

Connected Technology is Changing Digital Marketing Is your Practice Ready for Change?

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Digital marketing technology has become aggressive, adventurous and increasingly connected. Active sharing of information and omni-channel customer experiences are the big changes that connected technology brings to digital marketing. Veterinary industry has historically been slow to adopt digital technology. However, this also means that veterinary brands are in a stronger position to introduce new capabilities and technologies with greater speed and agility within their marketing system. The result can be seamless, connected, and highly immersive communication between veterinary brands and their clients which in turn can lead to improved animal care.

Technology is Shaping Client Engagement

Technology is continually evolving. The resultant changes have made it easier and faster for brands to connect with their audiences. And this is exactly what digital consumers expect from brands of their choice. These kinds of brand connections make it easy for businesses to achieve a number of marketing goals such as consumer education, increased brand awareness and customized promotions among others.

Forward-thinking veterinary practices that use connected technology to build brand impressions stand to gain from efficient communication with their client base leading to more meaningful brand interactions.

Application of Internet-of-Things Technologies

Networked devices can play a big role in improving animal health. Telemedicine and wearable technologies have already paved the way for remote health management for humans; better monitoring capabilities allows for improved health care. While technology still has a lot of catching up to do when it comes to use of enabled devices to create links between animals, their

owners and veterinarians, the potential outcome of such technologies is highly promising.

The Impact of Smart Devices on Veterinary Marketing

Mobile has become a huge aspect of brand marketing. Potential clients are spending considerable time on their mobile devices and expect brands of their choice to engage with them in ways that are meaningful and of value to them.

Mobile Influence on Client Behavior

- [Mobile digital media time](#) in the US is now significantly higher at 51% compared to desktop (42%).
- [30% of mobile searches](#) are location based.
- [76% of users who use their smartphones](#) to search for something nearby visit the business within a day.
- [91% of smartphone](#) users look for ideas on their phones while performing a task.

“Smart” Marketing Best Practices for Veterinary Brands

Every interaction you have with your clients can help create an impression. However, as clients increasingly look for personalized interactions, veterinary brands need to define their brand in a way that catches the client's attention and delivers an impression that highlights the brand as a valued and trusted pet care professional practice.

Fast and Easy Access to your Brand

Clients expect quick and seamless access to your brand. This access can be either through your website, your blog, your veterinary practice app, or through your social pages. This means regardless of the route a client takes to connect with your practice, the connection should be easy and quick. Make mobile optimization a priority if you want clients to reach you in their exact moment of need. And now that Google is pushing its Accelerated Mobile Pages (AMP) program, digital brands will need to start looking at AMP optimization as a way of connecting with their audiences.

Go the Mobile Apps Way

Marketing your products and services comes much later. Today marketing is all about creating customized impressions that allow audiences to experience a brand in a way that builds trust. Mobile apps can provide your brand with perfect opportunities to capture and keep the attention of your mobile client base. When it comes to apps, there are several important considerations to keep in mind such as convenience and ease, as well as ensuring that your app features align with the kind of information your mobile clients need or expect. Mobile apps are personal and can help differentiate your brand from your competition, make it easy for you to reach pet owners quickly and effectively, while also serving as a useful tool to build pet owner loyalty.

Local Search and Technology Investments

Local search optimization is necessary for brand discovery in today's hyper connected market space. "Near Me" search volume on Google has seen a 34-fold increase since 2011. Consider the use new mobile-focused ad formats and the use of data-driven marketing strategies and tools that make tracking client activity and behavior online easy. This kind of data can be used to identify, understand, and capitalize on your clients' exact moment of need.

Upgrade your Mobile Email Marketing

An increasing number of your clients use their mobile devices to send and receive email which means mobile email marketing needs to be an important aspect of veterinary marketing. Optimize your mobile email marketing by doing this;

- Use responsive design so clients find it easy and seamless to view your emails over multiple devices.
- Optimize your emails for easy mobile viewing by reducing unnecessary design elements and focusing on light and screen friendly fonts and the colors.
- Maximize your engagement potential by using messages that pack a punch without being too text heavy and by ensuring all buttons, interactive elements and links are neatly separated from each other and easy to tap or swipe.