New-client source tracker

For vet clinics. Ask one question at booking, write the answer down, and in six to eight weeks you will know which marketing brings new clients.

Ask this at the first contact (phone, online form or front desk)

"Just so we thank the right people, how did you hear about us?"

- Ask it openly. Do not read out a list.
- Then ask: "Was there anything else that helped you decide?"
- Source only. Never record health details.

Tick the closest answer

- Google search
- Google Maps or reviews
- Friend or another vet
- Instagram or Facebook
- Flyer or local print
- Walk-by or sign
- Other (write it in)

Date	New client (first name or booking ID)	How they found you	Anything else that helped	Booked? Y / N	Logged by

Count after six to eight weeks. Fill in below, then set each channel next to what it costs you each month.

Source	New clients	Share of all new clients	Monthly cost of this channel
Google search			
Google Maps or reviews			
Friend or another vet			
Instagram or Facebook			
Flyer or local print			
Walk-by or sign / Other			

Example: 20 new clients, 6 said Google Maps = 30%. With fewer than about 10 new clients, one answer swings a share by 10 points, so wait before you cut anything. Test a cut for a month, one change at a time.

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