



ForestVets

First Aid Evening

How can you

maintain positive word of mouth
and grow incremental sales
with existing clients?





How can you
recruit brand new clients quickly
and cost-efficiently?

Solution?

A man in a dark vest and light shirt is standing on the right side of the frame, gesturing with his hands as if presenting. He is facing a large group of people seated in rows of chairs. The audience is diverse in age and appearance, with some looking towards the presenter and others looking towards a table in the foreground. The table is covered with a large number of small, white, rectangular objects, possibly business cards or small gifts. The room has a modern, clean aesthetic with light-colored walls and a wooden floor. A laptop and a microphone are on a small table next to the presenter.

A practice-based event...
face-to-face content marketing

Meet Mark

Head vet at Forest Vets, Nottingham
He's a very busy man
and wears many hats...



Mark called Connected Vet

He got a comprehensive marketing plan

- Website news
- Emails
- Social media posts
- Flyers
- Invitations
- Tickets
- Certificate of attendance
- Public relations



A HYSOON Green vet is on a mercy mission to reduce fatal pet emergencies in Nottingham. Mark Thirkell, head of Forest Vets, in Gregory Boulevard, held a pet first-aid evening with the help of Izzy the Labrador. Techniques were demonstrated to help animals that had been in accidents.



Paul Uglow

Presenter, First Aid Evening



pepizole



Results?


A rip-roaring success!

- 60 attendees with a wait list of 20
- BBC Radio Nottingham
- Nottingham Evening Post
- Social engagement

 Mark Thirkell on BBC Radio Nottingham

Results?

- Reportedly a 'step-change' in new registrations
- Over 90% of new registrations made appointment



For more information
Call 07801 612227
www.connectedvet.co.uk

