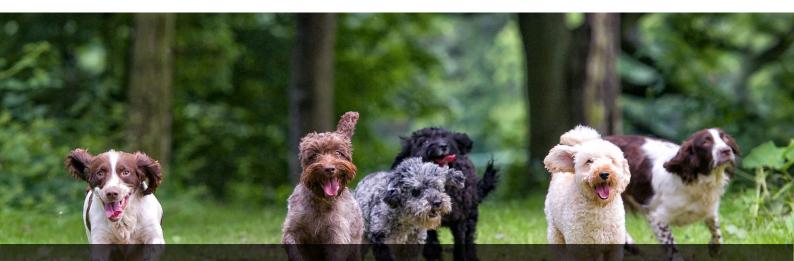SYDNEY ANIMAL HOSPITALS TRUST REACHLOCAL TO OPEN UP DIGITAL OPPORTUNITIES THAT THEIR BUSINESS WAS MISSING.

SYDNEY ANIMAL HOSPITALS

ABOUT

At Sydney Animal Hospitals your pets' health and well being are paramount. They have been proudly providing high quality vet care to Sydney's local communities of pet owners since 1990.

CHALLENGE

When Ben Brown and his business partner Sam Haynes bought Sydney Animal Hospitals, the business was struggling to both attract new customers and retain existing clientele. Online visibility was a real issue.

SOLUTION

ReachLocal run Search Engine Marketing campaigns for Sydney Animal Hospitals, targeting different areas of Sydney for both general veterinary and grooming services. Their Site Retargeting, and Facebook Retargeting campaigns are ideal for getting in front of people that they don't currently deal with, but who may turn into a future customer. Targeted Display GeoFence campaigns are also helping to build brand awareness across the greater Sydney area.

RESULTS

The Sydney Animal Hospital is a multi-region, multi-focus business. By separating out their campaigns to drive better results in local areas, ReachLocal has achieved an increase from just under 50 calls a week, to over 90 calls a week at their Marrickville clinic alone. Overall, business is growing at about 20% per annum, which Ben knows is due at least in part to their investment in digital marketing through ReachLocal.

"Our business is growing at about 20% per annum. And that is due in part to the amount of marketing that we've been able to do, and the success of those campaigns."

Ben Brown
Veterinarian
Sydney Animal Hospitals