



Professional Portfolio

An Introduction
to **Ben Telfer**





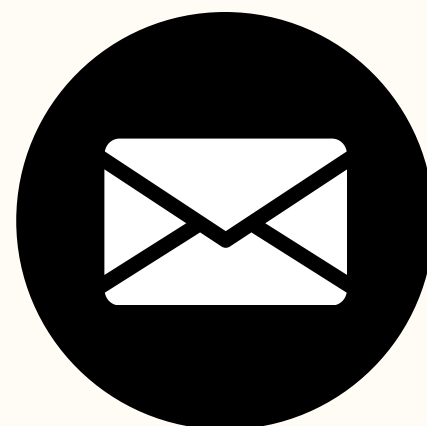
Copywriting



Campaigns



Strategy



EDMs



SEO



Google
Analytics



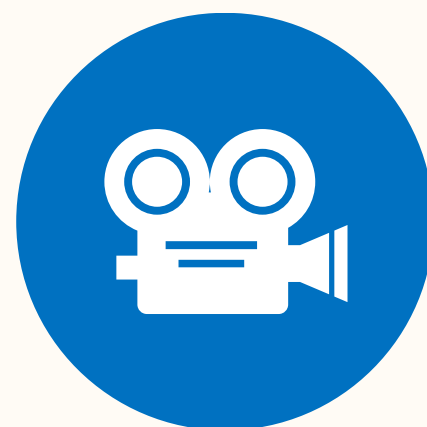
Social Media



Project
Management



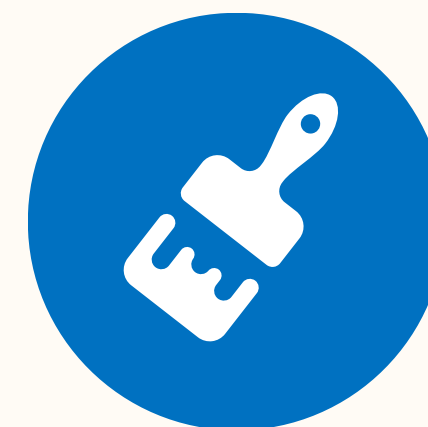
Publications &
Media Releases



Video



Mailchimp &
Campaign Monitor



Canva &
Photoshop

My Toolkit

More than 15 years of experience in marketing and communications have given me a broad, flexible set of skills and specialities.





As Communications Manager at PetPack, one of my primary responsibilities is overseeing the production and delivery of the organisation's newsletter service.

We produce hundreds of full-content newsletters for our veterinary practice clients each month. These are sent out to a combined audience of over 174,000 pet owners across Australia and New Zealand.

Our newsletters have an **average open rate of 33.3%**, 13.9% higher than the industry average benchmark.

^ Professional Services industry – [Ultimate Email Marketing Benchmarks for 2022: By Industry and Day](#)



Social Media Content

As Communications Manager, I am also responsible for producing and delivering PetPack's content service for Facebook and Instagram.

The service is designed to remove the stress of keeping up with a regular posting schedule from time-poor vet staff. Each month, I manage a team of freelance veterinary writers, who, along with our internal communications team, produce a new stream of animal health content that is engaging, informative and easy for pet owners to comprehend.

The content we produce for veterinary practices across Australia receives **over 93,000 impressions each month**.

