



vetanswers

**2024 Business Membership
Opportunities &
Advertising Kit(ty)**



WARNING... we do things a little differently & may not suit all businesses










What is Vetanswers?

Vetanswers is an **independent, online community** for the veterinary industry and **individual membership is FREE.**

Our members have access to our website, a centralized hub that brings together a range of resources and information to suit a wide range of roles in veterinary practices.

Vetanswers is not just a resource; it's a vibrant community of like-minded individuals passionate about veterinary care and the people who work within the industry. We encourage our members to engage in meaningful discussions, network with industry leaders (like you), and build valuable connections.

Vetanswers Members are:

-  Veterinarians
-  Veterinary Nurses/Tech
-  Veterinary Receptionists
-  Groomers
-  Practice Managers and Owners
-  Veterinary Students
-  Veterinary Industry Suppliers

Join Vetanswers and become part of a supportive community that understands both the challenges and joy of working in the veterinary industry.

Become a Business Member and unlock the opportunity to connect with your clients and future clients in a Community that's all about providing knowledge and support.

The Vetanswers' tagline is... **save time, connect & discover!**

Because that's precisely what we do!





Vetanswers Members Benefits...

1. Our Website:



**BUSINESS
DIRECTORY**

Our members discover new businesses via our **Business Directory**. We offer a diverse range of vetted businesses each offering specialized services and products tailored to suit the needs of those working in the veterinary industry.



**BLOG
POSTS**

The **Vetanswers Blog** has over 600 veterinary specific posts on a huge range of topics. With new posts published every week, the Blog helps our members stay ahead of the veterinary curve and provides exclusive access to industry insights, expert advice, and practical tips.



**MEMBERS
RESOURCES**

Our ever-growing range of **free members' resources** has been tailored for veterinary professionals. From practice management to individual professional development, our members stay updated on best practices in the veterinary industry by accessing valuable resources, tools and templates and more.



**ONLINE CPD
CALENDAR**

Our online **What's On? Veterinary CPD calendar** encompasses all veterinary related conferences, webinars, courses and events throughout Australia. It's regularly updated and has a user-friendly search function which allows Members to find relevant CPD opportunities based on topics, locations, and their job.

2. Our Weekly eNews:



Every Friday morning, Members receive our **Veterinary Community Connection eNews** packed with information and exclusive benefits. From new blog posts, free resources and updates from our Business Members, to upcoming CPD events and global veterinary news, it keeps our members informed, inspired, and connected to the latest veterinary industry trends and developments.

3. Our Social Media:

We engage with the wider veterinary community via our **Social Media Accounts** and regularly share the most newsworthy content from various sources, including our fabulous Business Members! Click on the icons to follow us online.



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE



PINTEREST





What do our Members think?



Vetanswers is an easy way to keep up to date with news within the industry and professional development opportunities as well as it providing resources for personal development.

Joining should be a must for any vet clinic manager as it gives you weekly social media ideas as well as providing regular insights into leadership skills.

- Megan, Practice Owner



Informative, useful advice that can also be passed onto clients. That's why I love being a member of Vetanswers.

- Peta, Veterinary Receptionist



I love Vetanswers because it's an easy way for this geriatric to keep up with the profession (or not lag too far behind)

- Leigh, Veterinarian



The Vetanswers Community offers us a platform to connect and support vet professionals to continuously grow and provide the best care possible to their patients while also looking after themselves.

- Patricia, Veterinarian



When I'm planning my CPD I head to Vetanswers. It's my go-to for tips, hot takes & CPD. Why go down the rabbit hole of vetty interwebs when Vetanswers curates it for you?

- Anne, Veterinarian



I love Vetanswers. It is refreshing, upbeat and has a great can-do attitude. The topics covered are wide-ranging in terms of the veterinary professionals who contribute, the species covered, and the veterinary business services highlighted. I am based in the UK and we have nothing like it. Keep doing what you do, please :-)

- Julie, Veterinarian





Vetanswers Membership Options....

1. FREE Individual Membership

Everyone in the veterinary industry is welcome to join our Community. Our members are veterinary practice owners and managers, veterinarians, veterinary nurses, veterinary technicians, receptionists and those working for veterinary suppliers.

