

Are you using Pinterest for your Veterinary Practice?

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Forty seven million people use Pinterest today. And as the scope and demand for visual search increases, platforms such as Pinterest will see tremendous growth. So if Pinterest is not a part of your social marketing mix, now would be a good time to get started.

Pinterest can Drive Traffic to Your Veterinary Website

There is no doubt that Google commands the search space. However, there has been a surge in “visual search” in the last couple of years. For this reason, sites such as Pinterest are gaining popularity. People will start using these top visual sites in the same capacity as they currently use Google – which is to search for information.

Content on Pinterest is created and categorized in the form of “pins.” So anytime a user goes to Pinterest and does a search on say pet oral care, it will pull up related “pins” on the topic. And since pins can be linked to a website, if the pin you create is compelling enough, it can take the user directly to your veterinary practice website.

One of the most effective ways of driving an engaged audience back to your website is by creating a visually appealing and content rich Pinterest “board”. You can create boards that focus on various pet and pet healthcare related topics. So for example if a user wanted information on pet allergies, or brushing their dog’s teeth, and if you have the information on your board along with other highly relevant pins pertaining to other aspects of pet care, chances are the user will want to stick around and check what you are offering.

The more relevant, comprehensive, and compelling a board is, higher are the chances that it will not only attract but also drive a “ready to engage and convert” audience pool to intended destinations such as a website or blog.

One of the top draws of Pinterest boards is that your pins can be easily found even after a year of you posting them. This is something unique to Pinterest. On other social sites such as Facebook, a post can quickly become old and fade away into the background in a short period of time!

7 Ways to Use Pinterest for Veterinary Marketing

Pinterest can be a great platform for not only getting your content discovered but also for building brand presence in front of target audiences. It can also drive organic traffic back to your site once you know how to make Pinterest work for you. Here are a few tips for running a successful Pinterest marketing campaign for your veterinary practice.

Create a Compelling Pinterest Profile

We are talking about a highly visual site which means first impressions definitely count. So a great profile and a populated board are absolutely necessary. Work on creating an exceptional profile with a custom design. A few tips to get you started;

- Use a keyword-specific business name.
- Provide a good description of why you are here and what you have to offer.
- Upload a profile picture that adds value to your profile and practice brand.
- Make sure you list your website and social accounts.
- Give your board an appropriate name and description.
- Use a compelling visual pin as your cover photo.
- Organize your boards to feature the best ones first.

Create Exceptional Content for your Board

The kind of content that social audiences actively look for are high on value and highly relevant to their needs and expectations. The most important aspect of course are the images you use. Exceptional visuals will definitely capture audience attention. However, visuals alone will not keep them engaged. Couple your images with compelling fact or an interesting story or humorous tag lines. This is the only way you can give your content a good chance of getting repins, as well as comments and traffic.

Another way to drive traffic and build interest for your content is by actively sharing content from other valuable and relevant information sources. By doing this you are adding to the value factor and social audiences will find it in their interest to follow you. A more wholesome content center can well establish you as a leading “go-to-place” for valuable information.

Open your Boards to Group Collaborations/Participation

A great way to keep your boards and your content fresh is by opening up some of your boards to group participation. Look for collaborators with similar boards and simply invite them to place their content on your boards. It helps in creating an interesting mix of ideas and content.

Similarly, you could start contributing to other relevant boards. You can use features such as Pin Groupie to find other boards that are similar to your boards. Check for instructions to become a collaborator and send your request to join the board. Once you receive the invitation, go ahead and start contributing to the board. This again is a great way to earn more repins and drive web traffic.

Make Use of Promoted Pins

Paid advertisement is now a social necessity. You can use ‘Promoted Pins’ to create awareness, build engagement, and drive traffic. Paid advertising essentially opens up your brand to audiences that are more receptive and ready to engage. According to Pinterest, Promoted Pins see engagement rates of 2-5%, higher than the industry average.

Conclusion

Pinterest is a fun visual social platform that can help you expand your veterinary marketing business goals effectively. People today want content that is fun, engaging, and of absolute value to them. Pinterest allows you to deliver on those expectations via the use of captivating visuals. Think of your Pinterest board as a visual collage of veterinary content that is both compelling and educative to audiences that crave “valuable” content.