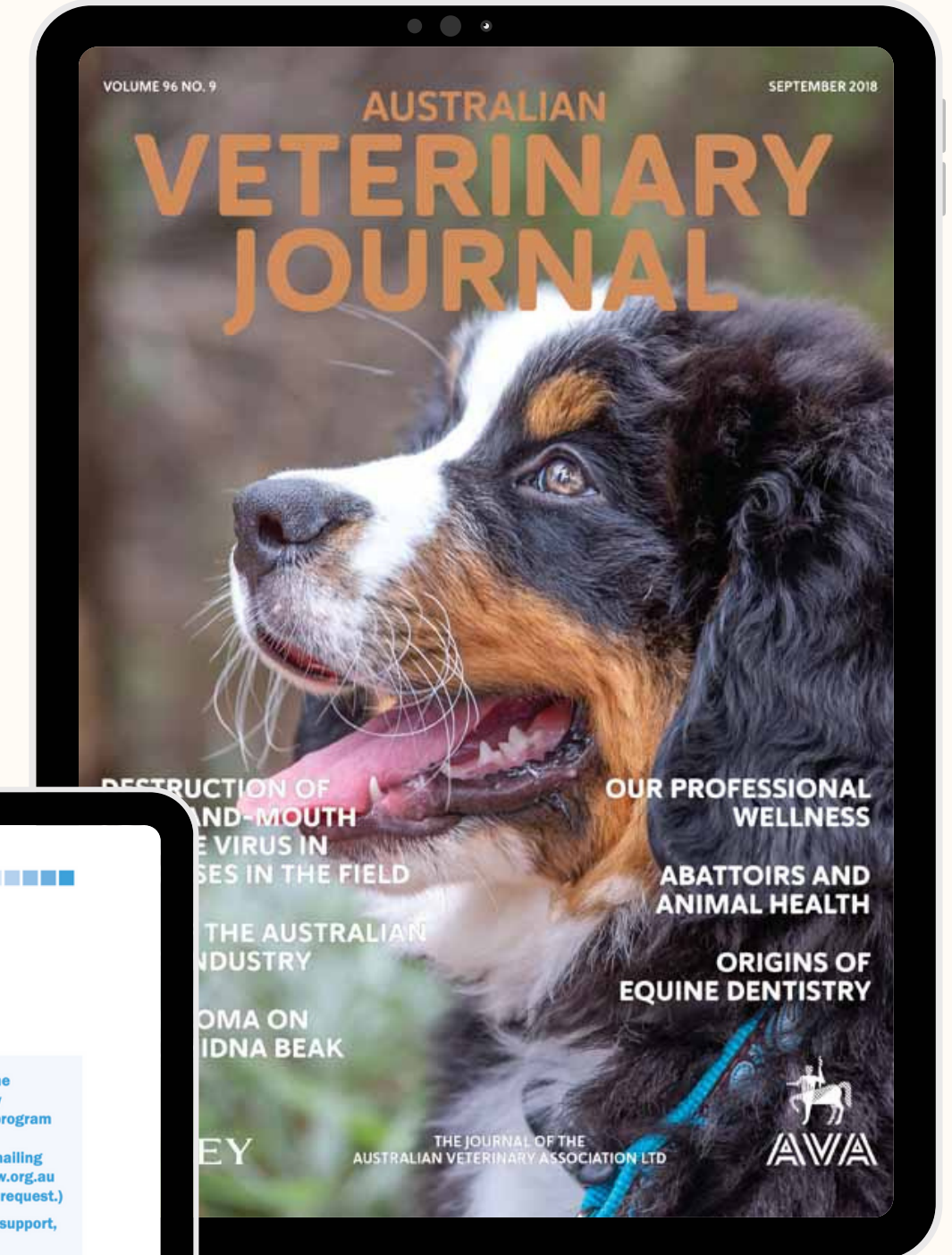


Australian Veterinary Journal

From 2018 to 2020, I was contracted by the Australian Veterinary Association (AVA) to act as a New Editor for the *Australian Veterinary Journal*, the country's leading scientific publication in the field of veterinary medicine.

As News Editor, I coordinated a team of freelance writers, and contributed my own stories, to produce 12 pages of news content for each monthly edition, covering topics of note from around the profession and the wider veterinary sector.

The *Journal* was distributed to **over 25,000 print readers nationally each month** and **more than 303,000 digital readers internationally** via Wiley Online Library.



Marketing Campaigns

A major part of my role as Communications Manager at PetPack is in providing bespoke campaigns that meet the marketing needs of our clients. From the incredibly popular dental month promotion to clinic launches (see the next page for a detailed example), brand boosters and awareness drives – each campaign is planned, built and implemented primarily by myself, including all graphic design work and most of the copywriting. So when I say I have end-to-end campaign experience, I really do mean it!

"We have run dental month promotions for many years. In the last few years, we have engaged PetPack to run marketing campaigns for the promotion and have roughly doubled our bookings. Ben is highly creative with the campaigns, and just amazingly helpful all-round."