2. Business Membership for Veterinary Suppliers, Veterinary Practices/Specialists & Charities/NFP's

We offer a range of **12 Month Business Membership** options:

Premium | Practical | Free

Select one of our 12 Month Business Memberships and...

- ✓ **RECEIVE unbeatable value** for your marketing \$\$\$\$
- ✓ **CONNECT with your target** market in multiple innovative ways
- ✓ **BUILD** brand awareness & demonstrate how you can make our **member's lives easier**
- ✓ **INCREASE** your market share by regularly getting in front of **hundreds** of veterinary practices
- ✓ **STRENGTHEN** relationships with the members of our **Community**: vets, nurses, practice managers & owners
- ✓ **LAUNCH** new products & services and **promote** them in exciting and innovative ways

...be part of a Community that actively supports those working in veterinary practice.



Vetanswers is...

The fastest-growing, independent, online, veterinary community in Australia.

- Over **1,200 Veterinary industry members** including veterinarians, veterinary nurses, practice managers and owners
- We're active on a number of social media platforms but Facebook, Instagram & LinkedIn are our most regular. Our Followers across all platforms, continue to grow organically and we would never pay for followers.



[Facebook Business Page: 3.2k followers](#)



[LinkedIn Business Page: over 600 followers](#)



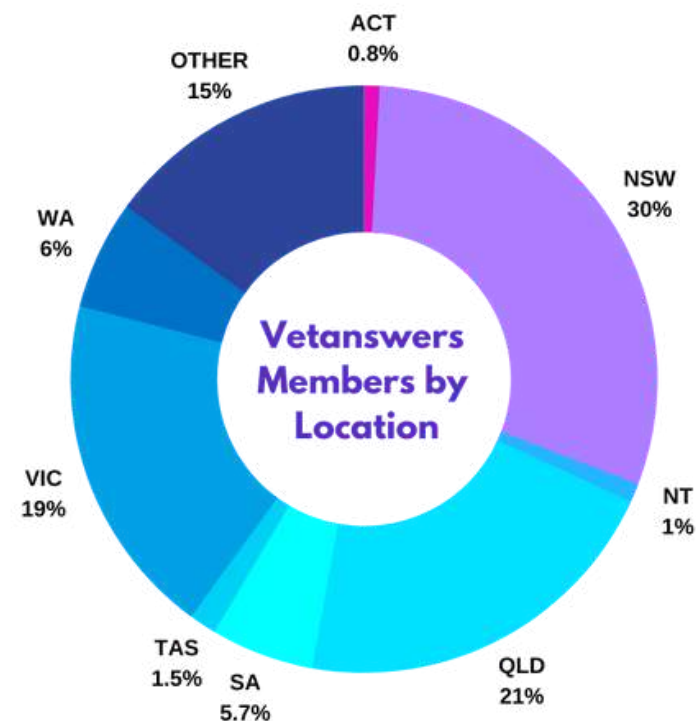
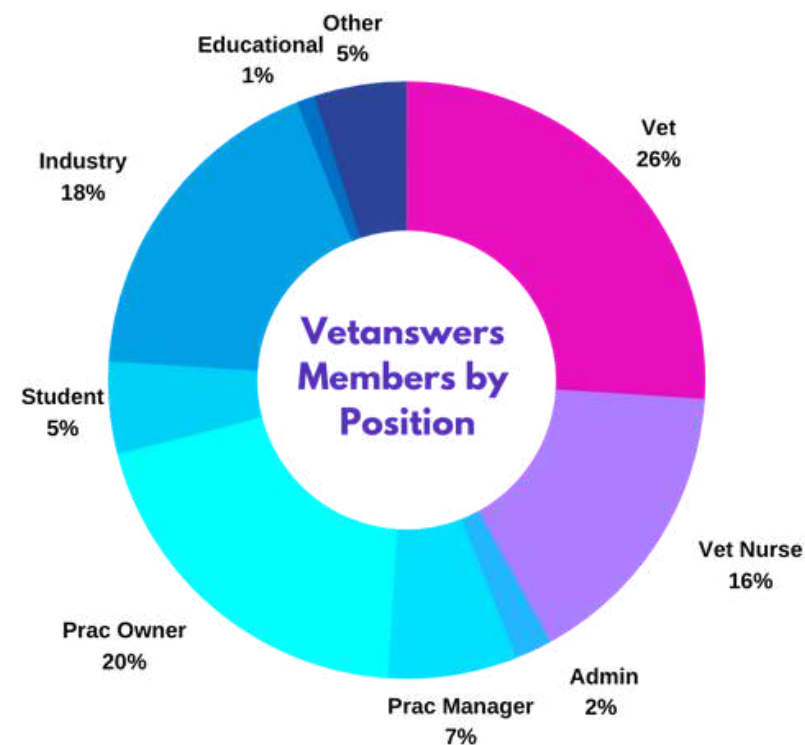
[Instagram Business Page: Nearly 2k followers](#)

