



A SMALL BUSINESS STORY

# Aussie Mobile Vet

Sydney, New South Wales

## HELPING SMALL BUSINESSES CRACK NEW MARKETS

**Aussie Mobile Vet takes veterinary services out into the community, offering convenience, and less-abled pet owners the chance to access proper pet care. Facebook helps the team find new customers and test demand in new markets before launching.**

Run by twin sisters Dr Audrey Shen and Dr Alison Shen, Aussie Mobile Vet is a veterinary practice run from large customised vans with mobile consult rooms, an onboard pharmacy and screening laboratories.

### **A love of animals, where it's needed most.**

Because their service can be taken where needed, they give less-mobile pet owners, such as elderly or socially-isolated people, the chance to seek proper care for their animals. A visit from Aussie Mobile Vet also creates convenience for busy professionals, and families living in smaller or more remote suburbs under-served by regular practices.

As part of their plan to grow beyond the Sydney region, the team used targeted Facebook ads and polls to test new suburbs and areas to plan where to expand to next, making Facebook not just a strong business driver, but a helpful research tool.

### **Raising a smile, and their business profile.**

Aussie Mobile Vets create regular and relevant opportunities to engage with their customers. From sharing photos of their furry clients, with plenty of helpful tips for pet owners, through to providing instant appointment booking direct from their Facebook page.

Learn more at [australia.fb.com](https://australia.fb.com)

 @aussiemobilevet

 @aussiemobilevet

# 2x

increase in bookings from their Facebook Page.

Expanded their business to a new city with the help of Facebook.