

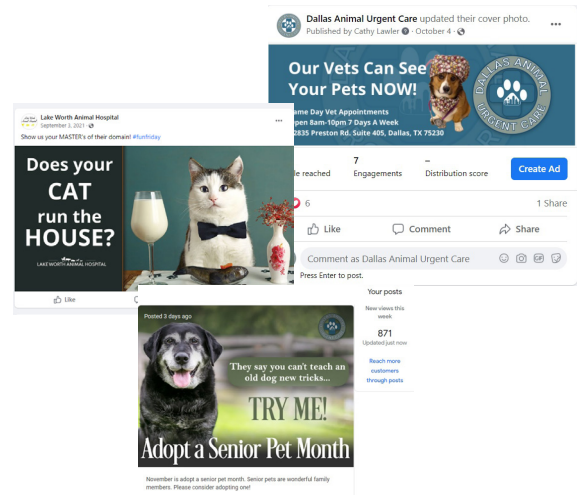
Social Media Management

Facebook Posting Samples

- Lake Worth Animal Hospital
- Dallas Animal Urgent Care
- MISCA (Minimally Invasive Specialty Center) (Brand NEW! Example of Video Post)

Cross Posting with Google Business Profile

Best practice is to cross-post some Facebook posts on your Google Business Profile for optimal SEO conversion.






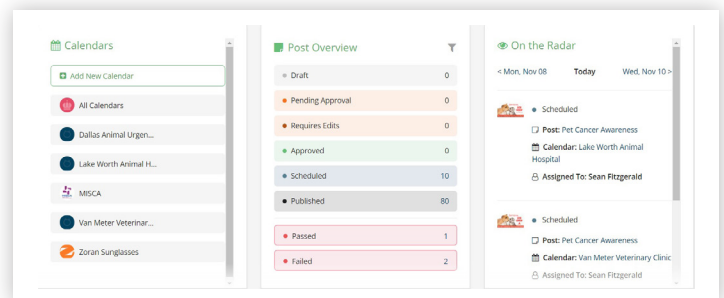
Benefits

- Increased hospital exposure
- Higher visibility and exposure for clients and Google
- Track and continue conversations across channels
- Respond quickly to messages and client interactivity

Results

- Increased interaction
- Better collaboration with clients

Subject	Date Scheduled	Format	Channels	Copy	Media	Assigned to	Status
Adopt Senior Pet	Fri, Nov 5 3:00 PM EDT	Image	Facebook	November is adopt a senior pet month. Senior pets are wonderful family members. Please consider adopting one!		Sean Fitzgerald	Published
Pet Cancer Awareness	Tue, Nov 9 3:00 PM EST	Image	Facebook	November is National Pet Cancer Awareness Month!		Sean Fitzgerald	Scheduled
Veterans Day	Thu, Nov 11 3:00 PM EST	Image	Facebook	Say Thank You to a Veteran Today. Happy Veterans Day!		Sean Fitzgerald	Scheduled



The screenshot shows a social media management dashboard. On the left, there's a 'Calendars' section with 'Add New Calendar' and a list of calendars including 'All Calendars', 'Dallas Animal Urgen...', 'Lake Worth Animal H...', 'MISCA', 'Van Meter Veterinar...', and 'Zoran Sunglasses'. The middle section is 'Post Overview' with a status legend: Draft (0), Pending Approval (0), Requires Edits (0), Approved (0), Scheduled (10), Published (80), Passed (1), and Failed (2). The right section is 'On the Radar' showing a calendar view for November 8-10, with 'Post: Pet Cancer Awareness' and 'Calendar: Lake Worth Animal Hospital' assigned to Sean Fitzgerald.