- Website visits over 2023: over 5000 website page views/month and over 2,500 users/month
- Over 550 editions of our weekly 'Veterinary Community Connection eNews': **Average 35% viewed, 5% engagement**
- Over 650 published blog posts, many of which continue to be viewed. Our most popular of all time post was published in 2015 and has been viewed over 27,000 times.

“

Vetanswers is one of my go-to resources as a practice manager. It provides me with such a great range of information for the veterinary industry which I relay to both my staff and our clients. I particularly appreciate the work you put into the CPD calendar. I use this to alert my staff of upcoming training opportunities & to target training for my nurses. Thanks for producing this free high-quality resource - it's really valued.

- Nicky S. Practice Manager & Member since 2018





Business Membership Opportunities for Every Business



VETERINARY INDUSTRY SUPPLIER

No matter how big or small your business is, we have a **Business Membership** to suit your needs. And if we don't – we'll design one especially to suit you.

Find out more about our **12 Month Premium, Practical, & Free Business Membership** opportunities.



VETERINARY CPD PROVIDER

If you provide CPD opportunities for those working in the veterinary industry, you'll definitely want to be a part of the Vetanswers Community.

You'll find a range of opportunities to promote your CPD events in our online **What's On? Veterinary CPD Calendar**. And opportunities to promote your **Online & On-Demand CPD** offerings on our dedicated page.



CHARITY / NOT-FOR-PROFIT

We understand the challenges of promoting and marketing a charity or NFP so we're happy to help you out in any way we can.

Our **FREE 12 Month Premium Charity/NFP Membership** includes the same opportunities as our **12 Month Premium Business Membership**.



VETERINARY PRACTICE / SPECIALIST

If you work in a veterinary practice (or specialist) we're happy to offer a **FREE 12 Month Premium Veterinary Practice/Specialist Membership**.

Pet owners may not be a part of our Community, however backlinks to your website will help your SEO and who knows, your new team member might be part of our Community!



Join Us & Achieve Your Marketing Goals



Community Connection



Promote Your Business



Build Brand Awareness



Increase Your Market Share



Launch New Products



12 Month Business Membership Options

- A Snapshot

Premium Business Membership* Only \$2.26/day	Practical Business Membership* Only \$1.36/day	Free Business Membership*
\$AUD 825 /PA	\$AUD 495 /PA	\$AUD 0 /PA
Receive our weekly eNews	Receive our weekly eNews	Receive our weekly eNews
Welcome in our eNews & on social media	Welcome in our eNews & on social media	Welcome in our eNews & on social media
Guest Blog Post Series: 3 Things I bet you didn't know about...	Guest Blog Post Series: 3 Things I bet you didn't know about...	Guest Blog Post Series: 3 Things I bet you didn't know about...
Full Listing in our Business Directory	Full Listing in our Business Directory	Full Listing in our Business Directory
Business Directory Listing set up	Business Directory Listing set up	Business Directory Listing set up
Ongoing Guest Blog Posts/Promotions	Ongoing Guest Blog Posts/Promotions	Ongoing Guest Blog Posts/Promotions
Special Offers: we'll promote your special offers to our Community	Special Offers: we'll promote your special offers to our Community	Special Offers: we'll promote your special offers to our Community
Ongoing Promotional Support	Ongoing Promotional Support	Ongoing Promotional Support
Promote your <u>Veterinary CPD Online & On Demand</u> including logo, description & link	Promote your <u>Veterinary CPD Online & On Demand</u> including logo, description & link	Promote your Veterinary CPD Online & On Demand including logo, description & link
Full Listing & promotion of your training events in our online <u>What's On? Veterinary CPD Calendar</u>	Full Listing & promotion of your training events in our online <u>What's On? Veterinary CPD Calendar</u>	Full Listing & promotion of your training events in our online <u>What's On? Veterinary CPD Calendar</u>

