



**LW Marketworks** helps pet care providers achieve competitive advantages in their industries and in their markets.

LW Marketworks has been in business since 1994. We work with a variety of veterinary hospitals, pet-related services and causes around the U.S. to define their services, identify and understand their clients and create and implement results-oriented strategic marketing.

In today's highly competitive marketplace, this means going beyond traditional marketing and promotions. Strategic focus, a committed staff, client-focused substance and performance are all essential in creating an understanding and sense of value that are essential in attracting and retaining a committed client base.

## We can help you:

### Avoid barking up the wrong tree



One of the greatest marketing mistakes your practice or pet-related services firm can make is to rely on mass messages. Simple awareness building and “getting your name out there” do not cut it in today's highly competitive, relationship-driven environment.

Successful marketing strategies identify and create a meaningful difference – and preference – among clients, customers and referral sources whose loyalties are becoming increasingly harder to win. This requires understanding as much as possible about the **audience you are trying to attract as well as external factors that could impact your success.**

### Get a leg up on the competition

Whether you are reaching out to veterinary professionals or to pet owners, how you make an impact has never been more important or more difficult due to:

- Increasing competition
- Message “clutter”
- Declining client loyalty
- Increasing client demands



### Mark your territory

- There are various marketing tools that we use to help you “mark your territory.” **In all cases, choice of marketing tools and content should be driven by a marketing strategy and plan.**
- We rely on a variety of **marketing and communication tactics** that go far beyond traditional marketing messages. Today, building awareness and making an impression require more than producing a bigger brochure or a new ad campaign. Whether **electronic, printed or verbal messages**, effective marketing reaches out to prospects and clients in a way that is meaningful and relevant.



## Get them eating out of your hand

Ultimately, your efforts should result in clients that are ENCHANTED with you!

RETAINING clients is more important than attracting them. In fact, we encourage many practices and pet-related services to start here – to make sure that clients have a compelling REASON TO STAY before we go about trying to attract new ones.



The reality is that given an increasing number of choices, clients need a compelling reason to commit themselves to one service provider. This is true in veterinary and pet-related services as well as any service sector. As a result, service providers must work harder to maintain client relationships and keep themselves in the client's "selection set."

## Marketing guidance

Here are a variety of topics which we hope are valuable in helping you to plan your marketing, as well as to avoid some common marketing mistakes. Go to [www.lwmarketworks.com](http://www.lwmarketworks.com) for more info!

Client Satisfaction  
New hospitals

Events and promotions  
Publicity

Marketing mistakes  
Referral source cultivation

Measuring results  
Websites

## Industries Served

LW Marketworks has been in business since 1994. We currently work with a variety of veterinary and pet-related services in three main areas:

### Veterinary medicine

- Family vet practices
- Specialty centers
- Emergency centers
- Rehab & fitness centers

### Veterinary & pet-related services

- Emergency call centers
- Consumer pet expos
- Pet supplies retailers

### Cause marketing

- Spay/neuter advocacy merchandise
- Pet owner hotlines

## Contact:

**Linda Wasche, MBA, MA**  
**President**  
**LW Marketworks**  
**Address:** 2222 Pontiac Drive  
Sylvan Lake, Michigan 48320  
**Phone:** 248.253.0300  
**Email:** [lindaw@lwmarketworks.com](mailto:lindaw@lwmarketworks.com)  
**Website:** [lwmarketworks.com](http://lwmarketworks.com)  
**LinkedIn:** [linkedin.com/in/lindawasche](https://www.linkedin.com/in/lindawasche)