a Nice Guy
MARKETING.COM

Drive New, Ideal Customers

"New client visits are up 160% from 50 clients per month to 130 per month in the first year using A Nice Guy Marketing Geofencing."

Veterinarian in Franklin, Tennessee

The Roadblock

A well-established veterinarian clinic has had many loyal customers over the span of 30 years. Although they were a well-established member of the community, they had concerns regarding the downward trend of new clients and overall bookings.

The Goals

1. Identify pet owners in the area that need a primary vet.

2. Promote the close-knit company culture that instills trust from the clients to care for their pet like the employees own.

3. Share lesser-known services such as grooming and boarding.

4. Present trackable data that translated to new customers.

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The Game Plan

Reach Homes in the Community

By using first-party addressable data, we created a profile in our system, such as dog and cat owners. Specific and impactful ad messages were served to each group in the surrounding zip codes of the clinic. We were able to reach over 7,000 homes in their service area.

Keyword Retargeting
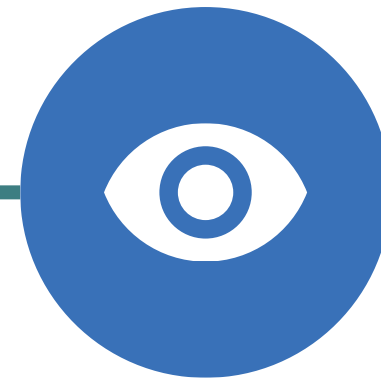
We created a list of terms relating to veterinarian care and pet ownership that individuals would be searching for or reading about online.

Site Retargeting

Whether individuals found the website organically or through one of other tactics, we were able to capture the devices that visited the website. We then served ads to keep the brand fresh in mind.

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412 clicks

0.17% CTR

2,709 visits

The Results

Conversion zone tracking allowed us to report first-time and return-customers into the clinic location. We saw an uptick in new client visits by 160 percent. The clinic went from 50 clients per month to 130 per month in the first year of their campaign.

We were able to report by individual zip codes and audience segments to learn which users in the community were clicking and converting. This allowed us to compare audiences and response rates to specific creative messaging.

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