

The Role of Bovine Colostrum in Dog & Cat Nutritional Health Module 3

Disclosures:

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Transcript:

Welcome to the third module on practice management. The best products and services will not serve your patients, if they don't know about them. And you won't have the opportunity to wow patients with your great service if you can't bring them in the door. Practice management is a process that involves getting known and recognized for your great work. Attracting the types of patients you want to treat usually within a 25 mile radius from your practice.

Maintaining great relationships with these patients. And growing your base through word of mouth. And increasingly, digital marketing. As you assess your business, you'll want to put yourself in the shoes of the prospect who calls your office and interacts with the front desk, sits in your reception room, peruses your literature, and products, or perhaps watches a video while awaiting the consultation. What is it that they see, hear, feel, and yes, even smell.

All of these aspects are what is known as invertising. It is what happens once the patient comes through your doorway. Impressions are being formed with each interaction. This is where educated, motivated, engaged, and caring staff are your best assets. Increasingly, we are living in a digital world. It's not easy for many clinicians to keep up with a fast paced changes taking place in the land of bits and bytes.

To help guide you through the steps you'll want to take to stand out versus your competition, we've asked Chad Erickson to describe what he terms, The Pyramid of Success. The key actions you'll need and the right order to build a thriving practice. Mr Erickson is co-founder and Vice President of strategy for My Advice. His organization has helped practitioners for more than 22 years with headquarters in Salt Lake City, and offices in New York and Colorado. My Advice has helped thousands of practitioners drive new customers to their businesses.

By viewing his presentation, you will learn the foundation for a successful online presence, determine how to attract the right patients into your practice, become acquainted with tools to help you develop recurring revenue streams. And finally, understand the key performance measurements to track your progress. Mr Erickson begins by discussing The Pyramid of Success model.

And what this involves is, step one, your website. And we'll talk more in detail about each of these as we go throughout the presentation today. Second is understanding what we call local power, this is your local market, this is making sure that your Google Business listing is up to date. Then we can talk about reputation management and why this is such a critical piece of your success in today's world. Then we'll talk about social media and how that impacts what you're doing, as well as search engine optimization often referred to as SEO.

And lastly, in the top of the pyramid is paid search, often referred to as pay per click, or Google AdWords is often part of the common nomenclature. And of course, that could spill over to other social media ads like Facebook ads, and Instagram, and others like that. Now, one of the things I want to point out is that the order of these is critical. We've found over time that there is some very consistent pieces.

And the order in which I'm presenting these to you today is, the order that we believe is critical for your ongoing success. Stage one, again, is your website. And your website really is the nucleus. It's a foundation of everything that you do. It's the first impression, you think about the old nomenclature, you never have a second chance to make a first impression.

And I'll tell you this that even if they do find you through social media, through word of mouth, through reputation, the very first thing they do after that is they go to your website. I

want you to ask yourself, when you think about your website. So ask yourself, how long have you had that website, is it time to get a new one. What's the first impression that my current website gives up. And be honest with this. If you pull out your phone what does it look like on your mobile device.

So it's critical that your website is absolutely saying I'm the best. It's saying that you know what you're doing. And it really speaks to the audience and says, I can help you. Has to look modern, has to look amazing. Has to create that wow factor, where people are like, yes, this is the place I want to go.

So next is our local search. And this is what we refer to as local power. So the reason that we focus here is that 150 million people are accessing local directories every single month. And people are-- they're really, the confidence is built upon this. And what I'm referring to is what's often called your NAP score.

And N-A-P. And that stands for your name, your address, and your phone number. What can happen over time is that your name, address, and phone number can be out of whack, meaning that it's saying a different message, if you've changed locations, if you've changed the name of your practice. If you've opened up but maybe you are in a temporary place somewhere else now.

That can all impact you negatively, if it's not up to date. What about this, well, you need to know, are your practice details accurate when you search for yourself. If you want to make sure that you're accurate on Google, Yahoo, Bing, Angie's List, White Pages, Yelp, and about 80 others really in the medical space that are really, really important. Now can you update this one by one on your own, yeah. But it's going to be very difficult.

And the problem is that when these directory listings change, or they go out in search, they're going to sometimes, pull down that old bad information again. So it's really important that you have a service tied into this, that can make it happen and fix it real time, which is really, really important. The next part of this is the review power, your online reputation, and understanding what others are saying about you and your practice today. And again, the order of this really, really does matter. So the reason we focus here is that 80% of people are going to trust online reviews, which is critical.

And they trust them 88%, they going to trust them as much as a personal recommendation. What do they do? Well, this chart here talks about the steps that people take after a reading a positive review. The top one, they visit their website. Second is they're going to search for more reviews to validate what they're seeing.