Our online Veterinary Community offers the **perfect environment** for you to **connect** with your clients (our members!) in an environment that isn't about the 'hard sell'.

We're a Community so we're here to help you **connect, engage** and **build relationships** to assist you in increasing your market share whilst also helping our members in veterinary practice, find the best solutions to their problems.



* Membership prices include GST. All prices & inclusions are subject to change



12 Month Premium Business Membership Inclusions

Only \$825pa (inc gst)
\$2.26/day

**Best Membership
option for providers
of veterinary CPD**



12 Months **COMPREHENSIVE** Listing in our Veterinary Supplier Directory

Your business will be featured in our Veterinary Supplier Directory with a comprehensive listing including your logo, address, contact details, full description, images, video, links to your socials, testimonials and special offers. AND we'll set your listing up for you!



Weekly eNews

You'll receive our weekly eNews packed with new blog posts, free resources, upcoming CPD events, and local & global veterinary news to keep you informed, inspired, and connected to the latest veterinary industry trends and developments.



Welcome in our enews & on social media

Your business will be welcomed in an edition of our eNews as well as on our social media accounts to highlight to our members your support of our Community.



Guest Blog Post Series '3 Things I bet you didn't know about...'

Share more about your business in our blog post series '3 Things I bet you didn't know about'.



Ongoing Guest Blog Post/Promotions

We'll work with you to design a blog posting schedule to suit your needs so you can regularly share your expertise with our Community and build your brand recognition.



Special Offer or Competition

If you have a special offer or competition you'd like to offer our Members, we'll promote it to our Community via our website, eNews and social media. Everyone loves a fun competition and it's another great way to build your brand profile



Promote your Online & On-Demand CPD Offerings

Promote your online and on-demand CPD courses or webinars on our 'Online & On-Demand CPD' page and we'll also promote them to our Members via our eNews and on our socials.



COMPREHENSIVE Listings in our online What's On? Veterinary CPD Calendar

Full listing and promotion of your training events in our online What's On? Veterinary CPD Calendar including logo, full description, unlimited tags and hyperlinks.



And Best of All? We offer you personalised, ongoing promotional support

We love working with businesses from the smallest to the largest and coming up with new ways to promote and build brand awareness to our Members.



12 Month Practical Business Membership Inclusions

Only \$495pa (inc gst)
\$1.36/day

**Best Membership
option for providers
of veterinary CPD**



12 Months **COMPREHENSIVE** Listing in our Veterinary Supplier Directory

Your business will be featured in our Veterinary Supplier Directory with a comprehensive listing including your logo, address, contact details, full description, images, video, links to your socials, testimonials and special offers. AND we'll set your listing up for you!



Weekly eNews

You'll receive our weekly eNews packed with new blog posts, free resources, upcoming CPD events, and local & global veterinary news to keep you informed, inspired, and connected to the latest veterinary industry trends and developments.



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Promote your Online & On-Demand CPD Offerings

Promote your online and on-demand CPD courses or webinars on our 'Online & On-Demand CPD' page and we'll also promote them to our Members via our eNews and on our socials.



BRIEF Listings in our online What's On? Veterinary CPD Calendar

Just the basics will be included in the Calendar - training title, date, time, State and intended audience.



And Best of All? We offer you personalised, ongoing promotional support

We love working with businesses from the smallest to the largest and coming up with new ways to promote and build brand awareness to our Members.