– Andrea Tims, owner of Malvern Veterinary Practice



THE BIG PET DENTAL DEAL
15% off dental work including blood work + free gift!

Did you know that an astounding 80% of cats and dogs over the age of three suffer from dental disease?

Unlike us, your pet can't speak up if they have an aching mouth, so it is up to you to ensure your pet is not suffering from dental disease. Don't wait until your pet's teeth are bad enough to stop them from eating, book a dental consultation with us today.

The Big Pet Dental Deal
15% OFF all dental assessments and work (including pre-anesthetic blood tests) PLUS free Hills T/D Dental Care cat or dog food with every dental procedure AND a free OraVet dental hygiene chew for dogs - strictly while stocks last!

Offer ends August 31st, book now to ensure you do not miss out!

[CALL NOW](#) [BOOK ONLINE](#)

Looking after your pet's teeth at home
As a responsible pet owner, it's paramount that the below steps are followed for the sake of your pet's dental health and wellbeing.

- 1. Feed your pet a balanced, vet-approved diet** such as Hills T/D that consists of all the types of food your pet would forage for in the wild. Think chewy, tough and perfect for tearing apart with strong teeth.
- 2. Flip their lip!** Lift your pet's lip up regularly to check for any yellowness of teeth, bad breath or redness of gums. These are signs to be very wary of and could signify dental disease.
- 3. Brushing of the teeth.** Although it sounds a little odd, daily **teethbrushing** is the best way to help prevent your pet from dangerous dental conditions. Make sure you ask us for advice on the best teeth-cleaning products for your pet, as regular human toothpaste is toxic to animals.
- 4. And most importantly!** Ensure **yearly dental vet check-ups** are scheduled in your calendar. Early detection of dental problems allows for treatment that helps stop the spread of dental disease throughout the mouth.

Completing these steps will provide your pet with the best opportunity possible for the quality of life they deserve. Has it been a while since your pet had a dental check? Don't wait until teeth are broken or loose to have them treated, make a booking now.

Don't forget our exclusive dental offer!

- 15% OFF all dental assessments and work (including pre-anesthetic blood tests)
- FREE** Hills T/D Dental Care cat or dog food with every dental procedure, while stocks last!
- A FREE** OraVet dental hygiene chew for dogs, while stocks last!

Offer ends August 31st, book now to ensure you do not miss out!

[CALL NOW](#) [BOOK ONLINE](#)

MALVERN VETERINARY HOSPITAL
547 Dandenong Rd, Ararat, VIC 3143 (opp)
(03) 5292 7311 | info@malvernvethospital.com.au