And if you think about your own searching and what you do, we've all searched on Amazon. We're just coming-- well, throughout the year we're buying things on Amazon or other places, we read the reviews. And we don't always read all the five star reviews. We don't always pay attention on the one star. We want to know how long ago was that, did they resolve the issue.

Are they taking care of things. What's kind of the norm. But they're going to pay attention to those reviews. So when you think about your own online reviews, do you have a plan for this? Are your new patients mentioned that they found you online and are they leaving great reviews for you?

Do you have a system in place to not only monitor any good or bad review? Do you have a system in place to make sure that you have an easy way to respond to those reviews? And are you aware of how you're stacking up versus your competition in regards to reviews because reviews, and the quantity of those will impact your online listings. And so it's pretty important that you take care of your online reviews, that you have a plan for this. So with your reputation in place, the next step, the next thing, the next place to spend your money, your dollars is going to be in your social media.

And this part of the pyramid is also very, very important. And not only is it important for gaining new clients, it's also a really, really important part of keeping those clients today. So we focus here because, first of all, it's not going anywhere. People are using it, even if you see, well, decline in Facebook a little bit here, there, they're still mammoths. And they still have thousands-- not thousands, millions, and millions of users. And so that leads to thousands in your market.

So social media is happening ahead of purchasing decisions. It's also happening because they want to connect with you afterwards. So when do you think about this number, 69% of consumers across all age groups are still using Facebook. It's a huge, huge source of building

confidence, of people looking at your online brand. Ask yourself this question, how is my posting on social media?

Do I get frustrated trying to keep up with this? Do I know what is and what isn't working? I mean, do you have the metrics to back this up? And the scheduling tool allows you to schedule all the posts that you want for months in advance. We also post for our clients if they would like.

And we post four times a week on Facebook and Instagram. This creates a consistency that's really important. And then we look at the practices we work with and say, augment what we're doing, add to it, customize it, add more personal things, that's great. And on top of that, now you have the ability to track results. You can see which posts are working, when they're working.

What your market is looking for, because every market is different, and every post is going to get a different feel. Because you're going to find over time, what really works, and what creates great engagement. So that people want to come see you. And more importantly, that you-- once you have them, that they want to stay with you. Let me tell you, if we were to stop here at the pyramid and we've said, hey, we've got a great website, we have the local power in place.

We've got the reputation part in place and we've got the social media, that is a powerful online presence. And if that were like, hey, that's all I can afford right now, that's where to start. That's a great place to be. Now if you're saying, hey, that's good for me.

But I want to get more-- be more explosive, more visible in my market. That's where we can add search engine optimization. There's various levels of this, of course. How much link building do you want to do? How much content writing do you want to do from blogs and articles?

How many other updates you want to be doing on your website and paying for, obviously you're not going to be doing it, you're going to be hiring experts to do that for you. There are clients that do this, listen, see a huge influx of new patients into the practice. Again, you're

going to see it with everything else, but this is the way to really boost it, and go to another level. So we focus here, because let's be honest, it's about page one results. When you think about your own searching habits, do you go to page two.

No, of course not. So you want to make sure that you're on page one. But SEO is powerful, the more clicks you're going to get, it's going to lead to more conversions, which is more patients for you. But critical number, 75% of searchers do not go beyond page one. So knowing that, ask yourself if you're doing search engine optimization today, do I have a strategy for the common search terms and making sure that you're casting a very wide net to get hold of them?

Do you have a strategy or someone who knows what to do under the hood to make sure that things are working properly, the people can find you? Because it's constantly changing. Google is making changes to their algorithm all the time. And you obviously, don't know how nor should you, or should spend time on this, is why you're hiring experts to do this for you. So search engine optimization, it's all about getting to page one, it's about getting more patients. And making sure that you're converting this.

Once this is in place, everything else is in place, there's another stratagem that we want to talk about, which can be really, really powerful. And this is paid search, pay per click, search engine marketing, Google AdWords, it's all the same. And so why do we focus here is, honestly, this is a tremendous way to accelerate the number of visitors that are coming into your website. Pay per click, it can be accurately measured, which is great, you know where they're coming from.

You know how long they're searching. And I can tell you this, that we find over time, that half of searches come from paid ads. So people will click on the ad even at the beginning of the search, when they're starting to look because they feel-- what we've found and the data backs this up, is that if you're willing to pay to be at the top, people like they must be worth it to find the right accurate information that I'm looking for today. So when they click on your ad, they're going to see the information that's relevant to them, and what they're searching for.

And even if they don't click on it, it's branding, which is really, really important. But again, it's not for everybody. But they are like-- can be extremely powerful. So businesses typically earn \$2 for every dollar they spent if done right. But if done wrong, it can be a complete waste of money.

