Tips to acquire more clients

Vetstoria helps you to acquire new clients and drive more revenue so you can see the value that we can add to your practice.


Here are three best tips that 4500 Vetstoria users swear by...

Making use of our analytics dashboard

There is some key data that will help you understand pet owner behavior. This includes knowing the drop off stages of the booking process, most popular appointment types, popular vets in your practice, busiest day of the week and more.

This will help to understand which hours of the day or week you need to optimize to get more bookings.
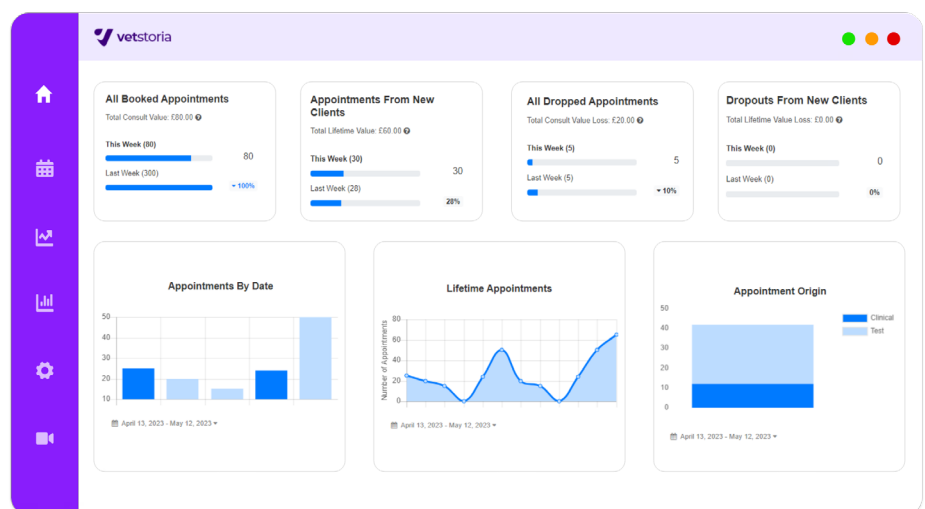
> Before Vetstoria, we were trying to manually figure out client conversion data but now we can just log into the dashboard and see how a campaign performed by looking at how many appointments were booked, if people are dropping off and how we can optimize future campaigns.

Emily Arnold
Senior Director – Marketing, Lakefield Veterinary Group

Adding digital marketing links to your promotional campaigns

Name	Link	Status	No. of Appt
Vaccination Promotion	https://goo.gl/Afejsd3		52
Discounted Vaccination	https://goo.gl/fstgawophs		24
Discounted Vaccination - 20% off	https://goo.gl/lghp4df		13
Free Dental Check	https://goo.gl/uyfjawkjytd		41
Parvo Virus	https://goo.gl/34tjawohj		6
Free Nutrition Consult	https://goo.gl/5bhdaw4d		35

Use Vetstoria's digital marketing links to create and easily track your campaigns. For example, if you need to run a discounted check-up or a vaccine drive on selected dates.

These links will directly lead to the booking platform, which helps book and track appointments easily.

We're excited to have you onboard with Vetstoria!