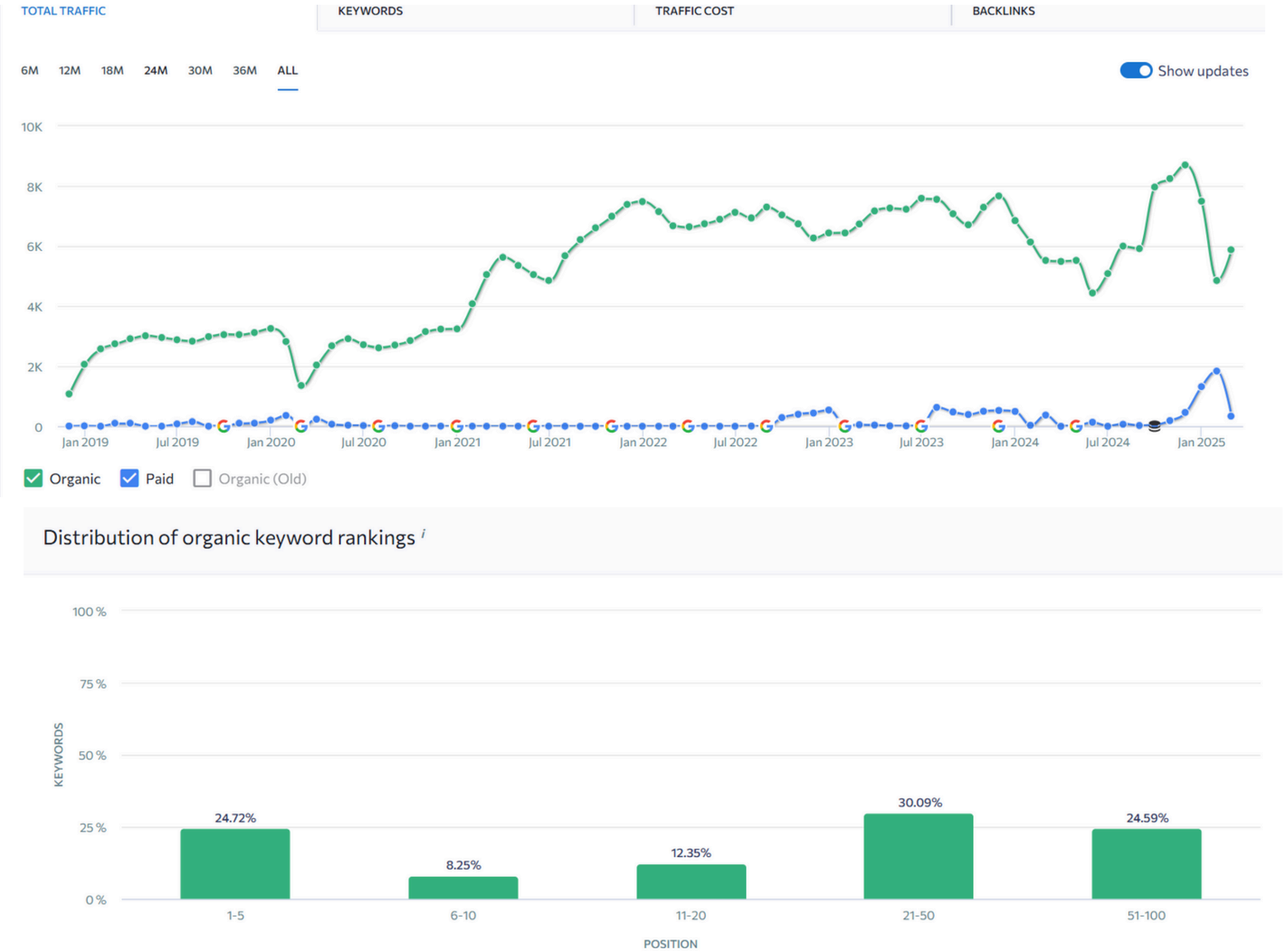


# Digital Acquisition Strategy for Village Vets





# Village Vets Current Position



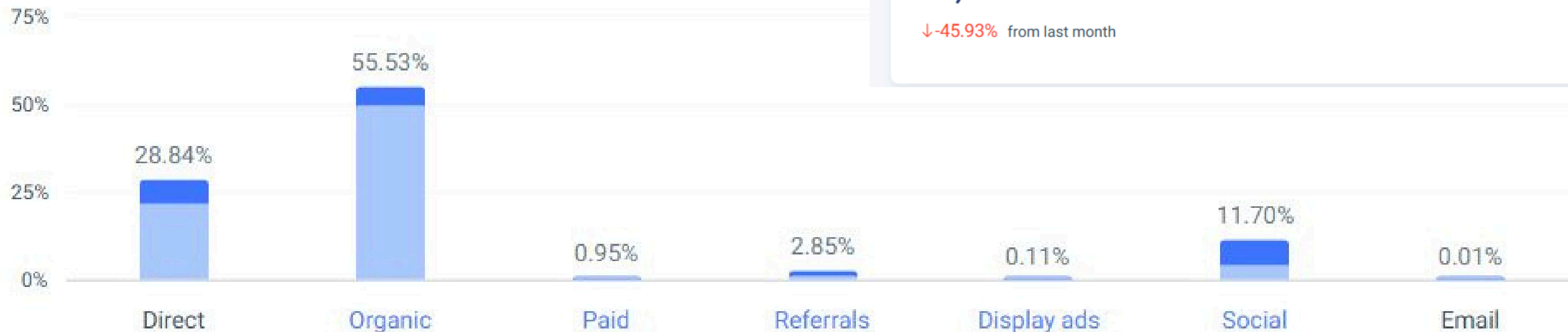
Source - <https://online.seranking.com/>



# Current Traffic Acquisition Overview for Village Vets

## Channels overview

 Feb 2025  Worldwide  All traffic



## Traffic & Engagement

### Total visits

 Feb 2025  Worldwide

8,807

↓-45.93% from last month

01

1st reason - village  
vets Keyword - 5400  
searches/monthly

02

Organic Ranking is  
very good for all  
keywords related to  
VET keywords

# How Organic and Direct Channels Capture 80% of Our Traffic

Ranked Organic keywords example: -

village vets sandyford - 1300/Month

village vets stillorgan - 1300/Month

raheny vets - 2400/Month

village vets cabra - 1900/Month

and more



# Pet Care Industry Trends & AVG Matrix

 Pet care market in Ireland is projected to grow by 6% annually

 70% of pet owners use Google to find veterinary services

 Average CPA for veterinary services: €40–€60 For Google and €15 – €18 Er For Facebook