Free Business Membership Inclusions

It's FREE!



12 Months **COMPREHENSIVE** Listing in our Veterinary Supplier Directory

Your business will be featured in our Veterinary Supplier Directory with a comprehensive listing including your logo, address, contact details, full description, images, video, links to your socials, testimonials and special offers.



Weekly eNews

You'll receive our weekly eNews packed with new blog posts, free resources, upcoming CPD events, and local & global veterinary news to keep you informed, inspired, and connected to the latest veterinary industry trends and developments.



Welcome in our enews

Your business will be welcomed in an edition of our eNews.



Guest Blog Post Series '3 Things I bet you didn't know about...'

Share more about your business in our blog post series '3 Things I bet you didn't know about' which we'll share with our members in our eNews.



What do our Business Members think?



We love being a part of the **Vetanswers** community as it provides us with another opportunity to connect with our industry. Here at Covetrus we focus heavily in providing value back to veterinary professionals through expert interviews, articles, videos and tips on practice management, staffing, technology, trends and more. **Vetanswers** supports this type of content and its great to see such a consistent community sharing content and helping each other grow.

Of course, Judy is also fabulous to work with!

- **Josh, Covetrus**



Improve International Australia and Vet Education & Training have worked closely with Judy over the past few years. We have been consistently impressed by Judy's thorough, rapid responses to our questions, her suggestions around engagement, the fresh focus on bringing our product to the veterinary community and the swift actions around any **Vetanswers** promotions.

We 100% recommend Judy as a genuine and hardworking industry advocate, who with Vetanswers is providing invaluable connections to our business.

- **Dr Carmel Griffin, Directory of Operations
& Rachel Olson, Program & Marketing Manager**



Vetanswers is a fantastic resource offering informative articles, interesting blogs and practical tips - it's a must for anyone in the vet industry! From sustainability to social media tips, Vetanswers has you covered.

- **Emma, CBDVets Australia**



I love being part of the **Vetanswers Community** since it provides my business exposure to vet care health professionals and allows me to educate myself on all things cats and dogs through the CPD calendar.

