Marketing Veterinary Compounding Services
What is Marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Source: American Marketing Association [www.ama.org](http://www.ama.org)

You GOTTA Sell YOU! YOU are the problem solver!
CAN I BUY YOU A DRINK?
Who Are Your Customers?

- Local Veterinary Clinics
- Local Animal Shelters
- Local Rescue Groups
  - Consider offering discount – Word of Mouth advertising will do wonders for your growing business!
- Rural Vet Clinics
- Kennels
- Zoo
- Patients (owners/clients)
- Pets of current patients
  - HRT
  - Pediatric
  - Retail
  - Medicare
- Groomers
Maximize Store Traffic

• You can obtain an ENTIRE family’s business by compassionately and effectively handling a vet prescription!
• Pet owners tend to be extremely loyal
• Strengthen patient relationship by being the place they turn to when their pet needs a compound filled
• Signage
• Badges (Ask Me if Compounding is right for YOUR pet!)
• Add “pet owner” to profile for marketing efforts
• Co-op fundraiser for local shelter
Types of Marketing

- On-Staff Marketer / Sales Representative
- Newsletters
  - Pet owners
  - Veterinarians
- Brochures / Product Spec Sheets
- Business Cards
- Refrigerator magnets, pens, note pads, USB drives, tissue, hand sanitizer
- Bag stuffers
- Websites
- Social Media
- Direct Mail
- Conventions
- Vet Talk / Pet Talk
- Lunch/Snacks
- Local Humane Society
- In-Store Displays
- Delivery Car
Be Prepared

- Check out their website and/or social media
- Get to know the office staff
- Avoid Mondays
- Have 5 minute to-the-point presentation ready to go
  - Who are you?
  - Have 2-3 products to peak interest
    - Polyox 301, Poloxamer 407 – GREAT start!
  - Personal cell goes a LONG way!
  - Don’t give TOO much information = Overwhelming!
  - How are you different?
    - Local and can handle emergent needs
    - Excess time is a bonus, so be ready!
- Office staff/technicians are often purchasers
- Notepad/Tablet for notes and questions
- Understand regulations
Show and Tell

• Hands-On or Visual Tools
  • Poloxamer 407 Gel
  • Polyox 301 Powder
  • Treats/Chews (Placebo)
  • Gadget Kit
  • iPad/Tablet
  • Brochures
  • Before and After Pics

• Be ready to watch a minor surgery!

• ASK QUESTIONS!
  • You are there to solve problems!
Possible Trouble Along the Way

• If you do not know – DO NOT ANSWER!
  • NEVER make up an answer!
  • “That’s a great question...if you don’t mind I’m going to check with my vet expert and get back to you.”
    • Get personal email or cell/direct number
    • Stop back in
    • Your ticket back!

• Resell
  • Know how to discuss!
  • Veterinarians want to order compounds in bulk for re-dispensing from the office to the patient.
  • Illegal unless you’re a manufacturer
  • Be tactful in your response
  • Resource:

• Gatekeeper
Helpful Tips

• Be enthusiastic
• Believe in your product
• Share personal stories
• Develop follow-up program
  • Ticket back inside the office!
  • Builds relationship with owner
  • Helps to learn likes and dislikes
• Display “Pet Pics” in pharmacy
• Social Media contest
• Build a relationship!
To Do List

• Make a “hot list”
• Purchase reference materials
• Check stock/inventory
• Check equipment list
• Discuss pricing – DON’T be a competitor!
• Prepare marketing materials
• TRAIN YOUR STAFF!
  • Point person
• Start Small! You don’t have to do everything at once!
• Evaluate results
• Get out there and sell your service!
You’ve Made It!
You have the essentials to begin veterinary compounding in YOUR practice!