



10 Marketing Tips You Can Implement Today



Most practice owners want to find new and fresh ways to serve their customers AND increase footfall and turnover. We are experts at helping people market their practice more effectively. In this download we talk you through 10 things that you can implement straight away that will make a difference to YOUR business.

1 BOOK AN APPOINTMENT

Book an appointment with yourself each week to do some marketing for your business. No one will make the time for you, so you need to carve this time out for yourself. Once a month put in a longer strategy meeting with yourself so you can plan out the month ahead. Then schedule in smaller half hour/hour slots (“Marketing Power Hours”) to action your plans. This one action is truly game changing for any of our clients who have implemented it.

2 UPDATE THE WEBSITE

Google likes websites that are kept up to date. Here are some of the things that you can do:

- Update your blog on a regular basis
- Go through each page and optimise your content with Key Search Word Terms
- Add in forms for people to fill out online rather than in person e.g. new client forms / Covid forms GP referral forms etc.
- Update details about the staff
- Create backlinks with other websites to increase credibility

3 GOOGLE MY BUSINESS

Make sure that you have all the parts filled out in Google My Business

- Photos of the premises
- Opening times
- Contact details

4 CREATE A PLAN FOR YOUR BLOG

The biggest barrier for people with blogging is “I don’t have enough time”. So here are some tips to help you with this.

- Plan at the start of the month all your blog titles for the month. That means when you sit down in your Marketing Power Hour you don’t have to think you just have to write.
- Keep them short. You are not writing an academic article or an essay.
- This is for the public. Keep it light and simple
- Look for inspiration in the academic journals that you receive monthly from the ISCP and other sources

5 CREATE LEAD MAGNETS

Lead magnets are the reports or downloads that you see advertised on social media or on websites that you get for free in exchange for your email address. In traditional days these would be the leaflets you have in your practice that are always picked up by your patients because they are really helpful for their ailment.

- Create a leaflet that you can print offline and offer to download online around the core areas that you treat and specialise in your clinic
- Brand it up and make the title of it a little bit snazzy!

6 REFRESH YOUR MATERIAL

When was the last time that you refreshed your marketing material? What can you do to spruce up and modernise your marketing content? Online graphic design companies like Fiverr and Canva are now giving you access to designers and tools that you can use to improve your content.

- Refresh your logo design
- Update your brochure content
- Take a fresh look at the referral pads and materials you send out to the GPs and consultants
- Are the posters and printed material in your practice inspiring and motivating for your clients to look at?

7 USE VIDEO CONTENT TO EDUCATE YOUR CONTENT

Use the cancelled appointments or quiet times to create content that will be useful for your current or potential clients. Consider doing a video series for different ailments that can be used as a database of support for your clients and also used on social media channels as valuable clients.

- Interview your staff and get insight from them about their qualifications, their case-studies and their techniques
- Conduct demonstrations on techniques
- Discussions on ailments and typical treatments applied
- Demonstrate treatments
- Testimonial videos with clients

8 REVIEW YOUR CUSTOMER JOURNEY

Spend some time mapping out the customer journey for your practice and then figure out how you can improve the experience

- Ask someone to try and find you online and follow their journey around your website
- Implement a heat map on your website (application that can be added easily on WP sites) to track the traffic and where people are spending most of their time
- Ring your practice and conduct a mystery shop to see what the experience is like as a customer. (include creating difficult or challenging situations)
- Walk around the practice as a client and look at your practice through their eyes from the outside of your practice through to reception and into your treatment space.

9 ENGAGE WITH YOUR PAST CLIENTS

- Your past clients are the gold dust of your business. You want to keep in their mindspace so that when they have a problem they will come to you and you want them to actively recommend you to others.
- Send out an email with content that will be interesting to them
- Connect with them over SMS
- Use direct mail, i.e. physical post, to connect with your clients. Sending them birthday cards, thank your for your business cards, seasonal postcards etc.

10 ENGAGE WITH YOUR FELLOW HCPS

Share good quality insights with other Health Care Professionals who meet your potential clients.

- Diligently send branded discharge letters to referring GPs
- Send quarterly communication with latest research or interesting insights that would be valuable to the practitioner
- Send a Thank You card for referrals
- Send seasonal gifts to the practice (e.g. Easter Eggs / Christmas gift etc.)

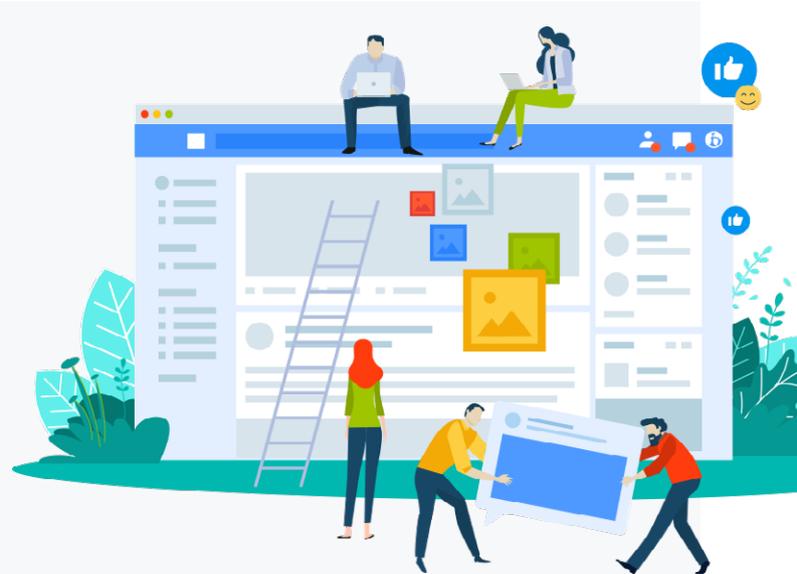
YOUR DIGITAL MARKETING TEAM

Led by Marketing experts Muireann Fitzmaurice & Karl O'Brien, DigitalPractice helps busy practice owners create sales focused website and branded social media content, saving you time and headspace to focus on your business.



Social Media Content for a Fixed Monthly Price

We create expert led Physio based content each month branded with YOUR practice logo and colours. We are taking the headache of creating new content each month. You concentrate on your patients and we will look after your social media.



What makes us different?

- ✓ Branded Social Media Posts
- ✓ Flat Monthly Rate
- ✓ Supported by Industry Experts
- ✓ No Contracts
- ✓ Content Delivered Each Month
- ✓ Supported by Industry Experts

Contact us to learn more

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