

Dr. Amanda Donnelly

Most Requested Programs

Improving Marketing Strategies

Action Steps to Increase Practice Growth and Profitability

Marketing strategy is about identifying and focusing on the best opportunities to grow your business and stay competitive. Before implementing your marketing plan, it's best to first decide on the *How*. How can you best grow your business? How can you differentiate your hospital and your brand? How can you best communicate with pet owners so they seek you out?

Dr. Donnelly shares the answers to these questions and how to prioritize and implement marketing strategies that achieve the greatest results for YOUR business. Attendees will learn which financial metrics to monitor and how to improve these key performance indicators to achieve practice growth. Participants will leave knowing the most effective actions taken by successful veterinary businesses to achieve greater profitability.

Attendees will learn how to:

- Develop a strategic marketing plan
- Avoid the “Shiny Penny” approach to marketing
- Define the business’s brand attributes and promise
- Attract new clients by focusing on activities that yield the best results
- Analyze hospital Key Performance Indicators (KPIs) to establish measurable marketing goals
- Integrate digital marketing and traditional marketing strategies to achieve the greatest results
- Implement team training required to execute marketing tactics to increase client compliance and retention



What Seminar Attendees are Saying About Dr. Donnelly’s Presentations.....

“Thank you for many helpful tips and for being a wonderful speaker - eloquent, animated and very upbeat.”

“Thank you very much for all the valuable information and resources. I just started a new business and can't wait to put my newly learned skills into action.”

“I would like to compliment your wonderful presentation. The topic was an important one and I feel that you spoke in a way that was very interesting and motivating.”