

Stand out social

A series of practical talks geared at making your vet clinic shine online



A #SnoutSquad Production featuring:
Snout School founder, Danielle K Lambert



From practice manager to marketing mogul

Meet Danielle K. Lambert

Growing up in our family-owned veterinary hospital, I watched my dad practice medicine in a way that was uniquely him. From the Boston Red Sox paraphernalia in the waiting room to the elaborate anatomical drawings he'd create in the exam room, everything was very "Dr. Lambert."

Unsurprisingly, when I began to manage my family's clinic in 2011, I approached our marketing in a way that was uniquely me: Using social media. Finding that passion for marketing led me to found SnoutSchool.com, where over 9,000 veterinary professionals have either downloaded my e-books or taken my online courses.

Focusing on my strengths has brought me through a series of unconventional job opportunities. I managed social media for the Companion Animal Parasite Council (CAPC) and acted as marketing director for DrAndyRoark.com.

I'm driven to teach others because of the success that social media has brought to my family's clinic and to my own career.



Contact Danielle

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Topics

The Stand Out Social talks can be presented as a full-day workshop or on their own. (An hour of work time for attendees is encouraged for full-day events).

These talks focus on practical tips that any clinic can apply. From how to create educational videos to getting your team on board with social, this series covers it all.

You are encouraged to share the details of your event and attendees to help Danielle find that talks that best suit your needs!



Available Topics

1. Slow Your Scroll: How to get pet owners to pay attention online

Ever post something on social and get crickets, meanwhile you see pet content going viral every single day?

We'll focus on the psychology behind what people actually want to see and want to engage when it comes to marketing messaging (both on and offline) and what makes things "go viral."

Basically - no more wasting your time creating posts people don't want to see!

Duration: 60 minutes

50-minute Facebook Facelifts

2.

This is exactly what it sounds like! We'll cover a checklist of things for clinics to do housekeeping-wise to ensure their business Facebook is secure, professional, searchable and generally good to go.

As a bonus, we'll spend time talking about how to do the same for your Instagram.

Duration: 60 minutes





Topics

4. Keeping Up With The Vet-Dashians: Using Video to Document Clinic Life & Pet Ownership Lessons

Video and authenticity is part of any good social media presence. We'll focus on getting attendees comfortable with being themselves in quick videos (for Facebook, Facebook Live, Instagram/Snap stories).

Tips on how to use video to educate and engage will be shared.

Duration: 60 minutes

Co-presented workshops

3. Blogging your way to more business

How do you make blogs that people will actually read? More importantly - how can a blog convert business?

Practical tips will be shared with a focus on an example topic, such as dermatology or parasitology, so attendees will leave with a blog written.

Duration: 60 minutes

5. Pa-Push it real good

How do you get your content seen? Facebook ads, Instagram ads, email and other strategies of how to exactly push content will be shared so clinics get the most out of their hard work.

We'll also look at how to quantify your success using analytics.

Duration: 60 minutes

