



## How PetPack helped Will achieve his business goals in record time

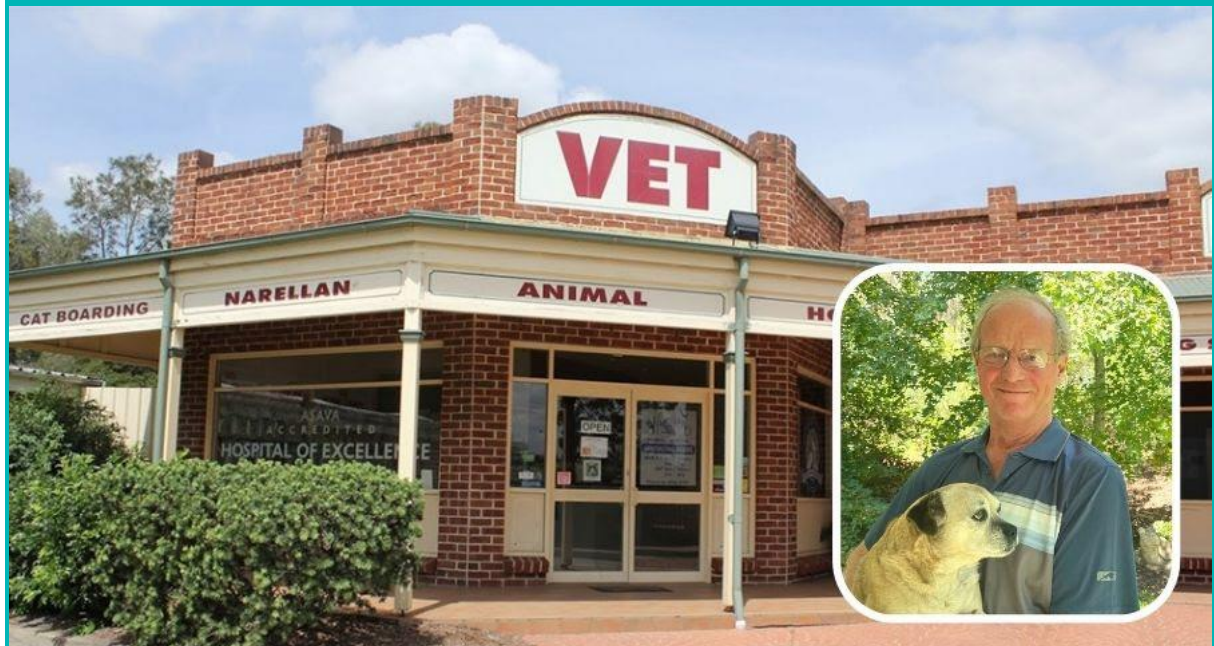


Photo: Narellan Animal Hospital. Inset: Dr Will D'Arcy

“Some years ago, I was shaving in front of the mirror and I thought to myself ‘well, I’ve just reached sixty, that’s pretty good’. I have friends who didn’t make it that far. So where do I go from here? It was then I realised I needed a succession plan.”

When veterinarian Dr Will D’Arcy decided to hang up his stethoscope in 2021 after a rewarding four-decade career, he resolved to first make his Narellan Animal Hospital practice in the southwest of Sydney as valuable as possible with the intention of selling or part-selling it by his 65th birthday. To do so, he would need to grow his business by bringing in new clients while also increasing the value of his existing clients. He would need help. Will knew exactly who to call.

“At an AVA conference, I had attended a talk by [PetPack founder] James Ramsden on how online marketing can be used to grow a veterinary business, so I contacted PetPack and tasked them with reaching a set turnover target within a certain timeframe. The focus being on making the practice as profitable as possible within the period before my 65th birthday,” said Will.

“With PetPack’s assistance, we doubled our profit in 12 months – twice as fast as I expected.”

PetPack provided Narellan Animal Hospital with a new practice website, Google My Business optimisation and Google Ads campaigns to capture new and returning clients online. They also created a regular client newsletter and established effective social media profiles for the practice to continually engage existing clients and drive more bookings.

“PetPack are genuinely interested in you and your goals, and they have the knowledge and expertise to help you achieve them,” said Will. Thanks to PetPack’s help, Narellan Animal Hospital sold for a good price allowing Will to retire happily. He now spends his days with his wife and three children.

To find out how PetPack can help you reach your business goals faster, drop us a line via (03) 9690 6253 or by emailing [info@petpack.com.au](mailto:info@petpack.com.au).