- **Melina, Pet Nurture**

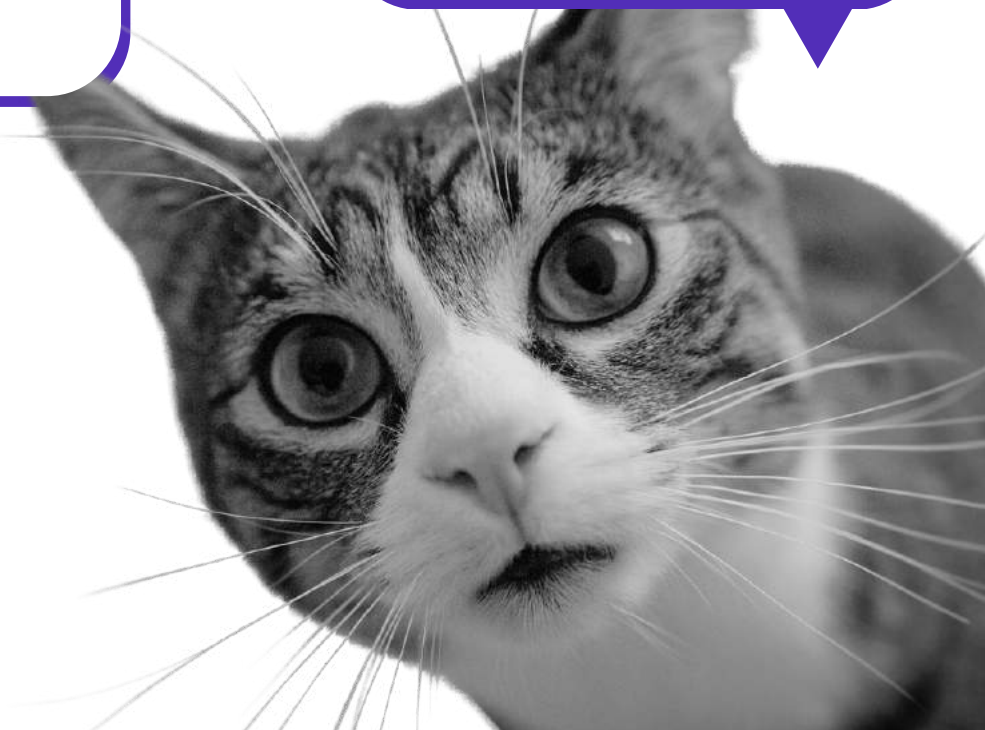


I have been a member of VetAnswers since 2019 when I first started my business. I reached out to Judy and she was an enormous help from the get-go. Not only did she help share my message across the veterinary community, she also took time to mentor and coach me when times were tough.

Judy actively shared my blog posts and she has never wavered in her belief that I had something of value to offer. Today, I have a full quota of clients and my business is flourishing.

Thank you Judy!

- **Donna, Waggy Dog Marketing**





Online What's On? Veterinary CPD Calendar

Every year we add over 500 veterinary CPD events to our online calendar: Conferences, Courses, Workshops & Webinars

- ✓ The most comprehensive, online continuing professional development calendar for the Australian veterinary industry.
- ✓ Includes all veterinary-specific courses, webinars, workshops and conferences on offer.
- ✓ Fully searchable using date, location, type of training, topic and job type.
- ✓ All training events are added to the **What's on? CPD Calendar** with a free basic listing.
- ✓ Paid Listing options are available to ensure your CPD events stand out



Paid Listing Options....

1. 12 Month Premium Membership **\$825** (UNLIMITED events inc GST)

The perfect option if you need 12 months of unlimited Comprehensive Listings in our online CPD Calendar and promotion of your events to our Community throughout the year. It also includes a Featured Spot on our Online & On-Demand CPD Page.

2. One-Off Listing & Promotion **\$199** (per event inc gst)

If you only offer one or two CPD events per year then this is a great option for you as it provides a Comprehensive Listing of your event in our online CPD Calendar AND promotion of your event to the Vetanswers Community.

3. Super Basic Option **\$49** (per event inc gst)

The best option if you're on a tight budget but still keen to stand out from the hundreds of free listings in our online CPD Calendar as it includes a Comprehensive Listing in our online CPD Calendar but NO promotion of your event.



4. Add PINNED EVENT feature **\$100** (per event inc gst)

Pinned Events are always listed first on our Online CPD Calendar REGARDLESS of their starting date and can be added to ANY Paid Listing Option.

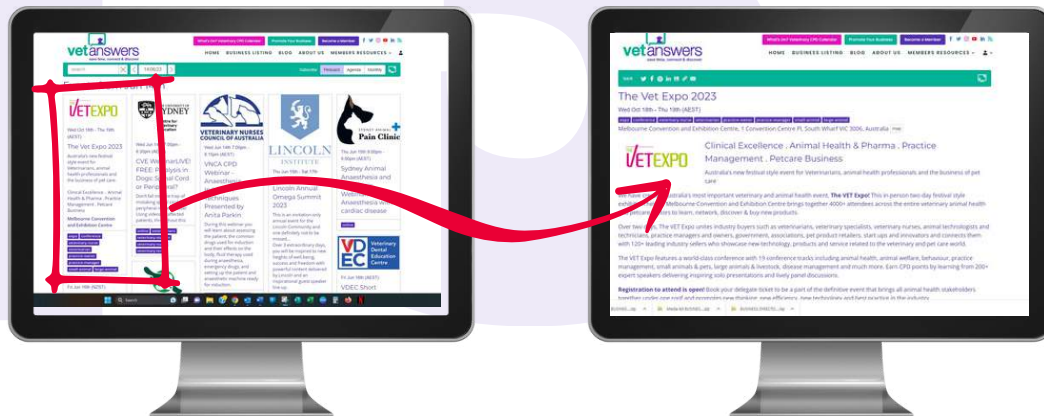




Online What's On? Veterinary CPD Calendar

What's the Difference Between Paid & Free Calendar Listings?

