



Instagram and Twitter Selfies to Boost Veterinary Practice Marketing

Pet Cause Media has added a free social media program to its Veterinary Pre-Education Technology™ offering which is designed to help practices with client acquisition and marketing.

HOPKINTON, MA (Apr 19, 2016) – Pet Cause Media announced today that it has released its new, free social media marketing tool for veterinary practices. The tool integrates into its core Veterinary Pre-Education Technology™ offering, also 100% free to veterinary practices, and encourages pet owners to promote the practice using their own Twitter or Instagram accounts.

When pet owners take a ‘selfie’ of their pet using a specific hashtag designated by the practice, their photo appears on the TV screen in the waiting room within a minute or two. “We’ve been developing this for some time and are excited to finally make it available to all practices who have our waiting room systems,” said CEO Peter Alberti. “Who doesn’t love seeing their pet on ‘the big screen’? This is part of our ongoing effort to help support the veterinary industry. It’s not enough for a practice to leverage their own social media channels – like any social media marketing campaign, leveraging customer channels is often far more effective.”

COO Mike Sachleben agrees: “When pet owners advocate publicly for their favorite veterinarian it improves awareness and reputation for the practice.” With a view to the future, the company anticipates expanding the tool to include product/service awareness campaigns as well. “Practices want pet owners to know what products they feel are the best to use,” said Sachleben. “What better way is there to do this than to have customers do it for them?”

Bulger Veterinary Hospital in North Andover, MA has been an early adopter of the new technology. “The selfie program is brilliant,” said Lauren Parece from Bulger’s marketing department. “It turns our waiting area into a digital interactive experience that our clients - and their pets - can take part in. Social media is such a large part of the community and business now, so why not embrace it and join in the fun.”

ABOUT PET CAUSE MEDIA

Headquartered in Central Massachusetts, Pet Cause Media is the national leader in Veterinary Pre-Education Technology™, a digital out of home marketing system for veterinary offices. Veterinary practices use the system to save time during exams when clients drive the conversation after seeing calls to action on the waiting room screens. Sponsors benefit from the attention of a captive, pure-play audience of pet owners in a pet state of mind. Visit PetCauseMedia.com for more details. Follow Pet Cause Media on [Facebook](#) and [Twitter](#).

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