 Local SEO can boost site visits by up to 50%

 Facebook conversion rate is around 3.27%

 Avg Industry Conversion rate from all channel 3.5%



**Note – Assuming CVR Around 20% For Calculating Data Due to Brand Value**

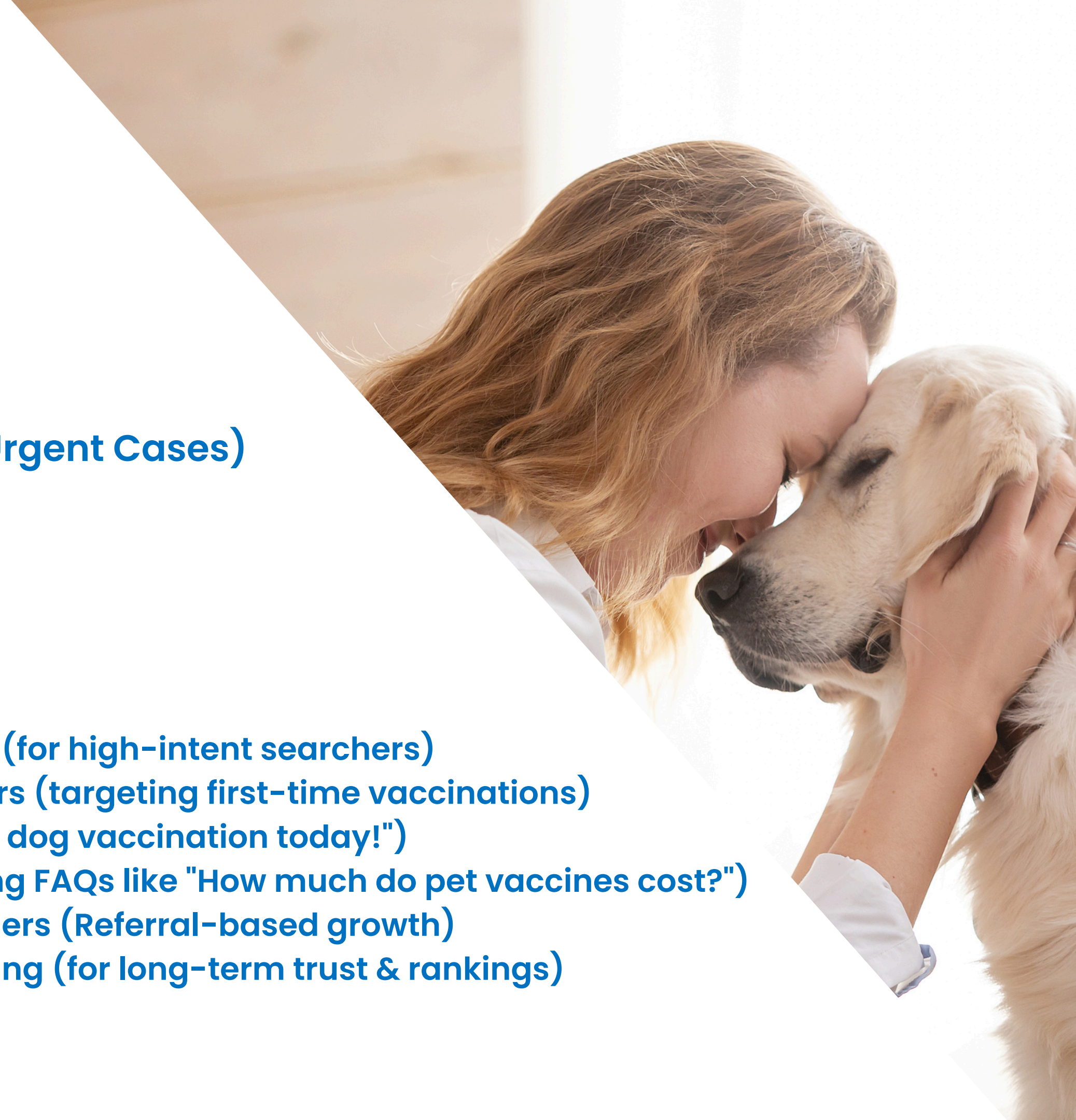


# Target Audience

- 1 Pet Owners (Primary Audience)
- 2 Pet Enthusiasts & Communities
- 3 High-Intent Searchers (Emergency & Urgent Cases)
- 4 Budget-Conscious & Offer Seekers
- 5 Business & Corporate Pet Owners

## 🎯 Action Plan: How to Target These Audiences?

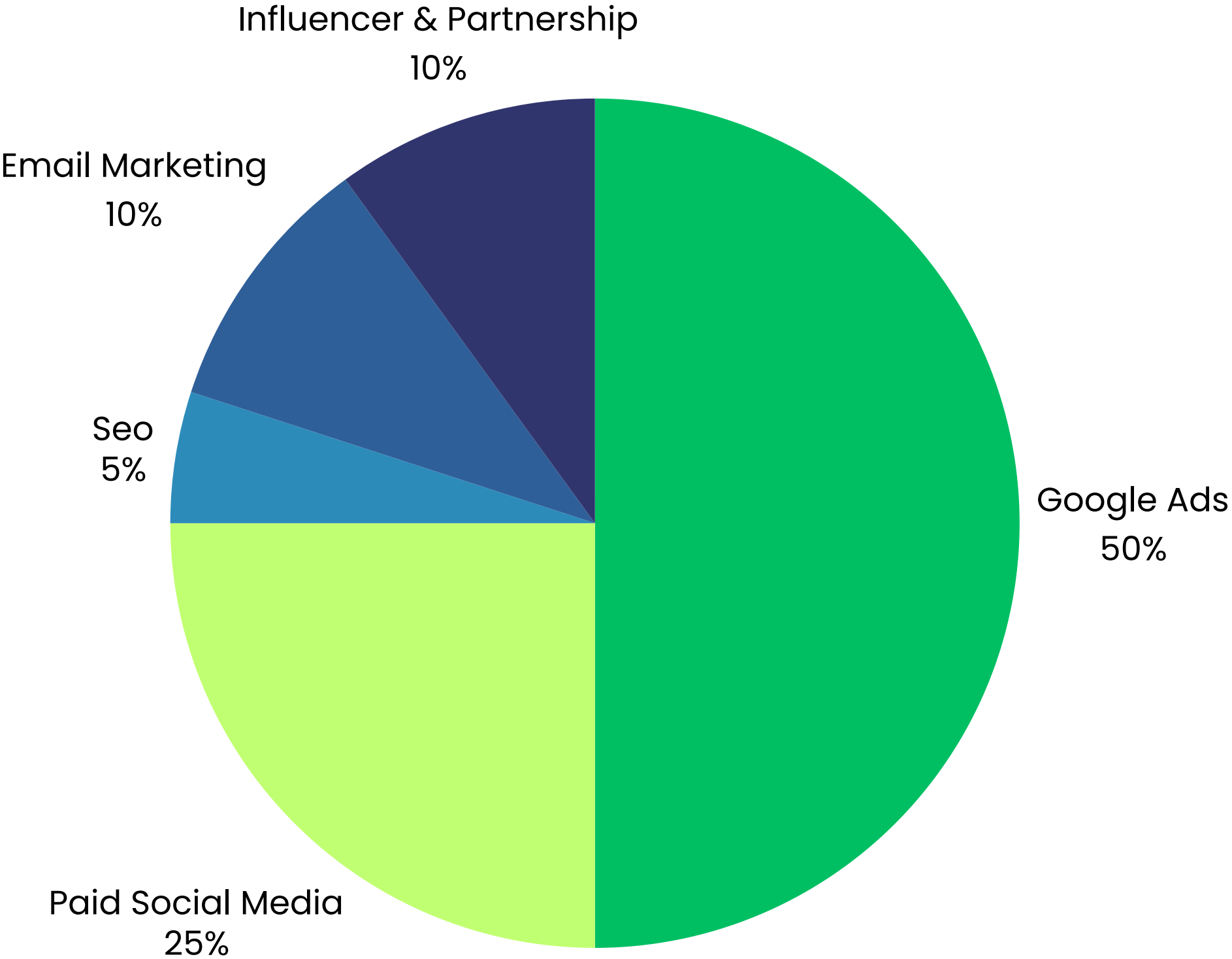
- ✓ Local SEO & Google My Business Optimization (for high-intent searchers)
- ✓ Facebook & Instagram Ads for New Pet Owners (targeting first-time vaccinations)
- ✓ Google Ads for Emergency Searches ("Urgent dog vaccination today!")
- ✓ Content Marketing & Blog Strategy (Answering FAQs like "How much do pet vaccines cost?")
- ✓ Partnerships with Shelters, Breeders & Groomers (Referral-based growth)
- ✓ Review Generation & Online Reputation Building (for long-term trust & rankings)