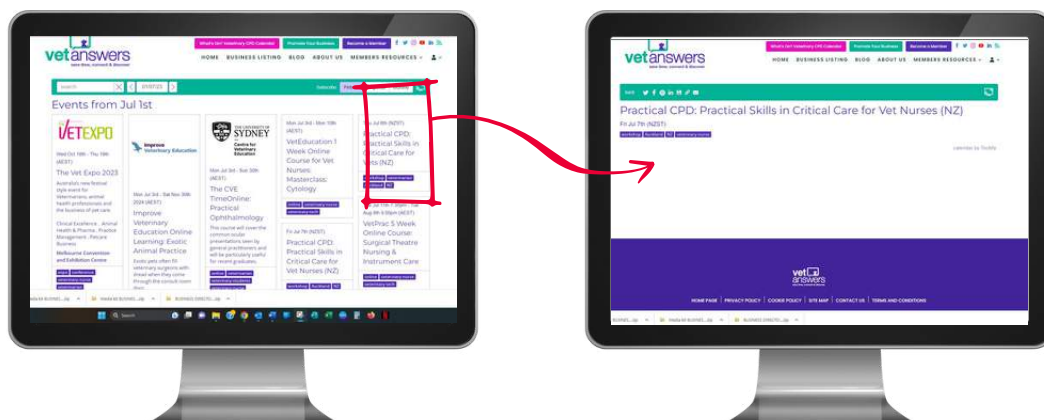
1. PAID LISTINGS look like this...



[Click HERE to visit our online CPD Calendar](#)

- ✓ Company name, logo
- ✓ Training event title **in your brand colour**, type of training
- ✓ Dates, time and venue address, including map
- ✓ Customised description of your event on main page
- ✓ Full page of event information: detailed event description, learning outcomes, CPD Points, presenter bio, images & more
- ✓ Downloadable brochure, flyer, etc.
- ✓ Unlimited hyperlinks to website, registration page, etc.
- ✓ Unlimited tags to ensure your training event can be easily found by those using the search feature

2. FREE LISTINGS look like this...



- ✓ Company name ✗ Logo
- ✓ Training event title, type of training
- ✓ Dates, time, city & state only ✗ Full location, including map
- ✗ Customised description of your event on main page
- ✗ Full page of event information: Detailed event description, learning outcomes, CPD Points, presenter bio, etc.
- ✗ Downloadable brochure, flyer, etc.
- ✗ Unlimited hyperlinks to website, registration page, etc.
- ✗ Unlimited tags



What else do we have? Advertise on our website



Targeted Audience & Industry Credibility:

Our Community is specifically designed to support veterinary professionals & we've established Vetanswers as a trusted, reputable source of information. Associating with our Community will enhance your brand credibility and reputation amongst our Members.



Educational Content:

We're known for our educational resources, articles, and updates on industry trends and advancements. By sponsoring or contributing informative content, you can position yourself as a thought leader, demonstrating your expertise and providing valuable insights to our veterinary community.



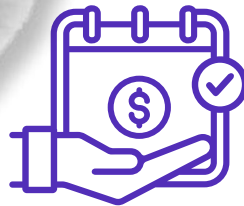
Visibility & Brand Exposure:

Advertising on Vetanswers provides you with increased visibility and exposure within our veterinary community. This exposure can improve your brand recognition, generate interest in your products or services, and potentially drive traffic to your website or physical locations.

Blog Main & Blog Posts Portrait
averaging 3,700/month view & 0.3% CTR



Home & Member's Resources Banner
averaging 1,000/month view & 0.4% CTR



What does it cost?

Advertising is new to the Vetanswers website and we're working hard to continue increasing hits on our new website. So we're starting off by offering extra special pricing for advertising spots.

