

Promote, attract, retain

How effective are special promotions in attracting new clients?

"Events, targeted programs, and service packages can be effective tools for reaching out to new clients and strengthening relationships with existing ones," says Linda Wasche, founder and president of LW Marketworks Inc. in Bloomfield Hills, Mich.

"However, promotions are no substitute for a positive client experience."



Linda Wasche

Effective promotions, Wasche says, are based on clear goals that you've outlined in your marketing or business plan. They should deliver value, follow a plan, and provide measurable results. In addition, promotions should provide value that goes beyond veterinary services. "Consider how you can fulfill clients' intellectual, emotional, and social needs," says Wasche.

For any event, develop a detailed plan that addresses timing, potential conflicts with other events, key tasks, and completion dates. "Also, identify opportunities for publicity in the local media, tie-ins with national and local events, and collaborations with other businesses or organizations," she says.

Get expert advice

Send your questions to *Veterinary Economics* at ve@advanstar.com or contact us at 8033 Flint, Lenexa, KS 66214, by voicemail: (800) 255-6864, ext. 138, or fax: (913) 492-4157. Please include your name, daytime phone number, and e-mail address.