

The Importance of Customer Testimonials for Veterinary Practices

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Word-of-mouth recommendations play a pivotal role in connecting your veterinary brand with potential customers. What your customers say about your brand experience can help drive new customers to your door for the simple reason that "people trust what other people have to say about a brand." If what potential customers hear or read about a brand is good, chances are they will be more willing to place their trust in that brand. Even in a Google search, reviews are one of the first things that customers read or explore. This is also the reason why Google has been pushing brands to collect positive brand reviews.

The “Empowered” Consumer

The transparent nature of digital marketing provides consumers with immense control over their buying decisions. Buying decisions are made in a more independent manner. Your customers will not only Google your brand and explore your various digital assets, but more importantly they will read reviews and testimonials of other customers to understand the kind of experience your brand delivers.

Millennials and Gen Z consumers actively ignore television, print, and paid placement advertising. What they are looking for is authenticity. The best way of connecting with these clients is by providing them with more organic forms of brand marketing such as reviews and customer testimonials.

Today’s consumers want it straight and honest. No marketing fluff, no advertising gimmicks, and most definitely no “in-your-face” intrusive pop-ups. The only way to appeal to this new breed of empowered customers is by giving them brand validations in the form of customer testimonials and reviews which are not only candid, but more importantly these are validations from

people who have interacted with the brand first-hand. This is the reason why veterinary brands need to invest their efforts in building a repository of customer testimonials and positive reviews.

How to Optimize on Customer Testimonials

Customer testimonials help build trust in a brand. You can feature them on your website and on your landing pages, or include them in your marketing campaigns as well as in your AdWords ads. These trust signals can help sway buying decisions in your favor if used smartly

Consider the Intent of Potential Clients

While the buying decisions of potential clients might differ, their ultimate reason to connect with your brand will always remain the same - they need your service and or products to address a need. Acquire testimonials that provide resolutions to various client issues. For example, a raving testimonial about emergency treatment might encourage potential clients to come to you if they have a pet emergency of their own. Or a testimonial about the kind of preventive care you provide might help pull customers with young pets. The idea is showcase your ability to meet different client needs.

Highlight your Brand Unique Selling Proposition (USP)

A major aspect of using customer testimonials is to provide potential clients with a reason(s) to choose your practice over another. Highlighting your brand USP in your customer testimonials can help you achieve this goal. If you do something better than your competitors, then use it to persuade potential clients to come to you.

Use Video Testimonials

Video testimonials can prove to be one of the most powerful forms of client endorsement in today's highly visual marketing space. Potential clients can see the client and hear the words directly plus videos take very little time to watch. You can use popular visual platforms such as YouTube or Snapchat to upload video testimonials and connect with wider audience segments.

Encourage Testimonials and Reviews from Clients

If you know you are providing excellent service and that your clients are happy, then encourage them to spread the word. You can ask them to write about their experiences with your practice or even to talk about your service and products. Most digital natives will happily take to review sites or even use your customer template to share their experiences.

Conclusion

Customer testimonials are excellent brand validations if and when used in the right context. Although different clients have difference needs and expectations, the one way to ensure potential clients that you can be a brand of their choice is by letting loyal and happy clients share their own personal experiences and stories.