

MARKETING

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INTRODUCTION TO MARKETING

Definition

✕ Marketing is the action or business of promoting and selling products or services, including market research and advertising (Oxford Dictionaries, 2015).

INTRODUCTION TO MARKETING

Why Marketing?

- ✖ Marketing keeps your business because you have to know your customers well, what every customer wants and meeting those expectations.
- ✖ Marketing keeps things consistent over time

INTRODUCTION TO MARKETING

- ✖ Marketing improves and extends existing products, and sometimes develops new ones.
- ✖ Marketing enables you to plan your activities in advance, find out what works, then use them again when and where they are most effective.

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Marketing Planning

- ✖ It is the process of considering the seven Ps (Product-Price-Place-Promotion-People-Process-Physical Evidence) together to form a cohesive strategy. Each of the ‘ingredients’ of the marketing mix is key to success. No element can be considered in isolation

P1: PRODUCT

- ✖ Successful companies find out what customers need or want and then develop the right product with the right level of quality to meet their expectations, both now and in the future.

P1: PRODUCT

- ✘ A product does not have to be tangible – an insurance policy or veterinary service can be a product
- ✘ Look regularly at the products that account for the highest percentage of your sales and try to know the reasons.

P1: PRODUCT

- ✖ The perfect product provides value for the customer.
- ✖ Add a system in your office to regularly check what your customers think of your products and services
- ✖ Beware the product quality trap-don't take it too far

P2: PRICE

- ✘ The price needs to be competitive, but this doesn't mean you have to be the cheapest in your field
- ✘ When considering the price of your product or service, it's important to look at it from the customer's perspective:

P2: PRICE

- ✖ It tells customers where to place you in relation to your competitors
- ✖ The more you charge, the more value or quality your customers will expect for their money.
- ✖ Existing customers are generally less sensitive about price than new customers

P2: PRICE

- ✖ This is a relative measure. If you are the most expensive provider in your field, customers will expect you to provide a better service with high quality packaging, environment, website, letterheads, invoices, etc

P3: PLACE

- ✖ The product or service must be available in the right place, at the right time and in the right quantity.
- ✖ Delivery performance is one of the most important criteria when choosing a supplier

P3: PLACE

- ✖ Place ways of displaying your product to customer groups. This could be in a shop window, or be online
- ✖ Use E-commerce operations on the internet
- ✖ Mobile is an increasingly important purchasing channel, so try to optimize your website.

P4: PROMOTION

- ✘ Promotion is the way a company communicates what it does and what it can offer customers.
- ✘ It includes branding, advertising, social media outreach, sales management, special offers and exhibitions.

P4: PROMOTION

- ✖ Good promotion offers a way for a dialogue with customers, whether in person or online.
- ✖ Promotion must gain attention, send a consistent message about the benefits that a customer receives from a product, not just its features and give the customer a reason to choose your product rather than someone else's.

P4: PROMOTION

- ✖ Your website is often the customer's first experience of your company, so make sure that information on the site is always kept up to date and the design is updated to keep it fresh
- ✖ The important principle is to always advertise where your target consumer goes

P4: PROMOTION

- ✖ Printed promotional materials must be easy to read, grab the customers attention, and enable them to identify why they should buy your product
- ✖ A brochure isn't the best way of promoting your business. Unlike your website, the information is fixed once a brochure has been printed.

P4: PROMOTION

- ✖ Promotion does not just mean communicating with your customers. It is just as important to communicate with staff/fellow employees about the value and attributes of your products. They can then pass on the knowledge to their customers

P5: PEOPLE

- ✘ Everyone who comes into contact with your customers will make an impression.
- ✘ Many customers cannot separate the product or service from the staff member who provides it, so your people will have a profound effect -positive or negative - on customer satisfaction.

P5: PEOPLE

- ✘ Your brand rests in the hands of your staff. They must be appropriately trained, well-motivated and have the right attitude
- ✘ All employees who have contact with customers should be well-suited, in the age of social media, and can potentially reach a mass audience.

P5: PEOPLE

- ✘ Formulate a policy for online interaction
- ✘ Happy customers are excellent advocates for your business.
- ✘ Superior after sales support gives you a competitive value. These services will probably become more important than price for many customers over time

P6: PROCESS

- ✖ The process of delivering the product or service, and the behavior of those who deliver it, are crucial to customer satisfaction.
- ✖ A user-friendly internet experience, waiting times, the information given to customers and the helpfulness of staff are vital to keep customers happy

P6: PROCESS

- ✘ Customers are not interested in the detail of how your business runs, just that the system works.
- ✘ However, they may want reassurance they are buying from a reputable or ‘authentic’ supplier.
- ✘ Remember the value of a good first impression.

