

Four Leg Rehab Inc



# The 15 most common marketing mistakes in canine rehab practice

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Canine rehab / physio is still a relatively new field. It is not like putting up a new Starbucks™ and figuring that 'if you build it, they will come.' In order to build this new area of practice, you have to be strategic about your marketing. Here are the common pitfalls in canine rehab marketing today!

- 1) Not developing a 'marketing mindset'. You NEED to market your business in order to grow and survive. Come to terms with this and learn how to do it professionally.
- 2) Not conducting any market research. You wouldn't design and manufacture a whole fleet of purple, crank-start, one-passenger window-less cars without checking to see if THAT is what the market will buy! Why would canine rehab / physio be any different? What does YOUR market want? What do your referrals sources WANT?
- 3) Not being clear (in your mind, in what you say, and in your written materials) about what you do and whom you serve.
- 4) Belief that your brochures, business cards, and static website ARE your marketing. They are tools, not strategies, nor tactics. They do you no good in isolation. Beyond that point, too often these items containing messaging that does not convey who you are or what you do. (Please stop putting up websites or making brochures that merely list your equipment or services. This does nothing to tell the public what you know, what you do, and what your are about!)
- 5) Failure to niche your marketing messages. Generic messaging won't resonate with any ONE target market. Are you marketing to owners of canine athletes, or geriatric-dog owners, or people whose dog has just had surgery? Your messaging should be different for each target market and your strategy (i.e. implementation tactics should be different for each target market.)
- 6) Falling victim to "spray & pray" mentality. (i.e. choosing multiple generic tactics that don't get you in front of the same target market on a regular basis.) This is otherwise known as 'shiny object syndrome' – a little here a little there... but nothing focused or targeted.
- 7) Not giving potential customers a way of 'getting to know you' before they buy your service. (i.e no utilization of newsletters, articles, videos, blogs, webinars, seminars, etc)

- 8) Not establishing relationships with others in the animal / dog industry (i.e. Failure to network).
- 9) Being boring with your marketing. Being like everyone else does not make you stand out. Listing your services and providing contact information is not good enough to position yourself as an expert on the subject within your local area. Why would someone choose you over a competitor? Boring is invisible! Don't be boring!
- 10) Failure to thank your customers. Failure to thank your referral sources.
- 11) Not asking for referrals. If you are providing exceptional service and your clients are happy with you, why wouldn't they refer? Perhaps they just need permission or encouragement!
- 12) Lack of engagement. Do your customers feel like they have a relationship with you / your clinic? Does your marketing have personality? Is all of your communications sterile and clinical? Have you created ways that clients can interact with you? (i.e. Contests, question & answers, surveys, blogs, social media, etc)
- 13) Written communication back to referring vets that is full of 'jargon' and confusing to someone not in the rehab field? Spell things out, give rationale, be clear!
- 14) Not being visible within your target market. Do people even know you exist? How can you be seen?
- 15) Failure to critically analyze your business. (i.e. Customer service, front end staff communication with clients, processing of referrals or paperwork, attention to detail, etc.)

If you want to learn more about how to craft your marketing messages, conduct market research, and/or develop a marketing strategy, then you might be interested in The Marketing Manifesto for Canine Rehab Practice WORKBOOK. Delivered in a convenient 50-page E-book format, to not only provide information, but to walk you through the tasks, actions, and activities to get your marketing moving in the right direction!

So go out there and do some great things and let people know that you are out providing this fabulous service for dogs!

Cheers!

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