So when you think about this, do you constantly see your competitors putting paid ads and wondering, how do they do that, how do they finally meet potential new patients from that? And then, understanding, well, what do I really have and how can I monitor this, because it takes a little time to ramp up. But within typically 30 to 60 days, you start to see a return. And it gets better and better over time.

And it's great that it is-- it's very measurable, which is awesome. So again, paid search can work using to understand it. But I'm going to emphasize this, it only works when everything else is in place. Well, think about this, if you're spending a lot of money for paid ads. And people click on those ads, and they come in, and you've got bad reviews.

Your social media is incomplete, you don't have-- it's not up to date, your website looks like it's old and outdated. Then you just spent money, a lot of money on a lead that's a very, very valuable. And then to tell somebody, again, we're mediocre. No, you can't do that.

So it's critical that you've got a great foundation in place before you spend that additional money on SEO or pay per click. You need to have an amazing website. One that's going to be impactful, that's going to really build your brand and institute more confidence. So we get people to call, to send a message via your form or your website, or via chat.

So that what we're trying to do is bring that lead to the front door. Then want to make sure the course on your end, people respond to the emails in a timely manner. They're getting them in the door. They're answering the phone calls appropriately. And making sure that we get them past the door into your office.

So that we can convert them over as patients. The local part, making sure that your Google, My Business, your name, your address, and phone number are consistent across the web, where people could find you. Online reputation, again, making sure that your reputation is stout. Making sure that people can not only read about great, or the positive reviews, but

you know about them. And that you've got a system in place to respond to all the good and bad reviews because you know about what's happening.

And you can see the metrics around that and how you stack up your competition. Making sure with social power that you have a strategy in place for scheduling at reviews. So that social media doesn't become a burden. But you're using software tools to make your life easier. And do that four times a week.

So again, let somebody else do the heavy lifting, make your life easier. So you can focus on what matters most for you. Again, when those pieces are in place, then we've got different levels that you can look at for SEO or pay per click. I want to leave The Pyramid of Success for a minute. And I'm going to just talk about some other metrics that are really, really important in today's world.

So let me start with this. And we think about, in your practice, do you know what to measure? Because what you measure is really important. I love this quote from Thomas Monson, he said, when performance is measured, performance improves. When performance is measured and reported, the rate of improvement accelerates.

So again, we want the rate of improvement to accelerate. And that is accomplished by making sure that you know what's measured in the first place. So business success, what do you measure? Well, I want you to think about this and getting away from anecdotal data. So we use a term internally, called intellectual honesty.

And so when I get any of my employees that come to me and say, well, yeah, we're doing great, we had this happen. And this is-- we're going to get so many sales this month, or this, I'm like, time out. I'm like, as measured by-- so you tell me a story. But as you measure by what, what does that mean? And what we're doing is through intellectual honesty, we remove the hyperbole, the anecdotal information, and we get down to data. Data that's important, that can be measured.

So as measured by-- and those are-- it's a great question to ask. Next is, we want to know about Customer Lifetime Value, CLV. What's the lifetime value of one customer? I want you

to-- and I'll talk about this more in a minute. It's not transactional. And so a lot of practices think, well, x patient came in, we treated them for this, that's their value.

And that's a false way of thinking. And I'll tell you why in just a few minutes. Next is the return on investment, I've talked about this. But I want you to think about it a little bit more. So return on investment is really, really important.

When you think about your marketing and the cost that you're going to put out there to make sure that your practice is succeeding online, I want you to think about not the cost. But if you're going to spend \$1,000 a month, what will that return to you? How many new patients are you going to get? Because the return on investment, it's an investment into your business, into you, into your brand, that's what matters. So it's not about, oh, I just spent \$1,000 a month on this marketing, no, no.

I spent \$1,000, what did that bring me in return. That's what really, really matters today. Customer lifetime value, the real question is, do you know how much each new customer that you're spending money to acquire is really worth once they're acquired. There's a little formula for this. It's a very simple formula.

If you want to screenshot this, or write this down, please do. But it's important to understand what is the annual customer revenue. So again, not transactional, but what other things are you upselling them on, what other things do you offer that are beneficial to them? What's that customer relationship in terms of years? How long they're going to continue to come to you?

And then what did it cost you? And you may or may not know that, but it's certainly, you should factor in, if you know that information. And that's going to give you the customer lifetime value. Customer lifetime value, it's the-- the purpose of business is to keep, is to create and keep a customer. So I want you to think about that with everything that we've talked about today, is your marketing aligned with the foundational elements of The Pyramid of Success we talked about. And making sure that you are creating and keeping your customers. And understanding how important lifetime value is.

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