

SOUTHERN WESLEYAN UNIVERSITY

# MARKETING PRESENTATION

SOUTHERN TRAIL ANIMAL CLINIC

BY: MCKARA STREET



**SOUTHERN TRAIL**  
ANIMAL CLINIC

864.442.6009

[www.southerntrailac.com](http://www.southerntrailac.com)

SOUTHERN TRAIL ANIMAL CLINIC

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## PROJECT OVERVIEW

This Digital Marketing Plan is designed to increase engagement, social media followers, website traffic, and online bookings.

### Content Provided

- Reception digital display experience
- Social media posts and plan

### Southern Trail Animal Clinic (STAC)

- New company
  - Established **June 2024**
- Small animal clinic
- Located in **Easley, SC**
- Over 34 years of combined experience



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## STAC'S MISSION

Southern Trail Animal Clinic is committed to provide excellent **comprehensive** and **compassionate** care to all pets and their families.



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# CONSUMER BASE

## Demographic

- Total Population: **135,495**
- Median Household Income: **\$59,411**

## Psychographics

- Seek **advocate-focused** care
- Value **cost transparency**
- View pets as **family**

## Behavior

- Adverse to **preventative care**
- High volume of **emergent care**

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# DIGITAL MARKETING TACTICS

**1** Introduction of STAC

**2** Educational Empowerment

**3** Promotions for Loyalty



# INTRODUCTION OF STAC

## Why?

To **build familiarity** and **reduce fear** for new clients.

## How?

Implement **service highlights**, **pricing transparency**, and **staff bios** into digital media.

### FELINE VACCINES



Available Vaccinations:

-  **HCP**  
\$29.00
-  **Rabies**  
\$17.50 (1 Year)  
\$35.00 (3 Year)
-  **Feline Leukemia**  
\$40.00






\*Exam required  
(864) 442-6009  
Ask our team about any of these vaccines *today!*





### Background


-  San Juan, Puerto Rico
-  Fluent Spanish Speaker

### Interests

-  College Football
-  Obstacle Races
-  Photography


### Pets

-  **3 Labrador Retrievers**
  - Duce
  - Finn
  - Jameson
-  **1 French Bulldog**
  - Nigel
-  **2 Cats**
  - Smokey
  - Cleo
-  **2 Guinea Pigs**
  - Dunkin
  - Donuts



### Dr. Fernandez

JOSE J. FERNANDEZ, DVM

 Doctorate Degree from University of Tennessee Veterinary School (1999)



## Lost Pet Prevention Month

### How to Prevent Losing your Pet?

- 🐾 Microchip them!
- 🐾 ID tags
- 🐾 Escape-proof your home
- 🐾 Training and behavior management



Southern Trail Animal Clinic can microchip your pets and give you more information about lost pet prevention.

# EDUCATIONAL EMPOWERMENT

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## Why?

To build **authority** and **trust**.

## How?

Inform importance of **preventative care** such as annual visits and vaccinations.

# PROMOTIONS FOR LOYALTY

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## Why?

To appeal to **cost-conscious** pet owners and drive **repeat visits**.

## How?

Highlight **promotions, financing options**, and other ways to save on **pet care**.

Ask about CareCredit financing!

### Need Help Managing Veterinary Costs?




**Unexpected Costs?**  
We Got You.

- Apply online - **no impact to your credit score by prequalifying.**
- Deferred interest for **6 months** on purchases over \$200.
- **Affordable** monthly payments designed for your budget

(864) 442-6009  
southerntrailac@gmail.com  
210 Fern St. Suite J. Easley, SC

Talk to our team or visit [CareCredit.com](https://www.carecredit.com) to apply *today!*



### Routine Care, Real Rewards!

2 On-Time Visits =

- ✓ **FREE Nail Trim**
- ✓ **10% OFF Next Exam**

Because staying on top of their care matters.



## Tactics

**Awareness**

Educational Posts

**Interest**

Customer success stories

**Consideration**

Cost transparency

**Conversion**

Convenient booking

**Loyalty**

Promotions for loyal clients

# SUCCESS INDICATORS

1. Increase social media followers by **25%**
2. Receive **10** online bookings per week
3. Increase repeat appointment rate by **10%**
4. Receive at least **1,000** reach on each educational post
5. Increase number of app downloads by **15%**



# NEXT STEPS

## Tactics

1. Introduction of STAC
2. Educational Empowerment
3. Promotions for Loyalty

## Implementation

- Launch strategy on **June 1<sup>st</sup>**.
- Set up monitor for digital experience.
- Launch reception **digital display** experience.
- Begin **Lost Pet Prevention Campaign** in July.
- Begin **Immunization Awareness Campaign** in August.

