

Beyond Indigo Offers New Services To ACVIM Members *Veterinary Marketer Launches eNewsletter, SEO & Social Media Programs*

HANOVER, MN (May 31, 2010) – Veterinary marketer Beyond Indigo Pets is pleased to announce an array of services that will be available to attendees of the ACVIM Forum. Geared toward small animal, exotic pet, and equine care professionals, these services include a comprehensive eNewsletter program, Search Engine Optimization (SEO) tactics, and social media campaigns. All of these offerings are designed to boost the awareness, engagement, and connectivity between pet owners and veterinary clinics.

The four tiers of Beyond Indigo Pets' eNewsletter program, including a low-cost do-it-yourself option, help veterinary professionals position themselves as experts by fostering powerful email communications. Every eNewsletter issue features compelling information about individual clinics as well as industry news, tips, and trends. All of the eNewsletter versions include software that tracks detailed viewership statistics.

Beyond Indigo Pets also offers a variety of SEO services to help veterinary clients consistently rank on the first page of such search engines as Google, Bing, and Yahoo. These include performing keyword assessments to select strategic words and phrases to be used in online content, writing internal and external website pages to increase organic website page rankings, and teaching veterinary professionals how to use valuable programs like Google Analytics.

Lastly, Beyond Indigo Pets' social media strategies enable veterinary clients to connect with thousands of area pet owners through the creation, maintenance, and measurement of Facebook and Twitter accounts. Similar to the eNewsletter and SEO programs, Beyond Indigo Pets' social media options are tiered to provide veterinary professionals with ample flexibility.

About Beyond Indigo Pets

Beyond Indigo Pets offers an integrated line of custom veterinary websites, interactive tools, social media strategies, and print marketing solutions that encourage animal care clinics to maximize every possible channel of their brand. Our small animal, exotic pet, and equine partners have experienced up to 30% more clients by taking advantage of our round-the-clock resources. We continually provide trend education to animal care professionals at top industry events, and wholeheartedly believe in positioning our veterinary clients as experts within their field. Located in Hanover, Minnesota, the Beyond Indigo family of companies includes Beyond Indigo Pets, Beyond Indigo Equine, Beyond Indigo Funerals, and Beyond Indigo Grief Support Community. For more information, visit www.beyondindigopets.com.

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