



WHAT CAN PARTNERING WITH *VetNetwork*

DO FOR MY VETERINARY HOSPITAL?

Engage & Connect with Pet Parents through Multiple Channels.

42% of hospitals reported
A DECREASE IN REVENUE
FROM 2009 TO 2010



The hospitals that reported
AN INCREASE IN GROWTH CITED
Marketing, Advertising & Social Media
as factors contributing to success!

Of all time spent online, **15.8%** is on Facebook
70% of consumers trust brand recommendations from friends

SOURCES: SOCIAL MEDIA TODAY, BAYER VETERINARY CARE USAGE STUDY

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The average number of
veterinary competitors

Stand out from the competition!

Choose VetNetwork FOR
YOUR Marketing Needs!

Rise Above the Competition.

Today's pet owners have more choices than ever:

- Mobile Clinics
- Pet Store Clinics
- Speciality Practices
- Traditional Clinics
- Shelters/Subsidized Care

Veterinary practices need to be just as internet-savvy as clients – they expect it!

Stay On Top of the Trends with VetNetwork's Mobile Website & Customized Veterinary App.

61% Conduct Daily Searches ON THEIR Phones
94% Search FOR Local Info
84% Take Action Based ON Results

SOURCE: OUR MOBILE PLANET: UNITED STATES OF AMERICA

**Mobile web traffic WILL OVERTAKE
desktop traffic in 2014**

SOURCE: BUSINESSINSIDER.COM

56% OF AMERICANS HAVE
SMARTPHONES
A **25%** Increase
SINCE Q1 2011