Unless otherwise specified, all ads are not exclusive and are on rotation. You provide the artwork (png, jpg, gif) & remember to include a CALL TO ACTION

1. Home & Member's Resources Pages Ad (Banner)

- \$27.50 (inc gst) per calendar month
- Size: 980px X 120px
- Locations: 2 x Home Page & Member Resources

2. Blog Main & Blog Post Page Ad (Portrait)

- \$60.50 (inc gst) per calendar month
- Size: 370px X 480px
- Locations: 1 x Blog Home Page & nearly 600 Posts

3. Add your Ad to a SPECIFIC Blog Post (Portrait)

- \$27.50 (inc gst) per calendar month per post
- Size 370px X 480px
- Location: 1 x Blog Post of your choice, exclusive

4. NEW! Member's Resources Pages Ad (Portrait)

- \$27.50 (inc gst) per calendar month
- Size: 370px X 480px
- Location: Member's Resources Pages (Unless Sponsored)

5. NEW! Sponsor a Member's Resources Page (exclusive)

- \$110 (inc gst) per calendar month
- Size: Top Banner 980px X 120px
- Feature your resource/s at the top of the page



What else do we have? Other ways to work with us



EDM TO OUR MEMBERS

As a Business Member, we'll send an email (EDM) on your behalf directly to our members with your special offer or product launch announcement. We're happy to work with you to develop an innovative promotion or announcement to send to members in either HTML or plain text format.

FEE: \$550 (inc gst) per EDM



SPONSOR AN eNEWS

Take over an edition of our weekly eNews as Guest Editor. Co-branded with Vetanswers, you're free to include your blog posts, engaging content and special offers. You design the content and we'll put it all together. Opportunities are limited with this one!

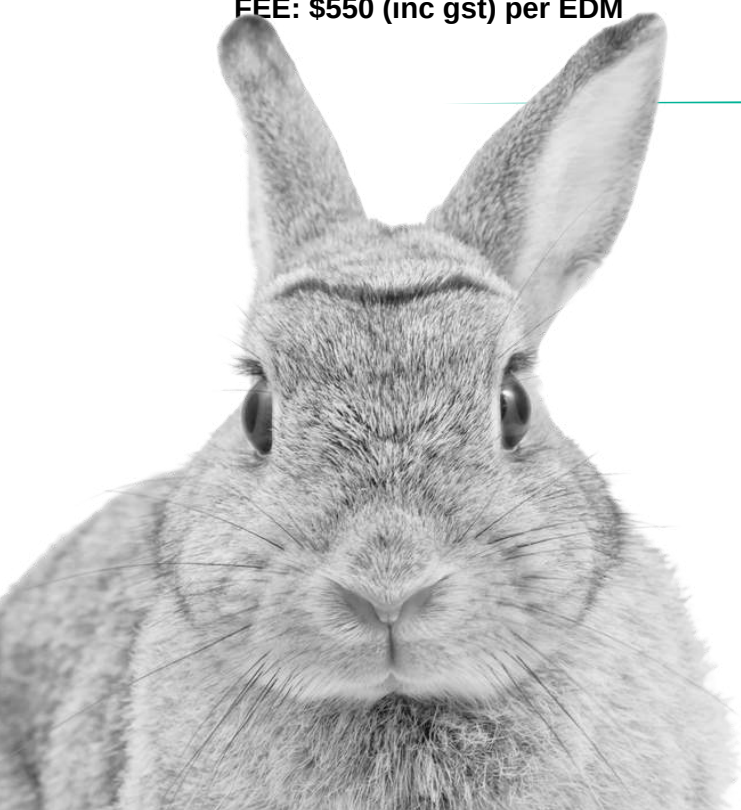
FEE: Free for Premium & Practical Business Members



CO-BRAND RESOURCES

We're always keen to add to our range of Member Resources and a co-branded eBook, resource or tool is a great way to increase your brand recognition whilst also positioning yourself as an expert. We can work with you to design and publish resources on veterinary industry-specific topics.

FEE: Free or POA



“

I love the Vetanswers community because you cover all different aspects of the industry & are such a huge supporter of continuing education not just in listing events but in the content you post in your newsletters each week. I am constantly learning & getting a great benefits from being a member!

- Jo, Veterinary Nurse, Member since 2012

“

Vetanswers is the bomb! A place where our community is supported, encouraged and can learn about all aspects of veterinary medicine & business. As a reader and guest blogger I appreciate Judy and this community enormously. Thank you!!

- Claire, Veterinarian & Coach, Member since 2017



vetanswers

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