## Introducing two new PetPack team members!

### **Sara Turco** Account Manager

Having worked as an account manager for more than four years, I have gained extensive knowledge and expertise in my field. What I find most rewarding about my job is building long-term relationships with clients and providing them with top-notch support. As part of the PetPack team, I am excited to join our clients on their entire journey and help them achieve their specific goals. Outside of work, I am a proud owner of a charming toy poodle named Chanel, who eagerly follows me around each morning until our daily walk.



### **Anthony Ekwensi** Web Developer

I previously worked for an American startup as a web developer, and at JB HI-FI as a salesperson, before starting my role at PetPack. As a web developer, I enjoy being able to contribute to the creative process that goes into the creation of a website and relish finding solutions to issues that clients may be facing in order to improve the performance of their businesses. I look forward to bringing my technical skills to PetPack to create high-performing, responsive and visually-appealing websites. I currently don't have any pets, but I plan to get a toy poodle in the future.



## Social media for veterinary practices



Inset photo: Dr Marlana Lopez

Veterinarians and veterinary practices can use social media as a useful tool to help grow your business and professional profile. Small animal veterinarian and social media influencer Dr Marlana Lopez shared some advice for those thinking about taking the plunge into using social media.

“There is an inordinate amount of pet advice available online and via social media. However, there is a lot of misinformation out there as well; anyone can easily have a platform and share pet health information, despite not having many qualifications to do so,” explained Dr Lopez.

“Pet owners turn to veterinary professionals for expert advice. Nevertheless, there is often not enough time in a consult to cover everything the pet owner needs to know about care and husbandry. For vet clinics and veterinary professionals, having a public social media channel is a way of extending that line of advice beyond the consult room to current and potential clients.”

There are multiple social media channels which can be used, with common platforms including Instagram, Facebook, TikTok and YouTube. The content can consist of text, images and videos, and there are numerous online tutorials available to help get you up to speed on all aspects of social media.

“I use my social media platforms to raise awareness on organisations and causes I am passionate about, as well as to provide pet owner education to empower others to provide the best care for their beloved companions,” said Dr Lopez.

“The posts I think pet owners find most helpful are those with practical applications. For example, how to perform home dental care or administer medications, discussing common health

concerns and pet husbandry needs, advising them how to prepare for holidays to reduce potential risks, but also providing them with a behind-the-scenes glance of your clinic and detailing services your clinic offers. When a vet clinic or professional offers pet care advice, the audience knows that information is coming from a reliable and knowledgeable source.”

Each post on social media should be intended to engage, inform, or promote. Being active on social media not only provides a platform for veterinarians and veterinary businesses to provide educational content to their followers, but it also provides a platform to promote services and attract new clients.

“While offering pet care advice can fill a certain portion of posts to inform your followers, your social media channels also serve as a space to promote your services, and retail products, and act as a thoroughfare to your website and consultation booking links,” said Dr Lopez.

“My biggest advice to other veterinarians wanting to utilise social media is to create a brand strategy by identifying your core values to determine what differentiates you as an individual, clinic, or business and then be consistent with posts and cognisant of trends – such as short videos on Instagram Reels and TikTok is the primary tool to grow an audience and you need less than a minute of content to start, so why not give it a go!”

**You can check out Dr Lopez’s social media channels via her [Veterinary Adventures](#) website.**

The PetPack social media service provides the high-quality veterinary content needed to connect with pet owners in your community. Written by practising vets and optimised for maximum engagement by our marketing experts, our social media content is eye-catching, informative and directly contributes to better animal health outcomes.

Each month you will receive eight new pet care advice posts, featuring stylish and modern graphics that are carefully designed to be visually engaging for both desktop and mobile, while also complementing the valuable veterinary information contained within the posts. We will also take the hassle of maintaining a regular upload schedule off your hands by publishing all of your PetPack content directly to your social media accounts at optimum times of the day.

Our fantastic support team are on hand to answer your social media questions and help resolve any issues that may come up. You can rely on our experts to help get the most from your account and stay up to date with changes to the Facebook and Instagram platforms.

**Email [info@petpack.com.au](mailto:info@petpack.com.au) or call (03) 9690 6253 for more information.**

Wag&Purr®



# Happy Vets & Happy Pets. Simple.

Evervet, one of Melbourne's leading independent veterinary clinics, switched to AVet's Wag & Purr spot-on range recently making them one of the first clinics to benefit from our vet-exclusive range.