# Budget Allocation

Annually  
200k/Er





Channel	Budget/ Monthly	Objective
Paid Search (Google Ads, Bing Ads)	8300	Target high-intent keywords/Remarketing and competitor bidding
Paid Social (Facebook, Instagram, TikTok,)	4100	Expand brand awareness and engage new audiences, Promotions & offers
SEO	800	For Buying Backlinks, Paid guest posting, Tools & Software
Email	1700	Convert warm leads and nurture retention
Influencer & Partnerships	1700	Leverage industry experts and pet influencers
Total	16600	200k annual

# New Customer Prediction

Channel	CPA	New Cust
Paid Ads Google	40–60 Er	207
Paid Social	15–18 Er	273
Email	NA	NA
Influencer & Partnerships	NA	NA
Organic/Direct		1600 based on 20% CVR



# Google Ads Strategy

- 1 Prioritize High-Revenue Services (Focus on surgeries, diagnostics, and long-term treatments)
  - 2 Leverage High-Search Volume Campaigns (Bid on keywords with strong intent)
  - 3 Branding campaign with location targeting & Competitor keyword campaign with CPC Cap (Ensure visibility while controlling costs)
  - 4 Display Remarketing & Retargeting Campaign (Bring back visitors who didn't convert)
  - 5 Using Pmax Campaign for targeting all services in website
- ◆ Goal: Increase appointments, conversions, and ROI while minimizing ad spend waste.