MON-FRI 9am - 7pm **SAT** 9am - 4pm **SUN** 10am - 12:30pm

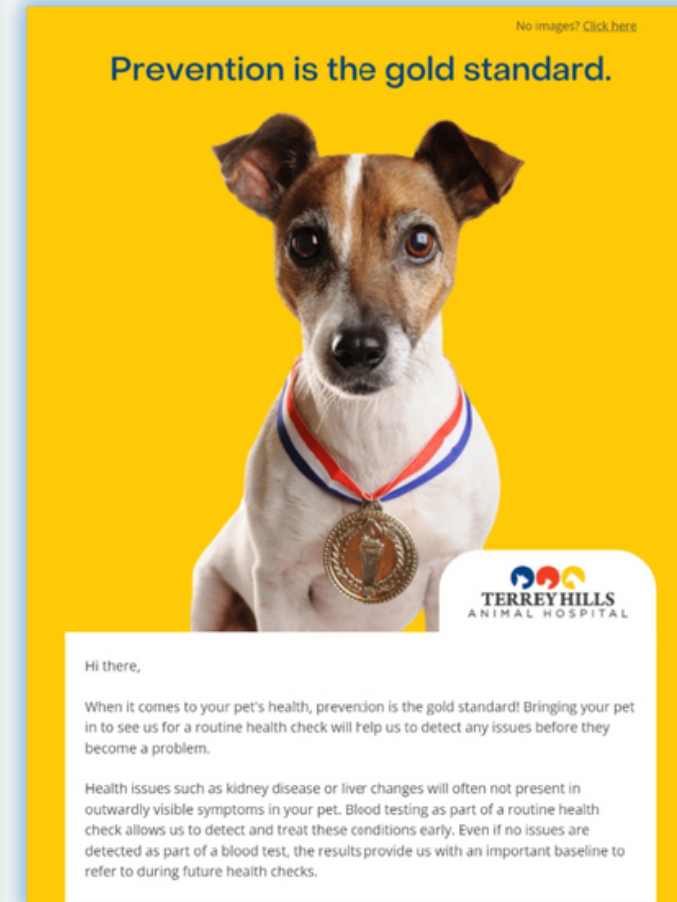
MALVERN VET HOSPITAL



\$20 OFF YOUR NEXT CONSULTATION OR VACCINATION

Show this voucher at your next consultation to receive \$20 off, including visits for vaccinations. Limited to one voucher per customer. Voucher valid until 1 June 2022.

MALVERN VET HOSPITAL



Prevention is the gold standard.

No images? [Click here](#)

Hi there,

When it comes to your pet's health, prevention is the gold standard! Bringing your pet in to see us for a routine health check will help us to detect any issues before they become a problem.

Health issues such as kidney disease or liver changes will often not present in outwardly visible symptoms in your pet. Blood testing as part of a routine health check allows us to detect and treat these conditions early. Even if no issues are detected as part of a blood test, the results provide us with an important baseline to refer to during future health checks.

TERREY HILLS ANIMAL HOSPITAL



For all of the wet ponies out there!

Download our free guide on how to manage and prevent leg and skin conditions associated with chronic wet weather.

BOMADERRY VETERINARY HOSPITAL



It only takes one bite to infect your pet!

FREE heartworm injection for puppies aged 11-16 weeks



Ready, vet go!
WIN A \$1,000 VETERINARY SERVICES VOUCHER*

1 FOLLOW US FOR UPDATES
2 ENTER AT NBVC.COM.AU
3 GET BONUS ENTRIES

Northern Beaches VET HOSPITAL

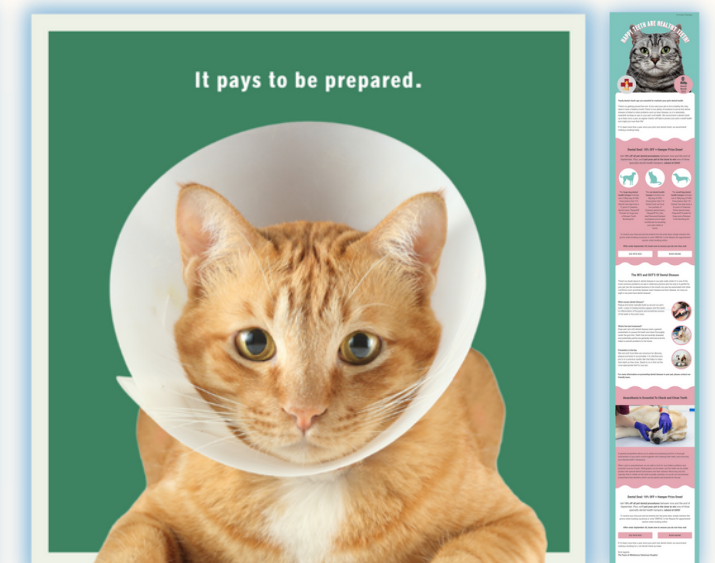


THE BIG PET DENTAL DEAL
15% OFF DENTAL ASSESSMENTS AND WORK
FREE HILLS T/D DENTAL CARE PET FOOD
FREE ORAVET DENTAL HYGIENE CHEWS

MALVERN VET HOSPITAL



LUMPS 'N' BUMPS MONTH



It pays to be prepared.

It pays to be prepared.

Download our free guide on how to manage and prevent leg and skin conditions associated with chronic wet weather.

BOMADERRY VETERINARY HOSPITAL

Dubbed 'Vet For Life', the campaign was built around a prize draw that offered local pet owners the chance to win a lifetime of free vet care for their nominated pet.

NBVC has consistently **exceeded projected growth and revenue targets** following the launch campaign.



