



5 Social Media Posts

Pet Owners Love



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.



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Post 1: *Engaging Patient Content*

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) Don't be afraid to ask the same question twice. "Guess my breed!", "Guess my name!" etc are classics.
- 3) Include your question ON your visuals to ensure they stand out. (Eg: on your photo or video.

Post 2: *Community-building stories*

Top tips:

- 1) Document patients as they grow up to have easy "then and now" posts.
- 2) Share charitable work, but clarify the boundaries that exist. Eg: Talk about an angel fund that was used to support the case.
- 3) Include a call-to-action, from asking pet owners to send "positive vibes" to a sick pet to asking them to donate to a charitable cause, it's pretty easy to get people involved in an important cause!

Post 3: *Behind the scenes*

MAKE "IN THE BACK" LESS SCARY!

Top tips:

- 1) Highlight patients that are boarding on your Instagram story or other quick content options!
- 2) Show off patients getting specific procedures to build social proof. Eg: Posts about all your laser therapy patients!
- 3) Don't be afraid to show off your team and the work they do!



Post 4: *Engaging education*

Top tips:

- 1) Quizzes can be fun! Ask simple questions (true or false) and provide prizes.
- 2) Instagram Live and Facebook Live are a powerful place to engage with followers. Promote an "Ask A Vet" series and ask for their questions ahead of time.

Post 5: *Life outside the clinic*

BOND IN A REAL WAY THAT WILL KEEP THEM
COMING BACK TO YOU!

Top tips:

1) Decide what you're comfortable sharing from your personal life. This boundary is up to you, and depends on your "brand."

2) You don't have to travel the world to have something notable to say! Sports are probably one of the easiest ways to get the community around you to engage and connect, but other local things work too!

3) At the least, show off any staff outings or lunch and learns so that people can see that there is more than just vet med happening.



Don't forget: *Conversion*

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

Conversion is a critical goal to mix into your posts. 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.



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Registration closes & 5/15/19

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PARROT200
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Expires 5/8/19

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.



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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