

# Reinforcing Our Reputation in Animal Health.

Sharing our expertise brings benefits.



**Company | LePoidevin Marketing/EBMS**

**Challenge**  
Equine Business Management Strategies asked LePoidevin Marketing to host an educational seminar on branding strategies during an intensive three-day business seminar for equine veterinary professionals.

**Solution**  
LePoidevin's many years of working with animal health, pharmaceuticals and veterinary practices made us an ideal guest speaker for EBMS' yearly event. We developed an in-depth workshop on the importance of branding, the marketing challenges in the industry and strategies they can use for their own business development, all tailored specifically to the needs of equine veterinary practice professionals.

**Results**  
Veterinarians attending the seminar got a jump-start in implementing a marketing plan for their practices and strategies for improving their brand recognition. In addition, the trade publication EquiManagement published a five-page feature in its Winter 2014 issue, outlining the branding, market research and

marketing strategy expertise LePoidevin provided to attendees and solidifying our reputation as an industry expert.



**Advancing your position.**

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