<u>Thinkworks April 12, 2013</u>

Friday Session- Michael Warren, DVM, Managing Director, DVMelite Web Development, Practice Growth Academy

<u>Start with the Message</u>

How are we going to transform the perception of your association?

How do we now communication? 57% talk more online than real life, 97% of consumers look online for local products and services, 69% trust online reviews

Perception is reality. Ultimate challenge is to understand the ideal experience that our members want. It is not just about adding products and services. It is about how to take your current product and services and describe or communicate more effectively.

Message to members must ATTRACT them and it must HOOK/ENGAGE them, and it must INSPIRE them to do something.

We typically communicate by using WHAT and HOW, instead of the WHY.

Need to figure out the WHY (does your organization exist?) At Apple we challenge the status quo. Apple creates an experience and not just the products.

Is our organization a "cold MRI" or is it a fun "pirate" experience

The WHY is, for example, "we're the community looking out for your interests so that you can better enjoy your life as a veterinarian and helping your clients". This is your inspirational statement to share with your members.

Role playing by looking at the "hearing", "Seeing", "Saying/Doing", "Feeling". Coming up with dream scenarios for your members.

Rhode Island offers a breakfast program of bringing practice owner sellers and potential associate buyers together in an informal settings.

<u>Reaching your Avatar</u>

Your website is created that identifies the issues affecting the different member groups along with the association information targeted for each different group.

Is your website your association's "dirty tray table" or is not a good first impression for your organization. 1/20th of a second is how long it takes to obtain a first impression.

Review WSVMA website (Washington state) and charitywater.org.

3 "must haves" for website: it must be beautiful with dynamic image that moves, warm and engaging colors, capture the feel of the profession. No text focus and no old templates. No ugly colors. Keep it simple. Have a clear path for each member group. Have a large contact button, member login and join prominent. Include the "why" on your website.

Email Marketing

It is the revenue and engagement button. Inexpensive and easy to use. Beware of using contact management systems because they could be going into spam boxes. 3rd party services might be better to use. 5 secrets to email marketing: Headlines effectively used will grab attention; Headlines should be of self-interest ("free" "how to improve your practice") to the recipient, offering free services or ways to improve your practice. People like announcing something new or creates curiosity or that is catchy. Tuesday may be best day of week to send emails. S.P.A. Principle (short, personalize, actionable). Targeted list via segmenting (targeted to a segment). Split Testing Headlines- trying different headlines for different groups. A 20% open rate is acceptable. Frequency of communication so you should increase the emails to around 1 email blast a week. The more you are able to do a targeted mailing will likely increase the open rate. Become the expert

Evaluate your Website:

Large rotating images (No), Modern look and feel (no), Clear Phone number (no, should be in upper right hand side), Clear calls to action (No, "become a member today"), Simple navigation (no, should have not more than 9 items), Large Member login (no), Shareable social networks (no), Blog (no, this is the growth mechanism for online content), Upfront Inspired message (yes).

Most common mistakes:

In -house management, free or low cost template, frustrating relationship.

Should have a major focus on your website and not necessarily be dependent on template based database systems. The website should be independent from your database system.

ASVMAE response to MVMA website: photo good in middle, too busy and too much navigation, antiquated. Advice is to look for a web developer who does great work and references. Network with others with great sites. Have logo at top with navigation bar with no more than 7 navigation tables, prominent contact info, avatar section easily located in middle. Have your message in lower middle and have articles from you blog so that your website looks fresh. The main graphic should be rotating.

Website: people view the website "above the fold" and read from top to the right margin.

Get Your Association Found

What have we done to get new members? Sent publication to nonmembers that did not work (CO, TX), But don't give up on nonmembers. **Indiana sends out dues invoices to nonmembers**. Another idea is to provide new grads with draft contracts that include a provision for employer to pay for membership dues. Don't be afraid to call over and over again. Phone calls can follow up letters. Consider doing dues on a subscription basis automatically instead of having to bill them. Have a "check-the-box" on your dues form for automatic renewal using credit card.

Search engine visibility. What words would your avatar be using in Google? 59% f consumers now use Google every month to locate local businesses. Google "pay per click" system but you want to make sure you have a great website to attract them once the visit it. Blogs are articles that get posted on your website. Limit articles of 350 words or less per month. The blog is the energy of your website and it enhances your website hits.