Diana Barker, Managing Director, recently took time out of her busy schedule to talk to us and reflect on the decision to make a move to our Wag & Purr range. We were keen to hear her view on why her team made the switch and how it has benefited Evervet's clients, team, and clinic bottom line.



Photo: Dr Diana Barker

## Take us back to the beginning; what was the main reason behind your decision to switch to Wag & Purr?

At Evervet we believe that all pets are part of our family, and everyone in our team is focused on honouring that relationship by providing the heartfelt care they deserve. A big part of this care is ensuring we can see our clients regularly and build tailored preventative care plans for each pet. Unfortunately, however, we saw clients choosing to buy parasite treatments online and through other channels, which resulted in poor compliance and, ultimately, not seeing them as often as we should.

Switching to the Wag & Purr spot-on range has helped us retain more of our parasiticide business, at the same time as helping support our clinic compliance philosophy and all without compromising efficacy. We saw it as a ready-made brand that would benefit everyone exclusively for us to sell to our clients.

## Has it been hard to convince your clients to make the switch?

My team have told me that clients love the name and the packaging but, importantly, clients seem to like the reassurance of our recommendation. Additionally, the range is priced to be more affordable for our pets which makes it a relatively easy conversation!

## What effect has it had on your business?

Since we started offering Wagg & Purr spot-ons, we have seen more of our clients re-stock, allowing us to check up on other areas regularly and, of course, build the client-vet relationship. As well as the benefits of building our client relationships, we are enjoying the benefit of a boost to the bottom line through increased sales and profit margin on the Wagg & Purr range of products.

Ultimately, we feel that Wagg & Purr's spot-on range has helped us live our value of caring more, so anything we can do to make this happen will positively impact our business.

## Would you recommend making the switch to others?

I would recommend for other clinics to consider making a similar change. Taking a step back to assess the broader impact on their business might make it an easier decision than they think.



## Let us help you retain more of your parasiticide business with our vet exclusive Wagg & Purr spot-on range.

- ✓ High-quality products at a great value.
- ✓ Vet-exclusive product range to retain ongoing sales within your clinic.
- ✓ A tailored plan for your clinic.
- ✓ Improved clinic margins.
- ✓ Engaging and consumer-friendly packaging.
- ✓ From an Australian company dedicated to the success of Australian vets.

For more information or to talk to us about how AVet Health could help with the success of your clinic, contact AVet Health on [1300 38 28 38](tel:1300382838) or [info@avet.health](mailto:info@avet.health).

## Veterinary Vacancy

### **Small Animal Surgery Internship - Full-Time**

Peninsula Vet Emergency & Referral Hospital  
Mornington, Victoria

Is improving your knowledge in small animal surgery your professional goal?

If so, consider our small animal surgery internship program at Peninsula Vet Emergency and Referral Hospital, Mornington, Victoria!

We provide a stimulating and well supported surgical internship, with opportunities, guidance and support that extend beyond the internship program.

#### **About us**

Peninsula Vet Emergency and Referral Hospital offers a wide range of clinical services including a 24-hour emergency service, surgery, internal medicine, and anaesthesia. Our hospital boasts a collaborative approach to patient care with a passionate team and positive culture centred around providing the best care for our patients. We are unique in that we have a close association with a five-hospital general practice group which provides a large and varied case load.

#### **About the role**

Our 12-month surgical internship program provides you the opportunity to work closely with our experienced surgical team with extensive exposure to and training in all areas of small animal surgery. The learning program includes structured didactic teaching, hands on surgical experience, as well as participation in case reviews, weekly journal club and case rounds. This is a full-time position with an expected start date of April 2023.

#### **About you**

We are looking for passionate, dedicated, and enthusiastic vets with a thirst to learn. To be considered for this position you will have current registration with the Veterinary Practitioners Board of Victoria, and a strong interest in surgery with a desire to advance clinical skills.

#### **What we can offer you**

- This position will provide a platform for a candidate who wishes to pursue a residency after their internship.
- Opportunity to work with and learn from industry leading specialists.
- Access to state-of-the-art facilities.
- A positive and fun workplace and a supportive team.

- Study group and support to sit your ANZCVS membership exams in surgery.
- Generous continuing education allowance plus one-week study leave.
- Great employee benefits & discounts for the health of your pet.
- A focus on your wellness and mental health support available to all employees.

### How to apply

If you are ready to take the next step to further your surgical training in a well-supported environment, please apply via our careers page on our website, [penvetreferral.com.au/careers](https://penvetreferral.com.au/careers).



**PetPack - Care • Connect • Grow**

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