

Communication on social media

We suggest a list of posts that you can publish on your veterinary practice's social media.

For starters, here are a few tips on how to get the best results:

Emojis

Why is it important to use emojis? They help set the tone of your content and grab the attention of users.

Did you know that using emojis in a FB post increases the number of comments and shares and the number of Likes?

Be sure to use emojis that are consistent with your brand image and customer base!

e.g.: 😊 or 😍 or 🤔 or 👤 or 📱

Impact of an effective visual

A FB post containing a photo generates:

- more interest than a post without a photo
- more comments
- more Likes

All excellent reasons to add photos to your posts and to choose them carefully!

Videos: engagement

Video posts are the ones that generate the most engagement from followers. Web users will intentionally stop what they are doing to watch a video.

Frequency of postings

Choose a rhythm and stick to it. Our recommendation: talk up your online boutique once or twice a month, based on your schedule and number of followers. Be careful not to annoy your clients!

For example, use peak shopping times in the year to promote your online boutique: Holidays, busy shopping days such as Black Friday or Cyber Monday, Valentine's Day, etc.

Be creative and strategic!



Posts:

Before the launch

Coming soon! Exclusive access to our online boutique for our customers.

Stay tuned!

On the day of the launch

New! You can now buy all your pet supplies ONLINE. Quality. Speed. Simplicity.

Sign up today!

Happy shopping! 😊 or 😄 or 🐾 or 🐶 or 📱

[URL online boutique]

Discover our NEW online boutique for all your pet's needs.

Quality. Speed. Simplicity.

Happy shopping!

[URL online boutique]

Online boutique = quality products + fast delivery + ease of use.

Sign up for our online boutique today!

Happy shopping!

[URL online boutique]

Sign up for our online boutique and choose from a vast selection of products, including vet-exclusive pet food, care products, accessories and much more!

Happy shopping!

[URL online boutique]



Days/weeks following the launch

Sign up for our online boutique and choose from a vast selection of products!
Quality. Speed. Simplicity.

[URL online boutique]

Have you shopped at our new online boutique?

Sign up today!

Happy shopping!

[URL online boutique]

Did you know that we now have an online boutique that gives you access to a huge inventory of quality products?

Enjoy our excellent service, even online!

[URL online boutique]

Our online boutique carries products for dogs, cats, birds, rodents and other pets! Check it out: it's quick and easy!

[URL online boutique]

What could be easier than buying your pet's food online in the comfort of your own home? Your products will arrive within a few days at your chosen address!

[URL online boutique]

Do you ever run out of time to buy your pet's food? Our online boutique is open 24 hours a day, 7 days a week, and your orders are delivered within a few days.

Save time now!

[URL online boutique]