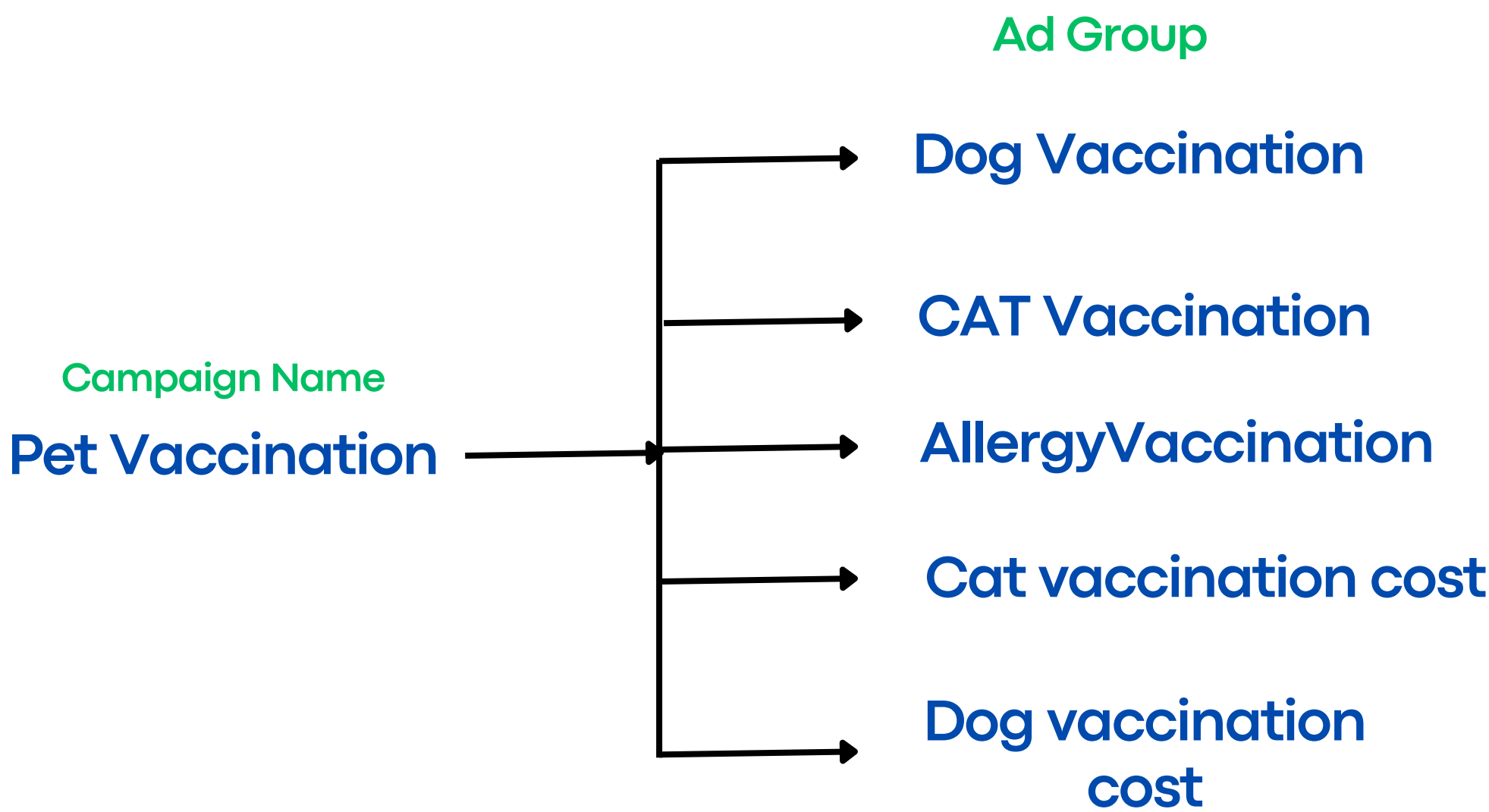


# Google Ads Strategy Continue

- 🔍 Focus: High-intent keywords like 'vet near me', 'emergency vet Dublin', 'Dog vaccination', 'Cat vaccination'
- 📊 Bidding: Target CPA of €40–€45
- 🛑 Negative Keywords: Filter irrelevant clicks
- 💬 Ad Copy: Trust & urgency (e.g., 'Trusted Local Vets, Book Now!')
- ☎️ Extensions: Call, location, and sitelink extensions



# Campaign Format & Ad Copy




**Sponsored** · [www.villagevets.ie/dog/vaccination](http://www.villagevets.ie/dog/vaccination) 

**Dog Vaccination Near You | Your Dog Trusts You | Limited Slots Available!**


Don't Wait Until It's Too Late! Vaccinate your dog against life-threatening diseases.

Trusted by Pet Owners · Expert Vet Care · Certified Vets · Walk-...


[Getting a cat](#) [Vet Consultation](#) [Pet Passport](#) [Getting a \[](#)



 Stillorgan 







villagevets.ie


Sponsored · 


 Is Your Pet Feeling Unwell? Get Expert Care Now! 

Your pet deserves the best care, and we're here to help! Whether it's a routine check-up, vaccinations, or concerns about their health, our expert veterinarians are ready to assist.


