



Marketing

Most marketing companies produce good marketing but, without considering your whole business, they can miss great opportunities and don't give the expected return on your investment. Often you find your marketing efforts look just like your neighbouring practices. One thing is sure, your practice isn't standing out against your competitors.

We look at your entire business and then get to work bringing new customers to your door. Here's how we do it:

1. No two practices are the same, so Oculus starts by creating a practice audit to show how your marketing and sales connect to the rest of your business. By the end of the audit, you will have a clear sense of where you are now and how far it's possible to go.
2. Next, we use your audit to develop a marketing program that is right for your practice. This includes selecting the right mix of online and traditional platforms, digital ads, sales strategies, staff training, increasing your visibility online, and more.
3. Finally, we help implement a customer survey tool so you can measure how well your team is doing delivering great customer experience. It's far cheaper to keep clients, than search for new ones so our Radar4Vets survey gives you timely results to help your team respond quickly to the needs of your clients.

When you invest in your business, trust the decades of business success behind Oculus to deliver consistent practice growth.

Schedule a free 20 minute consult to find the best program for your needs