Consulting Reports, Assessments and Marketing Plans

Part of my role at PetPack is to develop business consulting reports, online assessments and marketing plans for our veterinary practice clients.

Whether they're looking to open a new clinic or want to improve engagement with their clients online, the documents we produce outline the particular marketing activities that can help achieve their business goals while identifying potential opportunities they should be taking advantage of.

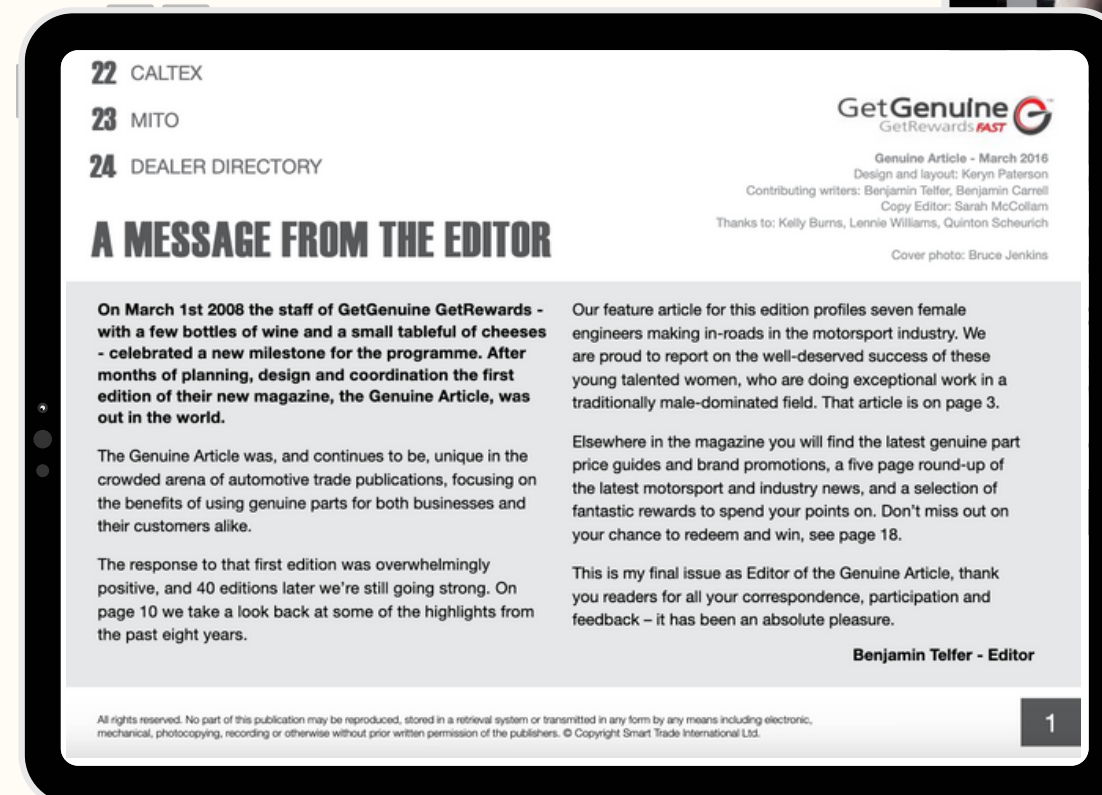


Genuine Article

One of the initiatives I worked on at Smart Loyalty was the *Genuine Article* print magazine, a monthly promotional tool for the organisation's GetGenuine loyalty programme.

As Editor for the publication, I managed a team of freelance writers and graphic designers, coordinated third-party advertisers and contributed my own stories to produce a 32-page magazine each month. The magazine featured a mix of motorsports stories, automotive industry news and features promoting the GetGenuine program and our industry partners.

The *Genuine Article* was distributed to readers at **over 8,500 mechanic workshops across New Zealand** each month.

