# 1.) Measure Client Satisfaction

#2) Techniques to Engage - The Art of Storytelling

*Storytelling* is the conveying of events in words, sound and/or images.
A recent study in Science magazine adds more support to the idea that **stories can help people understand others**, determining that literary fiction “uniquely engages the psychological processes needed to gain access to characters’ subjective experiences.”


Jennifer Aaker, a professor of marketing at the Stanford Graduate School of Business, says that **people remember information when it is weaved into narratives “up to 22 times more than facts alone.”**


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**The Facts & Data**

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**The Theory**

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**The 3 Elements of The “Perfect” Narrative**

- **Set the Scene:**
  - Where were you?
  - Who were you with?
  - What was the struggle and hope?

- **What Happened?**
  - Challenges?
  - What is the outcome?
  - Include details!

- **The Tie Back:**
  - How does this relate to the owners concern?
Making Recommendations Stick

- **Routine Blood Test Recommendations**
  - Can you recall of a case recently where you would have been able to prevent a sick pet if you established baseline blood test results?

- **Heartworm & Flea Recommendations**
  - Can you recall of a recent case of a heartworm positive dog you treated? How did the owners react? What was the dog's demeanor?

The Rules of Storytelling

- Don't tell a story with every recommendation
- It must be a true story
- Go into it with strategy
  - Always have your tie back
- Don't include personal details
  - (i.e. pet name, owner name, etc.)

Is This Your Brand?

- As you watch this think about your practice:
  - Does your content sound like this?
  - Do you have a similar type video?
  - Do you think this message is unique?
Case Example:

Tipp City Veterinary Hospital

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People Don't Trust Brands... They Trust People.

About Us: 1st Most Visited Page

About Us: 1st Most Visited Page

The Brand:
- Simply Done Veterinary Clinic is a full service animal hospital. We offer state of the art care and advanced diagnostics.

The People:
- Dr. Garcia founded Simply Done Veterinary Clinic on the core belief that by enriching the lives of pets, we enrich the world around us. The staff and veterinarians at our practice take immense pride in this philosophy, bringing this belief to action by implementing compassionate veterinary care.

Our Veterinarians

Our Veterinarians: 2nd Most Visited Page

General:
- Dr. Garcia was born in Tampa, Florida. He graduated from the University of Florida in 2000. He has 2 dogs by the name of Elvis and Penny. Dr. Garcia is excited to meet both you and your pet!

Enhanced:
- Dr. Garcia knew from a young age that pets were his passion. The joy and wonder of a happy pet immediately inspired Eric to pursue a career in veterinary medicine after completing his undergraduate degree. Now, as the founder of a successful veterinary practice, Dr. Garcia does what he loves each and everyday. Stop by soon, because Dr. Garcia can't wait to meet you and your pet!
Resource: The “Perfect” Biography

#3) Take a Team Approach

Educate Your Team on Your Marketing Initiatives
Marketing Cycle

Pick an Educational Topic

Engage in Discussion

Educate Team Members

Create Awareness

Sample Monthly Marketing Plan

Take a Team Approach

- Don't force anyone to get involved on your marketing team
- Find the employee who feels "stuck"
- Administrator and/or Owner
  - Associate Veterinarian
  - Technician
  - Receptionist
  - Veterinary Assistant
Use Your Marketing Team
- Website updates
- Social media
- Reputation management
- Email campaigns/promotions
- Lapsing client calls/messages/email
- Blogging

Allocate Time
- Entire team
  - Up to 1 hour a week per person on team
  - Schedule time
  - Respect time!

Monthly Marketing Meetings
- Meet monthly for 1 hour
  - Brainstorm on projects
  - Plan ahead
  - Bring perspective from all areas of the hospital
  - Set deadlines
Provide Job Titles & Descriptions

Sample Titles
- Social Media Coordinator
- Content Marketing Manager
- Email Marketing Manager

Social Media Coordinator:
Sample Responsibilities
- Write editorial content to educate and engage
- Actively participate in activities like blogging, face book and emails
- Actively participate in online community participation and demonstrate leadership
- Prepare a social media strategy with partners and management that will increase visibility and traffic, converting visits and fans into clients
- Monitor social media feedback, tools and trends to measure the impact of the social media efforts, compiling reports to show ROI results
- Build online following, portraying and branding the practice(s) as aligned with business strategy
- Implement client online reviews and monitor ratings, responding accordingly to comments
- Identify threats or negative situations in content, reporting content to management and applying conflict resolution principles to mitigate issues

Find the Right “Tracking Coupon” for You
- Free nail trim with visit over $x
- Free “Gift”
- $x off of your overall visit
Session End – Q&A Time

Resources: www.simplydonetechsolutions.com/vienna16

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