engagement. An example? You could ask your followers if they prefer dogs or cats or other fun polls that can stimulate interaction.
- ▶ Favor **video content**. Remember: “video is the king” on social media nowadays, as well in many other media. Marketers know that videos have the power to engage users, increasing the time they spend on social platforms. You can also create good quality videos by simply using your smartphone. Here are some ideas for your videos: interviews of your clients at the presence of their pets, shooting of treatments you perform at the clinic or videos in which you show the results of the therapies (i.e., videos, in which you show the “before” and “after”).

+ Bonus

Create attention-grabbing posts thanks to DoctorVet laser therapy

If you've made it this far, it's probably clear to you by now that: to increase your clinic's visibility on social networks, you need to be able to stand out, through unique and original content.

What if we told you that there is a therapy you can use in your clinic that helps you differentiate yourself from your competitors on social networks (and beyond)?

Yes, it really does exist. We're talking about DoctorVet laser therapy, an innovative holistic approach to animal care. Natural, painless and effective.

Now you're probably asking yourself, *"What's the connection between DoctorVet laser therapy and increasing my clinic's visibility on social?"*

The answer to your question is in these pictures below!





These are really fun and original pictures, aren't they?

These cute shots feature a few patients wearing DoctorVet's protective glasses (called "doggles"), which are used to protect animals' eyes during laser therapy treatments. Pictures and videos of this type capture the attention of users and are very likely to remain impressed in their minds. After all, it's not every day that you see animals wearing glasses!

These posts allow you not only to grab the attention of users, but also to spark interest and curiosity about this innovative approach to animal care that your competitors don't offer. This brings your clinic two huge advantages: **differentiation from competitors** and **potential new customers** intrigued by laser therapy!

You can also invite your patients' owners to take these photos and post them on their social profiles tagging your clinic, to increase word of mouth among their contacts. In addition, you can post photos and videos in which you **show the results** of treatments with laser therapy DoctorVet to have a significant return on image, increase positive word of mouth among your customers and, above all, be able to distinguish yourself from your competitors.

You can increase your clinic's visibility on social networks and **grow your business with DoctorVet laser therapy** too!

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