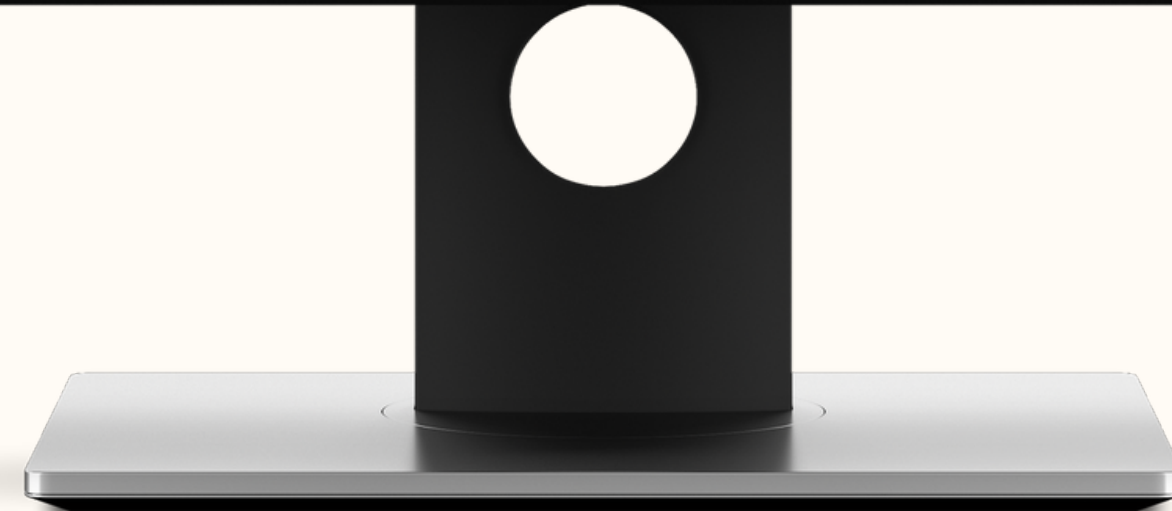
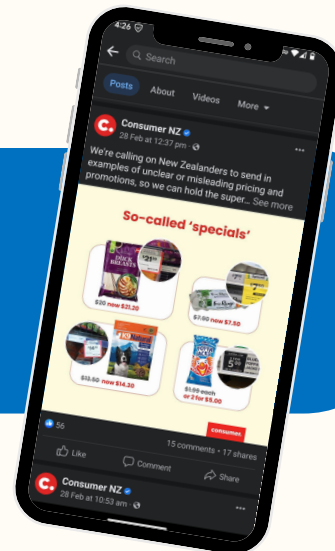
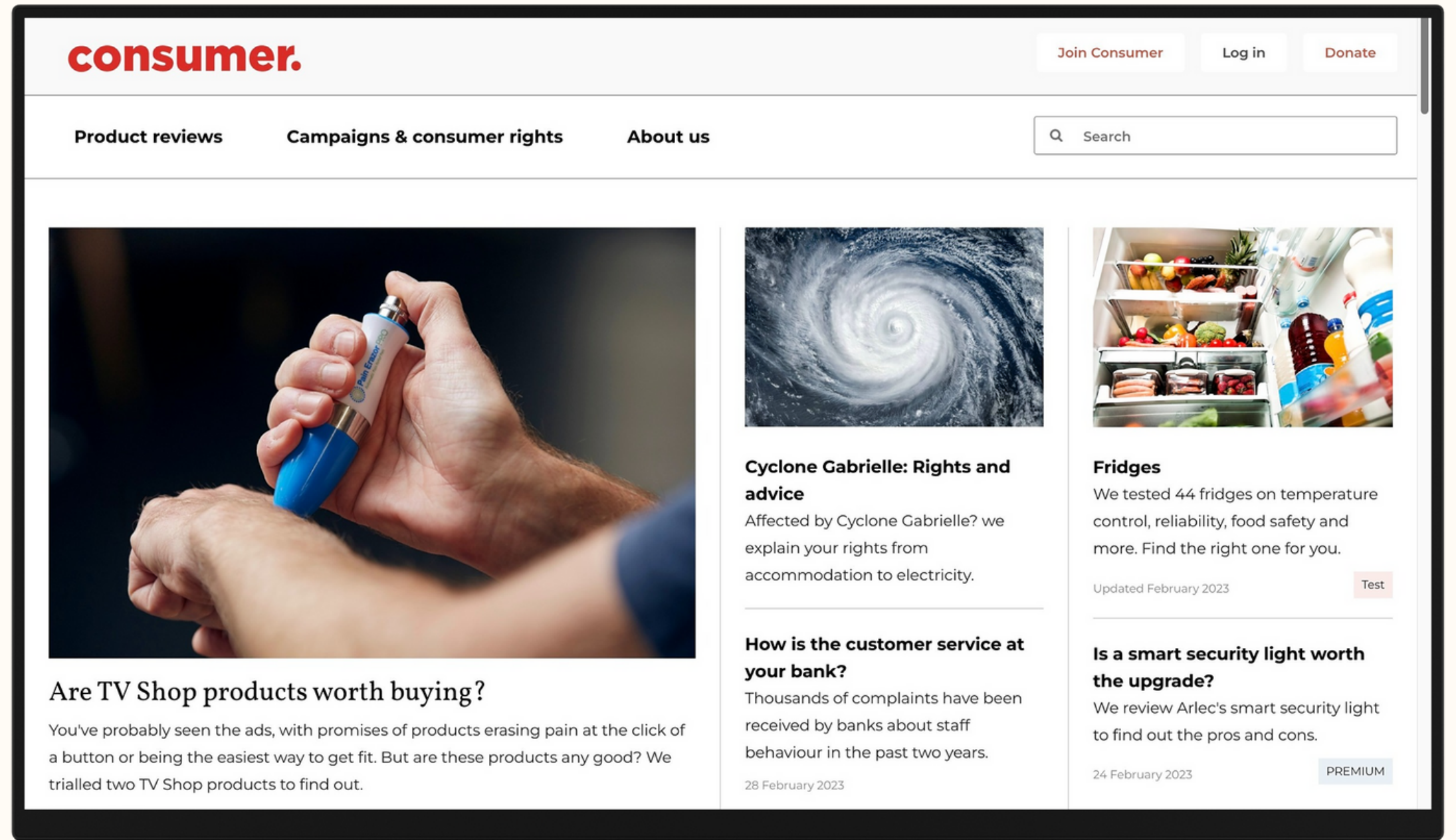