 Comprehensive Health Check-ups

 Expert Advice on Nutrition & Well-being

 Same-Day & Weekend Appointments Available


 Limited Slots Available – Book Your Pet's Consultation Today!

Give your pet the care they deserve. **Click below to schedule an appointment now!**





Your Pet's  
Health  
Is Our Priority


VILLAGEVETS.IE

 Keep Your Pet Happy & Healthy – Sch...

Book now

 Like

 Comment

 Share

# Facebook Ad Creative





# SEO & Content Strategy

## 1 Focus on Generic High-Intent Keywords

- Since "Village Vets" is already ranking on Page 1, we should prioritize generic search terms like:
  - "Dog vaccination near me"
  - "Puppy vaccination schedule [Location]"
  - "Affordable pet vaccinations near me"
- These keywords attract new pet owners who may not yet know about Village Vets.

## 2 Create Dedicated Service Pages for Targeted Keywords

- Currently, there are no specific pages optimized for dog vaccination, cat vaccination, or allergy vaccination and more.
- We need to create individual service pages with:
  - ✓ Keyword-optimized content
  - ✓ FAQs related to pricing, schedule, and safety
  - ✓ Internal links to related services
  - ✓ Call-to-action for online booking

# SEO & Content Strategy

## 3 Leverage Blogging for Trending & Informational Search Queries

- The website lacks blogs targeting trending pet care questions & searches.
- Writing SEO-focused blogs on high-volume queries can bring in organic traffic and position Village Vets as an authority.
- Example blog topics based on trending searches:
  - “How Often Should I Vaccinate My Dog? Vet-Approved Guide”
  - “5 Signs Your Dog Needs a Vaccination Booster”
  - “Dog Vaccination Cost Breakdown: What to Expect in [City]”
- Blogs should be structured with proper headings, internal links, and local references to rank well.

People also ask :

How much does it cost to vaccinate a dog in Ireland?



How much does an annual dog vaccination cost?



What vaccinations do dogs need in Ireland?



What is the price of 7 in 1 injection for dogs?



Feedback

# SEO & Content Strategy

## 4 Strengthen Local SEO by Increasing Reviews & Engagement

- Google prefers businesses that continuously receive fresh, high-quality reviews.
- Strategies to boost Google Reviews & Local SEO:
  - ✓ Encourage happy clients to leave a review after their visit.
  - ✓ Set up an automated SMS/email asking for reviews post-appointment.
  - ✓ Respond to every review (both positive & negative) professionally.
  - ✓ Use review snippets on service pages for trust signals.

## 5 Optimize Google Business Profile (GBP) for Better Visibility

- Ensure "Dog Vaccination" and other key services are properly listed under GBP categories.
- Add high-quality images of the clinic, staff, and pets.
- Post weekly updates & offers to keep engagement active.





# Email Marketing Flows

1. Welcome Series (For New Clients) [Trigger: When a new client signs up via the website or books an appointment.]
2. Appointment Reminder Flow [Trigger: 1 week and 1 day before an appointment]
3. Post-Appointment Follow-Up ( Asking For Review)
4. Lapsed Customer Reactivation (Win-Back Flow) [Trigger: If no visit in 6-12 months]
5. Vaccination & Annual Checkup Reminders [Trigger: When a pet is due for vaccines or yearly exams]
6. Pet Birthday Email [Trigger: On pet's birthday]
7. New Pet Owner Education Flow [Trigger: When a customer registers a new puppy or kitten]
8. Wellness Plan Subscription Flow [Trigger: When a customer inquires about a pet health plan]
9. Referral Program Flow [Trigger: When a customer refers a friend]

# Timeline & KPIs – Phased Approach

## Digital Marketing KPIs

### SEO & Website Performance

- Website Traffic Growth: 15-30% YoY increase.
- Organic Search Traffic: 20%+ of traffic should come from organic search.
- Bounce Rate: Keep below 40% (indicating engaging content).
- Time on Site: At least 2-3 minutes per visitor.

### Paid Advertising (Google & Facebook Ads)

- Cost Per Acquisition (CPA): €15-30 per new client.
- Return on Ad Spend (ROAS): 3x-5x ROI on ad spend.
- Click-Through Rate (CTR): Above 3% for Google & Facebook Ads.

# Conclusion & Next Steps – Path Forward

 Focus: Sustainable growth via multi-channel strategy

 Immediate Actions: Launch PPC, enhance GBP, blog content

 Next Steps: Monitor CPA, adjust budget to best channels

 Goal: Consistent new clients, higher engagement, improved retention



THANK

YOU