



# The Sophisticated Practice

## Marketing Checklist



**Accelerate  
Practice  
Academy**

# The Sophisticated Practice Marketing Checklist

## The Marketing Plan Checklist that Keeps Vet Practices Appointment Schedules Full

### ✅ Website: Make It Easy, Make It Human, Make It Match

#### 1–10 Self-Assessment:

- ☐ Do you have a 30-second video from the business owner sharing why the clinic exists, so ideal clients instantly feel aligned and connected?
  - ☐ Can people book online without stress? (No clunky forms. Just a smooth, easy flow.)
  - ☐ Is your site mobile-friendly and lightning-fast on phones?
  - ☐ Is the message and tone of your website congruent with your in-clinic experience? (*Does it feel like the same story?*)
  - ☐ Do you feature a big, happy, REAL photo of your team? (*Stock photos repel. Real smiles convert.*)
  - ☐ Does your logo dominate the top of your homepage? If yes, ditch it. The only person who loves your logo is you. Get your video or real photos up there instead.
  - ☐ Is your website optimised for search (SEO) and supported by a simple, targeted Google Ads strategy to capture high-intent local traffic?
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### ✅ Reception: Set the Tone or Fight to Recover

#### 1–10 Self-Assessment:

- ☐ Is your reception team professionally trained to deliver a 10/10 client experience, on the phone *and* in person?
  - ☐ Are they trained on how to handle price shoppers, “should I book?” enquiries, and the occasional aggro client, *without losing the relationship?*
  - ☐ Are they professionals at reception or nurses taking turns? Are they warm, confident, and clear, setting the tone for a 10/10 client experience?
  - ☐ Is your front desk space clean, calm, and welcoming? Or chaotic and cluttered?
  - ☐ Does the energy at reception reflect the values of the clinic? (*First impressions don't get second chances.*)
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## ✅ Consult Room: Where Trust Becomes Treatment

### 1–10 Self-Assessment:

- ☐ Are your vets trained in how to deliver a 10/10 client experience, beyond just medical care?
- ☐ Do they know how to build genuine rapport and connection with both pet *and* person?
- ☐ Are they trained on how to “educate a client to value” meaning they clearly explain treatment plans in a way that builds value, not confusion?
- ☐ Are they confident discussing price without awkwardness, hesitation, or jargon?
- ☐ Do they give clients the clarity and certainty they need to say “yes” without hesitation?
- ☐ Is the client rebooked for their *next* appointment whether that’s in a week or a year?

💡 *Clients don’t pay for procedures—they pay for peace of mind. Your vets are the bridge.*

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## ✅ Stay Top of Mind: Be the Vet They Think of First

### 1–10 Self-Assessment:

- ☐ Are you sending friendly follow-up messages post-visit? (“How’s [Pet’s Name] doing?”)
- ☐ Do your clients get a reminder a *week out* for their next appointment?
- ☐ Are you emailing a short, punchy video to clients monthly, building rapport, sharing a touch of education, and keeping them connected? (*Social posts get seen by a few; email lands with everyone.*)
- ☐ Do you send seasonal or value-add content via email or SMS? (Tick season alert, dental month reminder, etc.)
- ☐ Are you celebrating pet birthdays or “adopt-a-versaries” to create an emotional bond?
- ☐ Are your communications warm, human, and recognisable so even your emails feel like a friendly conversation in your style (this is called your brand voice)?

💡 *You don’t need to spam clients to stay top of mind, just show up with care and consistency.*

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## ✅ Next-Level Growth: The Strategies High-Performing Clinics Use

### 1–10 Self-Assessment:

- ☐ Do you send a quarterly, well-designed client newsletter that taps into all 6 human needs: Certainty, Variety, Significance, Love & Connection, Growth, and Contribution?
- ☐ Are you hosting client info nights (in-person or webinars) to educate, build trust, and deepen relationships?
- ☐ Do you run partnerships or joint ventures with trusted local businesses to expand your reach?
- ☐ Are you using social media for genuine awareness, sharing real stories, behind-the-scenes, and helpful tips?
- ☐ Do you have “wow” strategies (welcome packs, client-of-the-month, community causes) that make your clinic unforgettable?

💡 *If the basics are humming, these moves make you unstoppable.*

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### ⚡ Next Step

- ✅ **Print this, score yourself, and pick one weak spot to fix.**
- ✅ Want a free marketing audit for your practice including identifying your most valuable marketing strategy to implement?  
Email me at [sam@acceleratepracticeacademy.com](mailto:sam@acceleratepracticeacademy.com)

