

# Vets4Pets - pURL Campaign

## Partner Recruitment Campaign



- Records:** 1,000
- Demographic:** Royal College of Veterinary Surgeons qualified vets.
- Media:** Personalised Postcard delivering user to Personalised URL
- Incentive:** Prize draw to win an activity of your choice worth £299 from Activity Superstore.

### Summary:

The campaign objectives were to commence a dialogue with qualified vets that might at some point be interested in running their own practice.

Vets4Pets is a network of veterinary practices across the UK. Each practice is owned and operated as a joint venture between the franchise holder and Vets4Pets.

### Results:

The campaign delivered a 145% increase in responses and a 234% increase in qualified leads.

### Media:



primedigital

relationship marketing

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Unit 2, Ansec Business Park, Burma Road, Blidworth, Nottingham NG21 0RT | Registered in England and Wales No.03783388

# Case Study: Vets4Pets - Personalised URL Campaign

## Media: pURL



### Making the right choice

Steven, your career is just that, **your** career. The choices and decisions you'll make will be very personal and quite often life changing, not just for you but for your family.

Our 80 Vets4Pets Partners decided that the right choice for them was a Joint Venture Partnership. In listening to their experience, working through the below questions can help to define what options are available, as well as what is the best fit for you.

#### What matters most to you in your working life?

- Job satisfaction
- Working up cases
- Having a good work life balance
- Flexible working hours
- CPD benefits
- Salary
- Being my own boss
- Latest equipment
- Gold standard medicine
- Friendly team
- Financial security
- Clinical freedom
- Modern working environment

Other

“ Can you picture yourself running your own practice? ”

### University of London

London graduates now successful Joint Venture Partners



Scott and Caroline graduated in 1993... they are now running a successful practice in Millhouses, Sheffield.

“ Several years ago we had reached a point in our veterinary careers that felt a bit like a plateau. We were experienced vets working in good jobs, but that didn't seem like enough.

Around the same time a friend spoke to Vets4Pets at BSAVA. We were a bit sceptical about this as we thought it would be restrictive and involve meeting

INCREASED RESPONSE RATE

145%

234% Increase in Qualified Leads.

“ Working with the team at Prime over the last year has been a great experience, their attitude towards innovation is really infectious and we genuinely leave their offices excited at the potential outcome of our projects. They are full of energy about the new technology they so passionately believe in, but more importantly they are always pro-actively 'on the case' as far as understanding our business and how they can help us achieve our marketing objectives. ”

- Karen Williams,  
Vets4Pets UK  
Marketing Director



### Next steps...

We hope that you found the questionnaire useful. If it has sparked your interest and you would like to know more about how a Joint Venture Partnership works, we're happy to talk to you on an informal basis, when and where it suits you.

#### Yes - I would like to talk

- please contact me by Phone
- please Email me

#### Keep me informed

- by Post
- by Email

By ticking any of the boxes above you confirm that you are happy for Vets4Pets to contact you with relevant communications.

Please scroll down and click the submit button once you have checked your details are correct.

#### Are your details correct?

First Name

Karen

Surname

Edinburgh

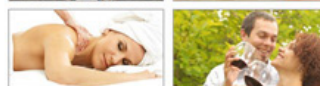
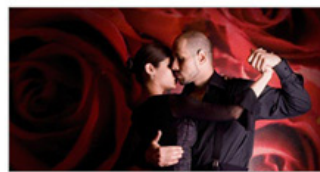
Street 1

Vets 4 Pets

“ Can you picture yourself running your own practice? ”

### A chance to win...and you choose the prize!

Whether you are looking for a fun experience, a great adventure, high speed thrills or you just want pampering if you win the Prize Draw the choice is yours! We have teamed up with [www.activitysuperstore.com](http://www.activitysuperstore.com) and the winner will receive a £299 gift voucher that can be redeemed against hundreds of fantastic activities and events at over 3000 locations nationwide. Alternatively you may prefer a contribution towards your Continued Professional Development to the same value.



To be in with a chance of winning simply enter



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