



BRANDING YOURSELF AND YOUR VET PRACTICE

WHAT DOES MARKETING HAVE TO DO WITH MANAGEMENT?

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WHAT IS MANAGEMENT?

- Business dictionary.com defines management as:
 - “The organization and coordination of the activities of a business in order to achieve defined objectives”.
- There is operational management i.e. forecasting, planning shifts, deliveries, invoicing etc.
- There is managing the brand of the practice – the people, the service and the image – separate from operational, but just as broad an impact



WHAT IS MARKETING?

- CIM define marketing as:

- “The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

- AMA define marketing as:

- “The activity and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.”

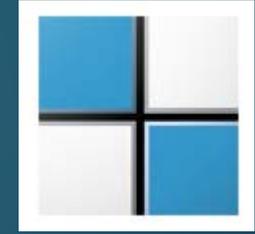
- Combination:

- The management and analysis of the activities and processes for creating, communicating and delivering offerings of value, that anticipate and satisfy customers and stakeholders requirements profitably.

WHAT IS BRANDING?

- *American Marketing Association define branding as:*
 - *“The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.”*
- Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from others. Your brand is derived from who you are, who you want to be and who people perceive you to be

YOUR BRAND



Your brand incorporates all aspects of your offering:

- Tone of voice
- Vision
- Modus operandus (how you do things)
- Positioning

MODERN BRANDING/MARKETING AND MODERN MANAGING

- Both are much more inclusive with the audience being given a bigger voice
 - Bottom up management rather than top down
 - Content marketing rather than 'sales pitch' marketing
- Brands are being enhanced by publishing (or passing along) relevant information, ideas, and entertainment that customers will value¹
- The most profound impact is when organizations and employees are empowered to create, facilitate, and leverage the ownership of ideas

BACK TO THE QUESTION – WHAT DOES MARKETING HAVE TO DO WITH PRACTICE MANAGEMENT

- If you have a promise to satisfy expectations, you need to understand your audience, your audience need to know what to expect and you need to know how to build your promise and manage their expectations
- Importantly, you need to know what you are aiming for and when you have succeeded – measurement & analysis!



WHAT DO BRANDS AND MANAGEMENT NEED TO BE SUCCESSFUL?

- A personality
- An audience (customers/colleagues/ stakeholders)
- Captivating and engaging message
- Nurturing and developing
- Consistency
- Loyalty/advocacy
- Belief/ believable

A PERSONALITY

- Who is the brand – what's its style?
 - Is it professional, comforting, fun, serious, approachable, aloof, honest?
- What do you want the message/tone of voice to be?
 - Friendly, engaging, elitist, exclusive, reliable, responsible, professional
- What feelings do you want to evoke?
 - Excitement, envy, security, comfort, respect
- You are the one who decides what the personality should be!

YOUR AUDIENCE

- We all have customers – these are the people who have needs and wants that you aim to satisfy
- Know who your customer is and understand them
 - Spend time with them
 - Listen to them
 - Communicate with them
 - Discover what motivates them
 - Who and what influences them
- Design your offering around what matters to them
- Remember, you do not have all of your customers now – potential matters

CAPTIVATING AND ENGAGING MESSAGES



- Communicating with your audience requires you to understand them
- Build a rapport
 - Use similar language/tone of voice
 - Sympathy/ compassion
 - Understanding
- Ensure your messages matter to them
- Meaning and inclusiveness
 - How do they matter and how can they be involved
 - What is in it for them
 - Create a sense of anticipation
 - Help people feel good

NURTURING AND DEVELOPING

- Brands and people need to be looked after
- Assessment of response and development of aspects of the brand to ensure better performance
- Understanding of weak areas by measurement and addressing of those areas to strengthen the results

CONSISTENCY



- Audiences respond to consistency
- Builds trust and confidence
 - Manages expectations
- Heightens engagement
- Builds reliability and reliance
- Ensures expectations are met across all interactions/touch points
 - Uniform, cleanliness, customer service, greeting
- Better chance that should something go wrong your audience will continue to support you

LOYALTY/ADVOCACY



- This is what brands strive to achieve
- Continued support/trust
- Encourages others to believe in the messages and offering
- Makes marketing and communication easier
- Encourages 'open-minds' for new messages
- Creates a positive image and atmosphere around the brand/practice

BELIEF/ BELIEVABLE

- False or insincere messages destroy a brand
- Your brand has to be believable
 - Deliver on your promises
 - Truthful in your approach
 - Genuine in your personality
- Belief in a brand is gained by interaction with the brand
- Never over promise and under deliver
 - It will undermine every aspect of your brand

WHAT HAPPENS WHEN THINGS DON'T GO TO PLAN?

- In management and marketing the brand or person may not deliver or perform as expected
- You need to understand the reasons why
 - Was the goal unachievable
 - Were the tools not in place (training for people/ campaigns for brands)
- Motivation: is your audience not motivated to buy into the brand?
- Is your brand unclear and the message confused?
- What other external influences are affecting the brand?
- Brands and people can be supported, updated, changed with effort and focus
 - Brands – external motivation
 - People – internal motivation

HOW CAN YOU BRAND YOURSELF AND YOUR PRACTICE

- Think about a well known brand e.g. Harrods
- What are your impressions?
- What are your expectations of that brand?
- How has the brand built those perceptions and reinforced them?
 - Logo typeface - 'Famous Label Font'
 - External appearance
 - In store experience
 - Personality association
 - Prices
 - Staff presentation



POSITIVE EXPERIENCES



- Think about a positive experience that you have had with a brand/organisation/manager or a brand (etc.) that you admire
- What happened/what do they do?
- Was it in line with your expectations?
- What aspects of this could you replicate in your surgery?



NOT MEETING EXPECTATIONS

- Think about a time that a brand or manager did not meet your expectations
- How or why did they fall short?
- What elements were missing from the experience or what elements were included that made the experience negative?
- How can you use your experience to prevent the same thing from happening to your customers/audience?

OWN MANAGEMENT: HAVE A PLAN



- How do you want to manage/ what do you want to be recognised for?
- What would a person who was perceived as such do? What would their actions be – make a list – lots of information on the WWW
- Get a mentor or a coach to support you
- Reflect on your actions
- Congratulate yourself and your team on your successes
- Work hard on your improvement areas

HOW WOULD YOU (YOUR PRACTICE) LIKE TO BE PERCEIVED



- Decide how you want to be perceived
- What elements need to be included/behaviours conducted to create that perception
- Know how you are perceived now
 - Ask your customers
 - Get yourselves mystery shopped
 - Ask a friend to visit and give honest feedback
- Fill in the gaps
 - Ensure everyone knows what you are doing and why
 - Sell the benefits to them

WHO MANAGES AND MARKETS NOW?

- Everyone
- We all manage time, people and their expectations – either below or above us
- We all have a persona that others see and judge us on
- We all market something – ourselves, products we like, films/programmes we have seen
 - Much of what we do is *ad hoc* and unplanned
 - With a little bit of thought we could all do it so much better