consumer. org.nz

While working at Consumer NZ, I contributed to the organisation's web optimisation project, part of a wider initiative to be less reliant as a business on the *Consumer* print magazine.

I worked with Wellington-based web developers '3months' (a very SEO-unfriendly name!) to provide input on features, help develop wireframes for the site, and complete UX testing.

While at Consumer NZ, I also implemented a campaign to grow the organisation's Facebook page, **generating over 2,000 new followers!**



The Drop Bear's Song

An Australian Bushfire Relief Album

In early-2020, wanting to do something to help native wildlife affected by the 2019-20 'Black Summer' bushfires, I started reaching out to musician friends and favourites with an eye towards putting together a fundraising album for WIRES Australian Wildlife Rescue Organisation and Wildlife Victoria.

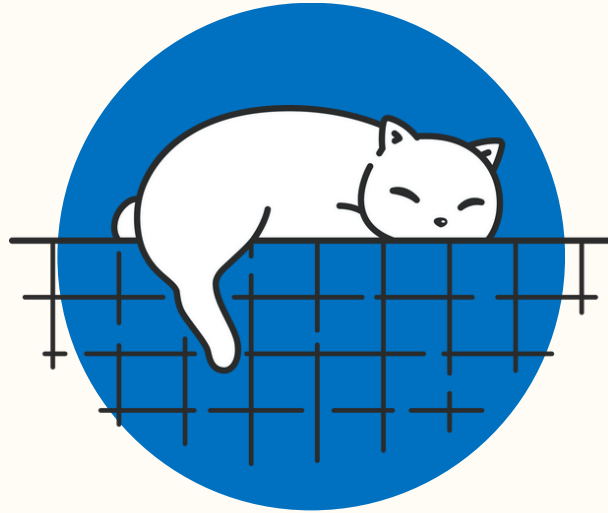
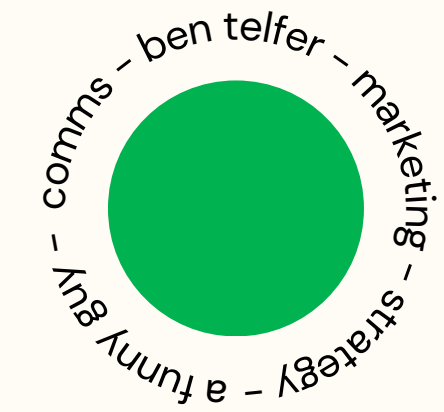
Pretty soon, I had 44 track submissions from a wide array of artists, and so teamed up with the Los Angeles-based music website [Aquarium Drunkard](#) to give the album – now cheekily dubbed *The Drop Bear's Song* – exposure to a wider audience.

