

Social media



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Frequently asked questions

Why is it important to have a strong online reputation?

In today's competitive veterinary industry, every marketing avenue is important — especially online marketing. Having an excellent online reputation provides two essential attributes to your business: trust and credibility. If you can exceed your clients' expectations, there is a very strong chance that they will spread the word about their experience online. Taking the time to build your clients' trust improves your brand image, and that will pay dividends in the form of more clients coming to your business for years to come.

Is it important to reply to my clients' online reviews?

The simple answer to this question is yes! Responding to both positive and negative reviews left by clients benefits your practice in a few ways. First, it makes clients feel valued by the practice, which generates loyalty and keeps them coming back for more. Second, replying to reviews helps attract new clients because they can see that your practice is fully engaged with customers. Finally, your employees take pride in knowing the practice cares about what clients think, regardless of whether the feedback is positive or negative.

How can I encourage clients to leave reviews of my practice on social media?

The most effective way to entice your clients to leave reviews on sites like Google and Yelp is to send out a communication asking them to do so, and we can help! Covetrus offers a Reputation Engagement Program that allows you to customize a survey to send to clients after they have completed an appointment to gain their feedback for your business. To ensure that we are obtaining positive feedback for your practice, we send your social media links to all clients who rate your practice with 4 or 5 stars. The social media links are integrated into a second communication designed to direct these clients to leave online feedback about their positive experience.

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Can bad reviews be removed from my social media page?

Most social media pages prohibit swearing, personal attacks, and breaches of privacy. But there are also some types of prohibited reviews that many are not aware of, such as reviews that include third-party experiences or advertising, and reviews that are written in ALL CAPS. As a business, it is important to read and understand all applicable site rules, including those that pertain to customers leaving a review. Understanding what the rules are will help you decide whether a negative review is breaking them. Unfortunately, however, there are occasions when a site may not agree with you about why a review was flagged for removal, or it may simply be slow to remove a review even if it clearly breaks rules.

90%

of customers read online reviews before making any purchasing decisions



How should I handle negative reviews?

No one likes to receive negative feedback about his or her business, but keep in mind that every business experiences this at some point. But there are a few things to keep in mind before you reply online to an unhappy customer. Most important, stay calm and give yourself some time before you respond. Be sure to remain polite and professional when you do respond. Take the time to apologize for the client's dissatisfaction, and show that you understand why he or she is upset. To keep negative review conversation thread from becoming too long, offer your contact information to show you are willing to talk in depth about their experience offline.

Can my star rating in online reviews affect my bottom line?

Absolutely! With 90% of customers reading online reviews before making any purchasing decisions, it is apparent that reviews are a major factor in a customer's choice when selecting a business. Also, it has been shown that customers are likely to spend 31% more at a business that has excellent reviews, and that every one-star increase on Yelp means a 5% to 9% increase in revenue. So, making sure your online reviews are in tiptop shape is vital to your bottom line.

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Is it bad to have multiple business listings online?

Duplicate listings, no matter how many, are bad. They can create confusion not only for customers trying to find you online but also for search engines. Google, Bing, and Yahoo won't know which listing is correct, so they spread the customer engagement across the multiple listings. When this happens, you won't be able to tell which listing outranks the others, and your accurate listing may never show up in a search — causing you to lose potential customers to other businesses. In addition, the reviews for your business could be split among the duplicate listings and because you can't control which listing is ranked higher, you will not know which reviews and business pages' customers are going to find first.

How do I remove my multiple listings?

There are a couple of options for dealing with multiple listings. You could remove them manually from each social media page. This would require contacting each company by phone, email, or online form. Because each search engine has a different process for removing incorrect listings, however, this tends to be a complex and time-consuming task. Another option would be to utilize a service to take care of this for you. For example, here at Covetrus we can match your business with an Online Business Listing Expert who works with these search engines on your behalf to ensure that your listings are cleaned up properly once and for all.