

Nextdoor: The Next Big Social Media Platform for Your Veterinary Hospital

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As you already know, social media platforms like Facebook, Yelp and Google+ can be incredibly powerful marketing tools for your veterinary hospital. Not only do they give you an opportunity to communicate directly with your current clients and potential new clients, they also allow people to share genuine recommendations with their local communities. Now, we can add Nextdoor to that list of useful platforms.

What Is Nextdoor?

Nextdoor is a social media site organized by neighborhood, and it focuses on community communication. A user must verify they live at the address they provide in order to use Nextdoor and gain access to their neighborhood group. Conversations in these groups tend to focus on local goings-on and recommendations for nearby businesses and services. Nextdoor is allowing businesses to create pages and have a part in these discussions, too.

Why should your hospital be on Nextdoor?

This is huge for veterinary hospitals, as people tend to trust recommendations from people who live near them. Whether or not you have a page for your hospital on Nextdoor, there's a good chance people will be talking about you: Veterinary hospitals are regularly in the top five categories of recommended businesses, along with dentists and restaurants. Within each category, businesses are ranked by how many people in their neighborhood recommended them. Lots of recommendations on Nextdoor can give a veterinary hospital a lot of visibility.

This can happen even if you haven't claimed your business's page. If you do have a page, however, you can respond to comments left by users in your neighborhood and nearby neighborhoods about your hospital. It's just like what Angie's List wants to be, only it's free.

At iVET360, we're encouraging all of our clients to claim their Nextdoor pages now that they can. Nextdoor business page setup and management is now part of our standard marketing services, which are included in both of our service levels, Base and Base+.

Nextdoor is a verified community, and that means people know it's credible. You can use it to accept recommendations and criticisms and ultimately help your practice operations. With this new visibility, you can finally see what your community is saying about you. Whether the comments are positive or negative, seeing this feedback and responding to it can only make you better.

Nextdoor also encourages businesses to share their pages via other social media sites, like Facebook and Twitter, to ask for even more recommendations from trusted clients. iVET360's marketing managers work with their hospitals to get more Nextdoor recommendations through other means as well, like in-hospital signage and reputation management tools and outreach.

To learn more about how we can help manage all your veterinary hospital's social media pages, including Nextdoor, call 503.765.6360 or email justin@ivet360.com.

Also, check out:

- Informational blog at iVET360.com/news
- Facebook at [FB.com/iVET360](https://www.facebook.com/iVET360)



Justin Vandenberghe is managing director of marketing at iVET360, which he co-founded in 2013. Under his leadership, iVET360 has developed veterinary marketing initiatives that reach millions of people each year. iVET360 provides private practice, primary-care veterinary hospitals with management services, including staff development trainings, marketing campaigns and financial, operational and customer care analytics. In addition to 17 percent growth in revenue, iVET360's clients saw a 24 percent increase in new client growth on average in 2015.