Since its release in April 2020, **the album has raised more than \$2,600 for Australian bushfire wildlife rehabilitation.**



About Me

Born and raised in New Zealand, I currently live in St Kilda with my wife and our three rescue cats.



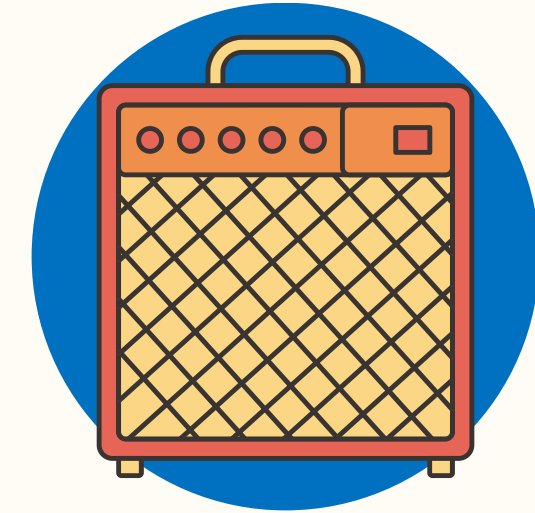
Our boys: Booker (8yrs old), Monk (10yrs old) and Sammy (1 yr old).



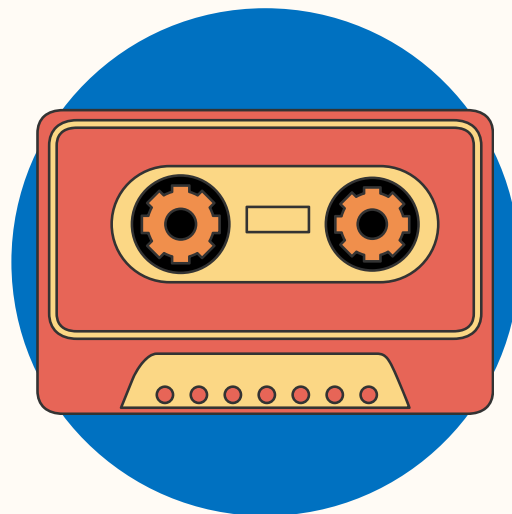
I enjoy cooking.



I am an avid cinephile.



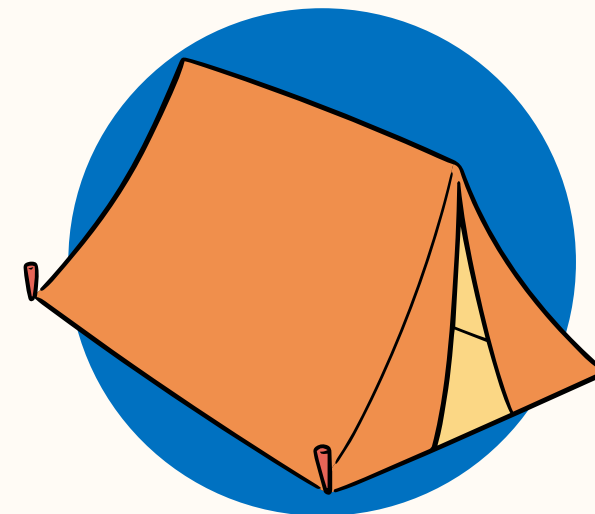
I live for live music.



I operate a cassette tape* label called 'Hypnic Jerk'.



I am a self-professed sci-fi nerd.



I enjoy hiking, camping and the outdoors.



I am a keen gamer.

*Yes, believe it or not, some people do actually still listen to tapes!

Get In Touch

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