All posts are scheduled ahead of time

Clients approve all blogs posted and can approve all social media posts



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Independent Veterinary Practitioners Association

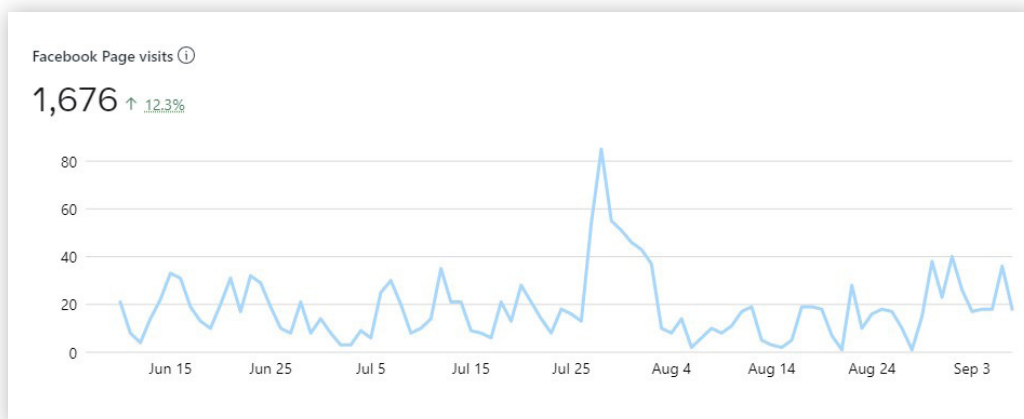
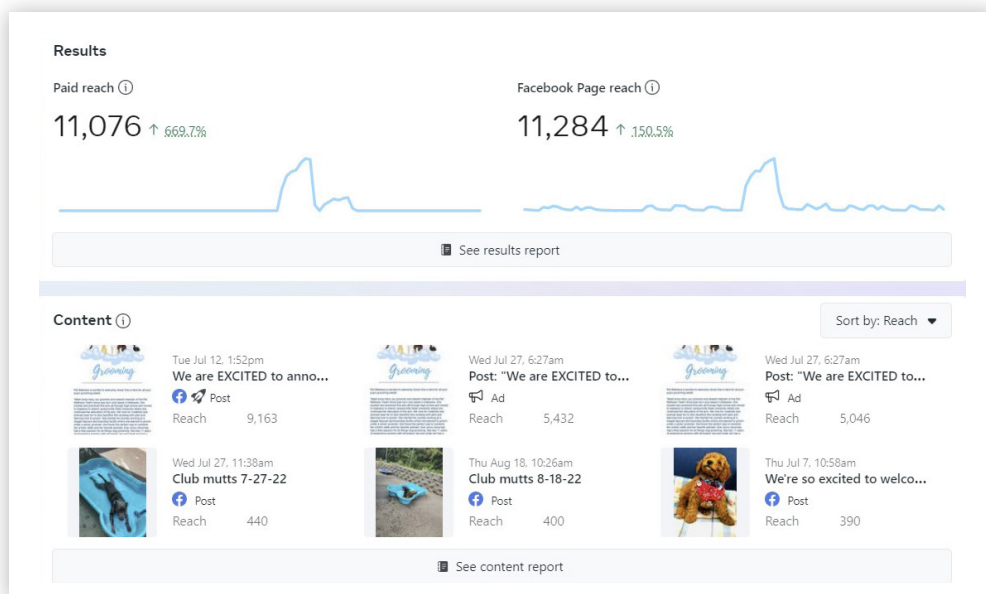
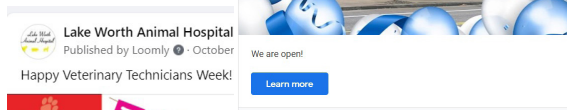
VetPartners™

Every practice should be embracing social media marketing and advertising. It has so many benefits, including:

- Helps build relationships and connections: One of the main benefits is it helps digital marketers build relationships with new and existing customers.
- Is flexible: The adaptiveness of social media allows for flexibility with your creative assets, education, messages and ads – because of the customer feedback loop. This is where you will know very quickly whether or not your message is being received and resonating with your audience because of their interactions, comments, and feedback.
- High ROI, low cost: Building meaningful relationships and connections is at the core of social media marketing, so quickly adjusting creative – and targeting to drive high engagement rates and relevance to your audience – means that social media generally yields a high return on investment from social media activity. It is the lowest cost advertising of all paid digital channels.



Reach more customers through posts



In order to build these relationships, social interactions should be a value exchange where all participants give a little and get a little in return. Our social media management ad services are designed according to your practice and audience. We help you say something that is either educational, entertaining or useful to the people you're engaging with. It should resonate with the community, or prove impactful to people in some way. Call or email us if you have any questions!