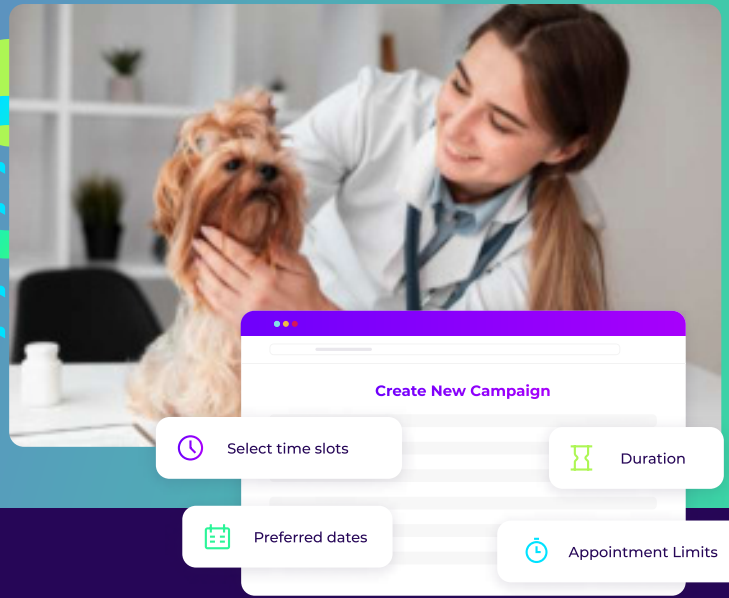






Digital marketing with Vetstoria

Increase your reach, gain new clients and optimize campaign performances with Vetstoria's digital marketing capabilities.



CHALLENGES IN PROMOTING YOUR PRACTICE



-  Lack of visibility around performance data of your bookings
-  Inability of automatically limiting booking promotions by times/dates or the number of redemptions
-  Lack of resources to focus on promotional campaigns
-  Time-consuming to set up and run campaigns

“Vetstoria is more than an online booking platform. It offers marketing campaign tracking and analytics– which we had challenges with in the past. But now, we get to track appointment bookings and campaigns easily. Our team can be more proactive and strategic with the level of data tracking powered by Vetstoria.”



— Emily Arnold, Senior Director Marketing, Lakefield Veterinary Group

WHY USE VETSTORIA'S DIGITAL MARKETING CAPABILITIES

-  **Save admin time setting up campaigns**
Easy to manage promotional campaigns, get unique links that can be added to online promotions and discount campaigns and track them in seconds
-  **Boost revenue by targeting the right audience**
Increase your reach and tell more pet owners about your vet practice. Add our links to your Google and Facebook campaigns to inform customers about promotions
-  **Get more return from your marketing spend**
Understand how well your campaigns are doing and which channels are helping you gain more clients with our analytics dashboard



Create, track and optimize veterinary marketing campaigns in minutes

How can digital marketing with Vetstoria simplify promotions for your practice?

FOR MARKETING MANAGERS

- **Easy to build promotional campaigns with the campaign link builder** by adding various rules (limiting appointment time slots, setting end dates) for each campaign.
- **Ability to understand marketing campaign performance**, number of appointments booked and their sources.
- **Optimize future campaigns** by identifying customers that drop off to maximise ROI.



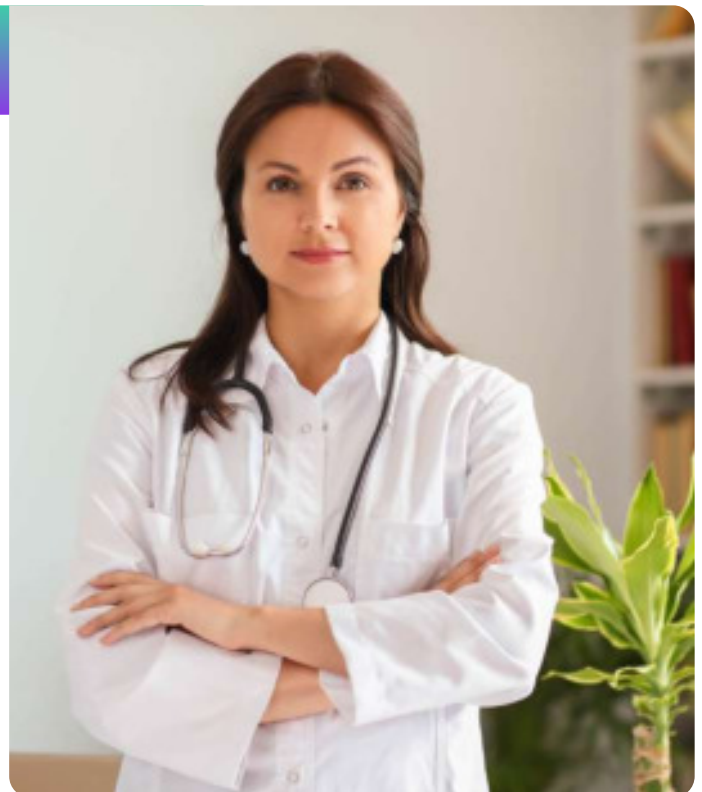
FOR PRACTICE MANAGERS

- **Integrate with social channels** such as Facebook, Instagram and Google My Business to access more clients.
- **Customize and manage your campaign with minimal training.** Easy to set up by specifying appointment limits, slot durations, species that are treated and based on vet availability.



FOR PRACTICE OWNERS

- **Help pet owners discover your practice easily** with easy to build promotional campaigns.
- **Analytics to measure performance of your campaigns.** Learn the sources of new and returning pet owners, appointment types and how many new pet owners you gained through each campaign.
- **Optimize and offer targeted discounts through campaigns** to gain more revenue.
- **Privacy compliance** such as GDPR to keep pet owner details safe.
- **Request a free marketing pack** filled with social banners and other material you need to get your campaign going along with best practices in digital marketing.



 [Book A Demo](#)