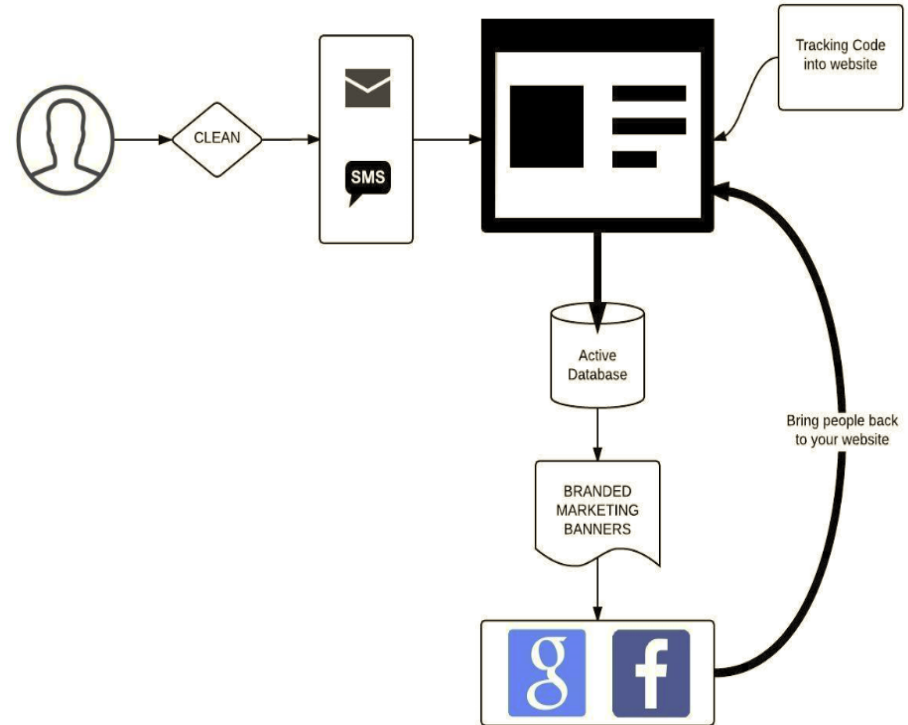# Pets First Choice

STAGE 1: Activate Current Client Database

1. Clean database to make current
2. Add tracking code to website
3. Send Email / SMS inviting client to website
4. See who opens email and who clicks
5. Show Your Branded Banners to your database
6. On other websites (Google, Facebook)
7. Keeps your front of mind
8. People come back to your website
9. Repeat customers
10. Bring back old customers
11. Seasonal offers (4 banner changes)
12. Monthly email newsletter to database
• Content done for you

Setup: $250 ($50)
Monthly: $350 ($60)

STAGE 2: Make Sure New Clients Can Find You

1. **Amplify Your Online Presence**
   a. Google Places
   b. Bing Places
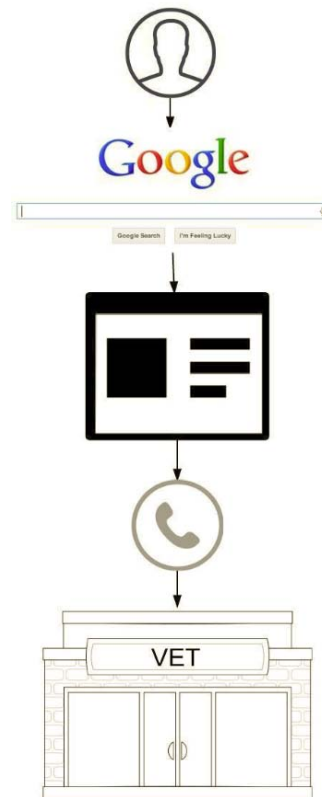   c. Facebook Page
   d. Yelp
   e. Other Directories

2. **Call Tracking**
   a. Add a tracking number to website
   b. Email report of all calls you get
   c. Make sure number is everywhere
   d. Record calls (optional)
      i. Staff performance
      ii. Common queries
   e. Measure success

Setup: $250 ($25)
Per Call*: $3 ($0.80)
*landline terminated calls | mobile: extra 25c per minute

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STAGE 3: Offline Advertising

1. **What's Working For You?**
   a. Unique tracking number
   b. Smart Website URL

2. **Use Everywhere:**
   a. Letter Box Drops
   b. Newspaper ads
   c. Yellow Page Print
   d. Magnets
   e. Brochures

Setup: $75 Setup ($20)
- 1 x tracking number
- 1 x tracking domain
- Google Analytics integration

Per Call: $3 ($0.80)
*landline terminated calls | mobile extra fee per minute

STAGE 4: Get More Customers

1. **Facebook Advertising**
   a. Friends of friends
   b. Demographics
   c. Location
   d. What people like

2. **Google AdWords (Buy Visitors)**
   a. Appear on right hand side
   b. Sponsored results at top of page

3. **Search Engine Optimisation (Organic)**
   a. Generic Searches "Vet Bondi Junction"
   b. Specific Searches "Best Vet in Bondi"

4. **New Regular Content on Website**
   a. Feeds Google
      i. Common questions

Setup:	$500 ($100)
Monthly:	$950 ($120)