Rapid Ranking Formula - Research (keywords) plus Content and Links. You could list your disciplinary process that is a consumer search term.   Your website could review the disciplinary process and the various options available to pet owners. A member benefit could be that you are helping members enhance their position on Google searches for their practice.

Blog: Use headline that will attract searchers to your website. For example, "How to find a veterinarian in Minnesota" Figure out topics that you can think of that will drive people to your website. This will help drive people to your website. The blog needs to be built on your own website. Need to use social media guidelines.

Google" suggestion" feature will show you want visitors are actually using to locate a certain topic.

What is your Major Social Media Challenge?

What is your target market? Public vs. Profession? Content? Good content on Facebook will be picked up by other vet clinics and they will use on their clinic Facebook page.

Try to focus on one mail social media device and do it well. Choice the social media vehicle that is the most commonly used which is currently Facebook.

3 Social Media Keys for VMAs: 1) Content source; 2) Become a local leader with pet organizations in the state; 3) Connect public to the profession. The association can be the connection to charitable pet organizations.

7 am, 5 pm and 11 pm are most common times when people visit social media.

You want to try to get people to comment on Facebook which will increase your traffic. You can ask questions on your posts that elicit comments. Set up Facebook so that it automatically becomes a Twitter feed. If you add links to your website on Facebook it can help your google frequency.

One person should in VMA should be the editor. The editor is going to develop topics and then put together a schedule of who is going to write the articles on the different topics. Schedule content for 6 months. Editor is the gatekeeper. Comment on other organization's pages, and remember to add links to website. Engage your followers. Tell stories which followers enjoy the most. Pet owners are over represented on social media.

The blog posts is then placed on Facebook as your distribution system.

The Generational Tidal Wave (Cam Marston)

Matures (over 68)- 40 Million, Baby Boomers (48-67) 75 M, Gen X (34-48) 45 M, Millennials (14-34) 85M. Different generations use different mediums. Pet spending is especially high in the late boomers into matures. Matures buzz word is "quality", they like institutions, they trust brands, and will have certificates of recognition or authority.   Matures get along with Millenials. Boomers are the drivers of the economy. Their buzz word is busy and team-oriented. They feel like they are out of control. They like it when you take the difficult and make it simple. You do not want to touch the age issue with them. Their priority for communication is face to face, telephone followed by email. GenX group are sinical and lack the loyalty and more independent. They don't like to make a decision face to face. They are equipped with information and don't need to be sold. Their preferred method of communication is

email. They want to see a robust website for getting their information. They want to see a list of benefits regarding value of membership and you give them handouts. They want to get their resources via email and other websites. Millennials are a group that is a individual. What is in it for them. They want uniqueness and want things tailored for them. They like to see a program specifically for them. Their experts are teachers who can provide information to them in non-authoritative manner. They are very peer-oriented, concerned about what others think and say. Their parents are very involved. They have 40% less empathy than the previous generation. Short text is the method of communication. They like resources that connects them with other peers. Include testimonials for each generation.

A.I.D.A

Attention grabber is key with emails and headline (subject line)

Interesting and relevant information for the recipient

Desire so if the interest is there do the recipients desire the solution or more info

Action is a very clear call to action. Need to use deadline and highlight them.

Testimonials can help connect with your recipients.

Ultimate Practice Growth Weekend- Warren puts together the event that is designed for practice owners. He splits the revenue from the fee-based session with the association.

Technology Top Ten

Creating apps: WA is developing a conference Ap., Higher Logic platform (member ap.) $6-7K is cost for creating an ap. Allow sufficient time to develop the ap and it should be created to work with a number of different devices. There is Flip book website for making your newsletter electronic with page turner method and it is free (WA is using it). Innovative Publishing Ink, (ipipub.com) a company will sell ads in exchange for email blasts. Budget for technology should be 5-10%. Smart phone and IPad technology you can use sugarsync.com to work with this technology. Sococo.com is meeting software for business meetings. Fuzebox.com is a video conferencing and online meeting service. Splashtop.com is a remote desktop app. Websense.com is vehicle for monitoring staff website activity. Discuss with Brian Hayes a way to see what websites are being visited by staff. Golightly.com is method for creating Listservs. Google groups is another community discussion method. Uberconference.com is a web conferencing service that is free. Polycom has a conferencing phone that can connect to bluetooth capability. Make sure that your membership software can work with a separate vendor website product. Yourmembership.com software is being used by 23 VMAs and you can still use your own or create your own website. WA is paying $4K annually.

