



# Veterinary Social Media Trends

*for 2019 and beyond!*





# From practice manager to marketing mogul

Meet your instructor, 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. Currently, I serve as VP of Business Development at Whiskercloud.

Having a career that is uniquely me has fulfilled me so much that I want to empower others in veterinary medicine to do the same by teaching the skills they need to succeed on their own terms.



## Contact Danielle

Website: [SnoutSchool.com](http://SnoutSchool.com)

Email: [Danielle@SnoutConsulting.com](mailto:Danielle@SnoutConsulting.com)

[Facebook.com/SnoutSchool](https://Facebook.com/SnoutSchool)

[Instagram.com/DanielleSnout](https://Instagram.com/DanielleSnout)

[Whiskercloud.com/Danielle](http://Whiskercloud.com/Danielle)



# Trend 1: *Video*

You might be using video here and there, but 2019 is the time to make it count.

Sorry: Endless videos about how to remove a tick aren't the ones we are talking about here. They're great to have in your arsenal, but it's not what people are watching for 100 million hours daily on Facebook.

It's time to provide entertainment value along with your education. Show your personality, tell a story, and get the whole team involved.

Look no further than Cody Creelman, Cow Vet for inspiration on storytelling with authentic personality.

Not quite ready to jump that far in? Incorporate video through use of Facebook Live, Instagram Live and Instagram stories for a more casual way to test approachable ways to use video.

For most practices, the top places to share video in 2019 are Facebook, Instagram and YouTube.



*Cody Creelman, Cow Vet is the king of video in vet med. Follow him for inspo on mixing entertainment AND education.*

IG: @CodyCreelmanCowVet  
[youtube.com/user/codycreelman](https://www.youtube.com/user/codycreelman)

## *Top tips:*

- 1) No matter where you're sharing: BE ENGAGING. Ask questions, get people commenting, and ensure you're providing entertainment value that will keep them coming back for more.
- 2) About 80% of video gets watched with the SOUND OFF, so try to include captions wherever possible. (Facebook will actually generate them for you!)
- 3) iMovie and the Videoshop app are easy tools to help you edit video.

## QUICK STATS:

- Around 100 million hours of video are watched every day on Facebook
- Over 1 billion hours of video are watched daily on YouTube
- There are 300 million daily active users on Instagram stories

Source: TechCrunch, Facebook Stories reveals 150M daily users and here come ads. Last updated: May 2018.





# Trend 2: *Personalization*

FROM CUSTOM CONTENT TO DIRECT MESSAGES,  
CONSUMERS RESPOND TO A PERSONALIZED  
EXPERIENCE ONLINE.

## *Top tips:*

1) Develop a strategy for handling direct messages on Facebook & Instagram. Edit your Facebook settings to have autoresponders, and include response hours in your Instagram bio.

2) Create personalized content for your clients by searching your top breeds in your practice management software and making content that's about them!



## QUICK STATS:

- 9 out of 10 consumers would like to use messaging to communicate with businesses
- 69% of U.S. respondents say that directly messaging a company helps them feel more confident about the brand.

Source: Facebook IQ. Why Messaging Businesses is the New Normal. 2018.





# Trend 3: *Microinfluence*

WHO HAS A FOLLOWING IN YOUR LOCAL AREA, AND HOW CAN THAT BE USED TO BOOST YOUR REACH AND REFERRALS?

This trend is all about Instagram. With the search and discovery potential of hashtags and geotags, plenty of people can find your message!

Why not amplify the chances of that happening by partnering with other local businesses or local pets with followings?

## *Top tips:*

- 1) Think of your team members as brand ambassadors! Get them involved in sharing the content you create.
- 2) Search local Instagram hashtags and geotags to find accounts with influence in your area. Dog-friendly restaurant got more followers than you? Partner up for a giveaway, and you both win!

## CHECK IT OUT!

@WAH\_VETS partnered with a local coffee shop to giveaway a coffee mug branded to their practice!



# Trend 4: *Conversion*

IT'S TIME TO TAKE PEOPLE FROM INTERACTING WITH YOU ON SOCIAL TO ACTUALLY COMING IN THE CLINIC!

Conversion is more of a goal for 2019 than a trend. What is it? We're talking about the act of taking someone from social, getting them to come to your website, and having them do real business with you!

Maybe they book an appointment because of your post, or they remember to refill heartworm prevention. Whatever it is, it's time to make real results a focus!

Whether you're the practice owner, a social vet tech, or creative CSR, conversion will help you convey the value behind what you're doing online.

## *Top tips:*

- 1) Include a link on EVERY post you make on Facebook. Posting a pic of a patient? Include a link to book an appointment in the caption. Conversion isn't complicated, but it takes consistent effort.
- 2) Include a links page on your website, and then include it in your Instagram bio. This way, you're able to drive traffic to your site from a platform that makes it a little tricky at times. More about this on the WhiskerCloud blog!

Don't forget to drive traffic to your custom website!

Social media is great, but it's most powerful when used to bring people to your website where you can convert REAL business.

SAVE BIG on a custom, mobile-friendly WhiskerCloud website when you mention Snout School at sign-up.



 whiskercloud

**Demo now at:**  
**WhiskerCloud.com/Danielle**





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# *REAL STUDENTS, REAL RESULTS!*

The course made the basics very clear and gave you lots of creative ideas to implement in practice. The tools we have gained from this course have made our Facebook even better and helped us produce great ideas for blogging.



TYLER, VET NURSE | WILLIAMSBURG VET CLINIC

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I so, so appreciate the ability to watch the (course) recordings, as it lets me work around my busy schedule as an associate veterinarian. I've taken matters into my own hands when it comes to using social media to promote our practice, and Snout School has been an invaluable tool.



DR. BROWN-BURY | ST. JOHN'S VET HOSPITAL