P6: PROCESS

- ✖ Identify where most customers initially come into contact with your company (online or offline) and ensure the process there, from encounter to purchase, is easy
- ✖ Ensure that your systems are designed for the customer's benefit, not the company's convenience

P6: PROCESS

- ✘ Do customers have to wait? Are they kept informed? Is your website fast enough and available on the right devices? Are your people helpful? Is your service efficiently carried out?
- ✘ Does your staff interact in a manner appropriate to your pricing?

P6: PROCESS

- ✖ Customers trying to reach your company by phone are a vital source of income; but so often they are left on hold. Many will go elsewhere and tell their friends not to use your company - just because of the poor process.

P7: PHYSICAL EVIDENCE

- ✖ Some companies ask for customer's feedback, to develop reference materials. New customers can then see these feedbacks and are more likely to purchase with confidence
- ✖ Well-shot video testimonials and reviews on independent websites will add authenticity

P7: PHYSICAL EVIDENCE

- ✘ Choosing an unfamiliar product or service is risky for the consumer. You can reduce this uncertainty by helping potential customers ‘see’ what they are buying.
- ✘ A clean, tidy and well-decorated reception area or homepage - is reassuring.



Traditional & Digital Marketing Ideas for Veterinarians

By Prof. Ashraf Abu-Seida - 15-05-2021

1. Set up a shoppable area in your office

You have to offer a large array of animals, supplies that you can customize with your logo and contact info.

2. Get active on social media

Digital marketing for veterinarians is to create social media profiles for your office such as facebook, instagram, and twitter. People Love Animal Photos! you'll get lots of likes and shares in no time

Another idea for digital marketing for veterinarians is to invest in paid social ads to target people who have interests in the area of your business.

3. Sponsor a specialized event

You have to focus around being where your audience is, like conference, a pet walk or adoption event.

4. Create a relaxing waiting room

Both the animal and its owner are usually nervous about their visit, so it's a nice idea to create a calming environment for them. Fresh water, calming music, and slow movements by staff are helpful.

4. Create a relaxing waiting room

- ✖ For stressed owner, a coloring book can do wonders for their nerves.
- ✖ Place a few around the waiting room with colored pencils.

5. Hand out welcome animal's bags

This veterinary marketing tip is focused on providing your new customers with an experience so welcoming, they'll definitely come back. Inside a custom reusable bag, place their paperwork, a welcome brochure detailing your services, and a gift they'll use over again.

6. Pair up with local animal shops & dog walkers and trainers

These persons get asked if they know of a good local vet, you have to be their recommendation. In exchange for their recommendation, offer to place their flyers in your office, it's a win-win situation.

7. Give a gift with purchase

This could be a digital marketing tip for veterinarians having an online shop or for your office: when patients purchase a larger-ticket item, give them a small gift of thanks.

8. Leave your business cards at local animals' stores

This is an old but a good idea. Network with local pet stores (other business like coffee shops are great, too!) and leave a stack of your business cards for them to set out at the cashier stand.

9. Place pet bags at dog parks

Attach a few bag dispensers to the fence and the people will note your business name.

10. Send out a lumpy mail campaign

A lumpy mail campaign can drum up serious business and forces the customers to open the envelope. Also you can send treats to invite them to visit your office.

11. Run a social media giveaway

Host a social media contest where people can submit their funny pet photos for a prize. tagging gives you more exposure for free.

12. Host a pet parent seminar

Invite current and prospective patients for a free informational session at your office.

Topics could be seasonally appropriate, like hot weather care for pets during summer.

Give attendees a gift that ties into the topic, like a collapsible pet food & water bowl.

Veterinary Marketing During Covid-19

By Prof. Ashraf Abu-Seida - 15-05-2021

There are a few ways of marketing your veterinary practice that also protect your team and customers, as well. These ways include the followings:

Bulk Face Masks

Since you and your team will be in contact with people all day long, face coverings are a must. You can distribute face masks to employees and customers.

Antimicrobial Pens

Use pens with antimicrobial properties during writing the invoices, receipts, ... etc. in order to prevent fungi, bacteria, yeasts, and algae from growing.

Hand Sanitizers

Hand sanitizers are usually used in veterinary practice, but it may be new in terms of marketing ideas. Give customers custom hand sanitizers like 10 mL spray pen 70% alcohol with your info on them as a useful giveaway

Friends are like flowers



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