ASVMAE THINK WORKS Technology Top Ten Notes
Moderator: David Foley   Saturday April 13, 2103
Courtesy of Kevin and Deb

APPS:
>   Conference Apps
>   Higher Logic Platform - member app (Native)
>   Forum - web version member app
>   About $7500.00   lots of functionality

Difference between Native and Web:
>   HTML 5 - web based   device agnostic   going to website, but fits on phone
>   NATIVE - download the app   specific to device Apple and Android
Ask Questions
Clarify needs and what is offered and how it is offered
Know your lead time and give yourself time to develop

App discussion:
Native App vs html 5
Higher logic platform - have native apps available as a part of platforms
Results Direct
Native App - no internet connection needed - a lot more expensive
>   Sponsorship covered it

British VA - has multiple apps
>   Including formularies

Apps for public -
ASAE - recommends native apps

Costs:
> $10-$12,000 per app
> $7500 per app
> $6-$10,000 per app
> $28,000 - AAEP conference app

Practice managers/ACVIM - have mobile member apps
>   Can use any of the member services

Types of apps available:
>   Mobile member apps
>   Conference Apps 1200-1500 downloads
>   Make sure its not on a shared server and can handle the traffic

Text messaging service:
Audience participation
Apps available for this
Online voting -
    Zoomerang -
        Can vote from Iphone, Ipad, online
    Surveymonkey -
    Campus vote -
Vote Net –
Demand Force
There are apps available now for audience polling

ASAE - technology board
IT professionals, but good for searching archived discussions

Budgeting for technology
5% is most recent average
10% is where it should be
Make sure you add a line item to your budget for this

Smartphones/tablets
Each board member gets ipad/etc when they come on board
Upload documents to:
    Dropbox
        Need quick office to view and edit documents
    sugarsync
Fuze - online conferencing
Sucoco afiliated with Maya
    Create a virtual VMA
Accessing desktop remotely (desktop cannot go to sleep)
    Splashtop - .99 more user friendly
    Log me in -
    Mobile Cloud
    Need Apps to edit on iPads – QuickOffice can view without app
    Share Folder
    Share Point
    EverNote

Electronic Publications –
Survey members – Avitars… preference
Can opt out of digital
Innovative Publications Inc – an outsource – does printing and mailing in exchange for ad space

Mail Chimp – emails
Constant Contact – emails

Online journal:
Turn page pro -
SassyGrass -
Issuu

Weekly E News – do at least once a week , no less than twice a month

Webinars -
Orange Business Solutions
Go to Meeting/Webinar
Adobe Connect

Vizarre - hosting of information
Dr. Regina Shoenfeld - CSU creating modules for Spanish/communicating in spanish with potential clients
Work with CVM's
Industry sponsored – can do scientific and product – members seem to like both

Animal Care Technologies - partner with a VMA
UTube – non profit – can host private and embed in website

Planning for webinars -
        Advertising month out
        Most of registrants come in first two weeks
        70% of registrants are actually coming up
        T/W/TH best days   and at noon

Varies state by state limitations on getting online CE
Build out a cost mechanism for members
Can do a "tease" out to non members of an upcoming conference/ webinar for members only

Linked In/ Social Media
  Most used personal LI

Social Media Policies for Staff:
WEBSENSE
Wording: you are using corporate resources – do social media within reason
Don't have the expectation that staff will not use – because they will – make wording binding
For Board members – wording regarding that they are representing the VMA…

ASVMAE to share policies
Will Post an inquiry on the List Serve

UTUBE –
Use for conferencing
Post Animal Welfare issues

Watch – may need a release to show a pet/ animal on social media….definitely do with a horse

List Serves:
Go Lightly
Higher Logic
Affiniscape
Google Groups

Hard to get going
One email per committee/ task force
Special interest groups – do rounds

Conference Calls

1st Source International
Ready Talk
Conference Group
TGB
Conference America
Free Conference
UBER conference

IT – In house or outsource
Need to be proactive
$200-500/month
 To outsource

Blocks of hours/ will respond to fix issues/ set schedule

Confluence – Tech Audit Company

Lease option – Equipement and IT service built in
Cornerstone Computer Solutions

Conference Hardware

Phone systems - $300.00 links to Bluetooth/ iphone – speakers for calls
Ebay Woot Amazon

Voice Station
Polycom

Pinterest – pictures that link to your website

Affiniscape / Your membership

23 on Affiniscape from ASVMAE
8 in the room moving to Your Membership – all seemed very pleased