Strategy for Results

DESIGN CONSULTING
- Build practice image to use on all documents
- Professional consultation with lead designers
- Font Pack to use on all documents
- Logo Pack for consistent image and recognition

CONTENT STRATEGY
- Define your practice culture and goals for animal owners and staff
- Develop the content to convey the message
- Establish the content strategy document to keep everyone on the same message

PHOTO CONSULTING
- Audit the existing practice photography
- Develop your photo library with stock photos, pre-existing photos, or custom photography
- Stock photos and original photos are exclusive to your practice
- Choose from a photo contract sheet to select the style best for your practice

MENU/EVENT STRATEGY
- Plan to include original information, posting articles, links, newsletter and events related to your practice
- Update information easily for animal care
- Animal owners respond to web information and events with easy log in tab

SOCIAL MEDIA
- Set up social media network
- Build testimonials and contacts from animal owners
- Custom photo and identity for your practice
- Consistent information and a resource for animal owners

COPYWRITING
- Copywriting for 5 pages of your site
- Interview with you (or your expert) to get to know your practice culture and advantage
- Digital marketing writing style of your practice content for animal owners
- Content writing for the web with veterinary information
Platform as a Service

**WEBSITE**
Did you hear your change? Are you offering practice or animal promotions? Are there special veterinary announcements? Websites updates and medical content are changed with a simple email.

**MOBILE**
76% of individuals use their phone for information and direction based on their location and device.

**HOSTING**
In a 40-minute power outage Amazon lost $5 million in revenue. Trust that your practice site will be up, working and secure.

**SEO**
90% of users click on the first 3 results in Google. Our technology optimizes your content for search engine results and practice recognition.

**UPDATES**
New technology is constantly changing—software, the internet mobile devices. We make your practice website up-to-date on all devices with the benefit of digital management. This allows you to focus on your practice management and current veterinary information.

**COACHING**
Digital analysis, metric reporting, and challenges to market strategies are reviewed and adjusted to help keep your practice goals on track.

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**AND MORE..**
Every quarter we will help you select up to 5 digital activities that will help boost your online results such as:
- Blog Writing
- Social Media Marketing
- Custom Promotional Graphics
- And More

We include this baseline mix of support to keep your content fresh, current and relevant to your customers to build that digital commitment.

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