



**Your
Veterinary Branding
& Marketing Partner**

New clinic checklist

Veterinary Clinic Marketing & Branding Checklist

Getting your brand and marketing foundation right is a vitally important step for the success of your business. You will massively increase the quality of clients you attract, return on marketing investment and ultimately, the value of your practice if you build and market an attractive and powerful brand for your veterinary practice. Here are the steps required.



Establish a Strong Brand Identity

- ✓ Define brand elements (name, logo, colours, fonts, tagline, key messaging, imagery, tone) Identify your **Unique Selling Proposition (USP)**
- ✓ Ensure **consistent branding** across all marketing materials
- ✓ Prioritise **exceptional customer service** to enhance reputation
- ✓ Actively **manage and respond to online reviews**



Develop a Professional Online Presence

- ✓ Build a **high-quality, mobile-friendly website** with clear branding, essential clinic information, client education and online booking
- ✓ Optimise your website for **Search Engine Optimisation (SEO)** to rank well on Google
- ✓ Create and optimise your **Google Business Profile** (clinic hours, contact details, location, reviews)
- ✓ Decide on the appropriate **Social Media Platforms** for your clinic and set up and maintain on-brand profiles



Engage in Local Marketing & Community Outreach

- ✓ Design and **distribute branded** leaflets with QR codes linking to your website
- ✓ Participate in **community events** to increase visibility and build trust
- ✓ Offer **client education programs** (workshops, webinars, informative blog content)



Implement a Strategic Marketing Plan

- ✓ Utilise **content marketing, email newsletters, and social media** to engage with pet owners
- ✓ Run **Google Ad campaigns** targeting pet owners searching for veterinary services
- ✓ Regularly **monitor marketing performance** using analytics and adjust strategies for better results

By following these steps, you can ensure a strong marketing foundation for your veterinary clinic, leading to increased client engagement and long-term success.

Your marketing partner checklist

Setting up and maintaining your online and offline brand is crucial for the success of your veterinary practice. Choosing the right branding and marketing company can make all the difference.

Here's a helpful checklist for evaluating and selecting a marketing partner for your clinic:

Experience and Expertise	SVM	Other Partner
Does the marketing company have extensive veterinary marketing experience, a long-standing business history and positive reviews?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is the agency run by veterinary professionals (eg vets who have worked in practice)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Brands From the Ground Up	SVM	Other Partner
Do they have extensive experience creating veterinary brands from scratch?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are they offering a fixed price all-inclusive quote for your branding and website set-up?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Can they offer other technical support for example with domain and email set-up?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Skills in house	SVM	Other Partner
Do they have the following skills in-house?		
Brand and marketing strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Graphic and digital design	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Website development	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Search engine optimisation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Veterinary content writing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social media marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Digital Advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online reputation management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Data analysis and reporting	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Website hosting and security	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Project management and communication	SVM	Other Partner
Is a dedicated and experienced person assigned as your point of contact who will oversee the entire project?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Marketing results	SVM	Other Partner
Do they have many long-standing clients who enjoy growth and return on marketing investment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>



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