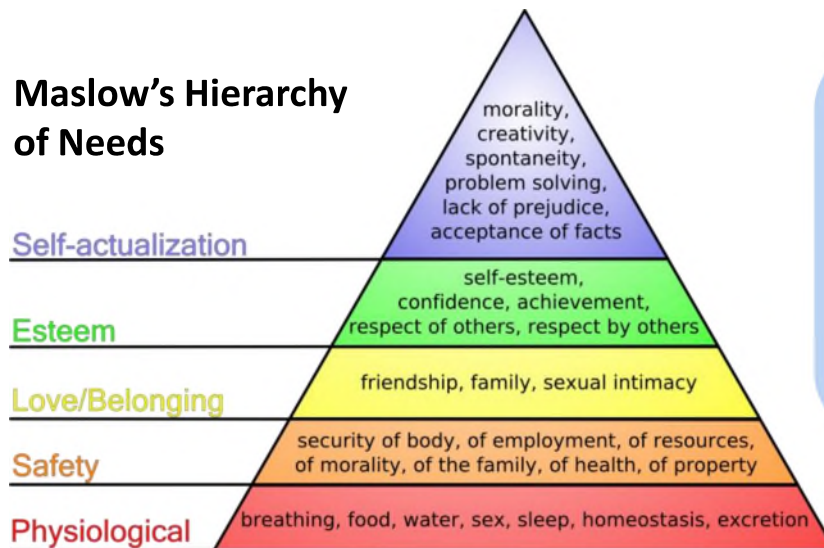


# INTRODUCTION TO MARKETING FOR VETERINARY STUDENTS

Marketing should communicate the "need" that a product (or person) fulfills.

The brand promise should connect at an emotional level.

## Maslow's Hierarchy of Needs



"The aim of marketing is to know and understand the customer so well the product or service fits [them] and sells itself."

~ Peter F. Drucker

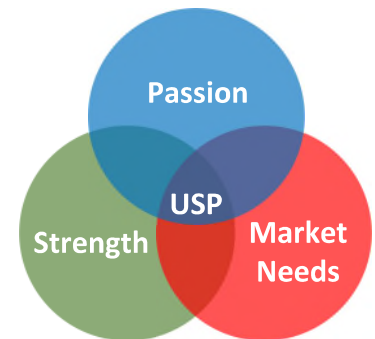
Assess yourself & make a plan	Identify your target market	Create your USP (see next page)	Decide how you'll communicate
	<ul style="list-style-type: none"> <li>Identify your customer</li> <li>What is important to them?</li> <li>Become a niche subject matter expert (SME)</li> </ul>	<ul style="list-style-type: none"> <li>Identify skills, knowledge and experience unique to you</li> <li>Pledge to your audience</li> <li>Show some personality &amp; be genuine</li> </ul>	<ul style="list-style-type: none"> <li>Networking</li> <li>Have an elevator pitch(es)</li> <li>LinkedIn / Facebook / Instagram / TikTok</li> <li>Committees / speaking / publishing</li> </ul>
Manage your audience	Get connected	Stay visible	Create opportunities
	<ul style="list-style-type: none"> <li>Who do you want to work with/for or stay connected to?</li> <li>Be visible/stay relevant</li> <li>Don't be afraid to ask for what you want</li> </ul>		
Control your "brand"	Live up to your USP	Contribute to the profession	Create fans!
	<ul style="list-style-type: none"> <li>Deliver on what you say you'll do</li> <li>Pay it forward</li> <li>Your colleagues/bosses/classmates can be your greatest evangelists!</li> </ul>		

# INTRODUCTION TO MARKETING FOR VETERINARY STUDENTS



## What is a Unique Selling Proposition (USP)?

Your USP is the intersection of your passions, your strengths, and your market's needs



## Creating your USP

### 1. Passion

Create a full list of all the things you are **passionate** about, professionally and personally

### 2. Strength

Based on your experience, input from your friends / colleagues / classmates and tools like CliftonStrengths, list all of your personal and professional **strengths**

### 3. Market Needs

Using your personal experience, undertaking appropriate research, and from speaking to experts in your network, list the **market needs**

4. Identify **2 or 3 items from each list** that you believe speak to your unique value and that will help differentiate you with your audience. (Remember you don't have to be "the best" at any one thing – it's the unique combination of your attributes that make you valuable!)
5. Combine your passions, strengths and market needs into a **single, concise sentence** that will help provide the foundation for how you communicate to your network and your audiences.

Example: these are the unique attributes for **fictional DVM candidate Catherine Smith**:

Feline medicine,  
volunteering, hiking

Communication,  
technology, energetic

Evolving pet owner needs,  
technological disruption

**"The feline veterinarian of the future, with the experience, energy and expertise that will help drive the positive transformation of our profession."**

In her elevator pitch, Catherine can talk about how her passion for volunteering at feline shelters gave her insights into the evolution of feline ownership across the socioeconomic spectrum, how her strengths in communication and technology have helped her understand how pet care will continue to evolve to meet these diverse pet owner needs, and how her outdoor hobbies help give her the energy and the perspective to realize and fulfill this vision for the future of our profession.