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# THE PHYSIOTHERAPIST'S ULTIMATE GUIDE

*To using digital marketing to attract  
& retain more patients*

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## THE PHYSIOTHERAPIST'S ULTIMATE GUIDE

# To using digital marketing to attract & retain more patients

### WHY YOU NEED IT

Traditional marketing methods simply just don't cut it anymore. Getting listed in directories, old school tactics, and just having a website no longer give you an advantage over the competition. Ask any marketer today, and going digital is what you should be investing in now!

### HOW TO GET STARTED

There are 3 main areas to think about when looking at digital marketing for your practice: Social Media, Content Marketing and Paid Advertising.

In this e-book, we'll be covering the nine steps that are vital to building the foundation of your online presence.

You'll learn how clinics everywhere are developing their online strategies to keep up with the rapidly changing marketplace and what you can do to stay relevant.

## Let's Get Started!



## STEP ONE

# UNDERSTAND YOUR AUDIENCE

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Developing a well thought out ICP (Ideal Customer Profile) is important before investing any time or resources into your content and social channels.

You will want to draw a very fine line between what you know for a fact and what you are assuming about your customer.

Ask yourself questions like, what is the core demographic of my customer base? How do they spend their time online? What kind of online content do they enjoy consuming? What is it about me/my clinic/my brand that they appreciate most?

To answer these questions there are a lot of options available. For example, you can send out an email to all of your patients asking what type of content they enjoy most, you can use Google forms or survey monkey to collect data, and of course, ask your patients when you're treating them!

## STEP TWO

# KNOW YOUR COMPETITION

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Using unique strategies and tactics can prove to be very effective, but you don't need to re-invent the wheel. Other physios that have done an amazing job on their online brand can give you valuable insight into what styles of content and social media will be highly effective - pay attention to what they produce and how much engagement it gets from their social audience.

Your competition also serves as a benchmark. Your goal should be to sleep easy at night knowing your social channels are just as good, if not better than the alternatives in your particular industry.

**If your competitors are ahead of the game, why would your audience spend time on your content when they have access to better?**

## STEP THREE

# CONTENT AUDIT

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You can't be an expert in everything, so when a business owner has to handle their own marketing efforts, it's often easy to create and post content that is not up to today's standards.

A strict content audit that identifies posts, articles, and graphics that aren't consistent with your company brand and also fail to deliver value to your audience is a vital step in re-energizing (or creating) your online brand.

Once you've identified what needs to go, delete away. Feels good, right?



## STEP FOUR

# BUILD A CONTENT STRATEGY

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Now it's time to get your strategy down! You'll need to make decisions on what kind of content you want to produce, what expertise you'll require, and decide how you will determine if you are being successful.

Using tools like flowcharts and other visual aids is an excellent way to flesh out your ideas and build a marketing funnel.

The objective of a content strategy is to map and measure all the processes involved in driving leads to your business from your marketing efforts - as a physio practice, you'll want to map out what a new potential customer's online journey will look like from the first time they are introduced to your online brand, right up until they sign up for their initial assessment.

## STEP FIVE

# BUILD YOUR BRAND KIT

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Now that you understand your audience, you've removed any old and irrelevant content, and have your strategy in place, it's time to get your current and future content on brand. Companies that invest in strong and consistent branding across their channels will project a higher degree of professionalism and stand out from the competition.

This means using consistent font pairing, colors, and messaging - the best way to accomplish that is to build a brand book to act as your guide in all future content publishing, social media activity, and web design. A reliable brand book also saves a great deal of design time down the road.

## STEP SIX

# EXECUTE ON YOUR CONTENT

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Now it's time to build out your content! The list of options and interesting avenues to engage potential customers is growing and has changed dramatically over the last few years. The good news is that the content marketing space is becoming more creative and data-driven than it has ever been! Some of your content options include:

- Guides/How To Physio At Home
- Video Clips/Training
- Storytelling Short Films
- Webinars
- Blogging (Get Topic Specific)
- Content Library of Infographics
- Physio Product Reviews
- Interactive Quizzes on Body Knowledge

At this point, you should have a significant amount of data and market research to support your content choices. Building great content takes time and feedback from your audience.



## STEP SEVEN

# DRAW YOUR AUDIENCE

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Now that your brand looks top notch and you are pumping out five-star content your audience loves, it's time to figure out the best option to drive as much traffic as possible to your content.

Two common words you may have heard in the world of web traffic are organic and paid. Organic Search Engine Optimization is about ranking highly for specific keywords and searches through keyword research, great content and social clout. Paid advertising involves using paid services such as Facebook Ads or Google Adwords to show up as sponsored posts to your target demographic.

Organic is a long-term strategy, whereas paid advertising produces results faster. Both strategies are necessary to have a winning online brand in 2017!

**Pro Tip:** Almost any tactic you use, you can filter a geographic radius so only people close to your clinic see your ads + content.



## STEP EIGHT

# CONVERT

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Now that you are building a following of engaged prospects, regularly consuming content and gaining value from your content, you need to ensure you are converting a high percentage of those individuals into sales.

As a practice, your goal is to get people phoning and emailing in to book their first appointment. Remember when we built a tailored customer journey from the moment they click on your site, Facebook page etc., right up until they decide they want to come in for that all important initial assessment? Now it's time to put some numbers in place to learn how to best convert customers online.

*For example, if you have 1000 new people clicking on your website or social channels every month, what percentage of these followers become sales leads? Even a 1% conversion equates to 10 high-quality leads per month on a purely organic strategy in addition to your traditional strategy.*

You also need to know the LTV (LifeTimeValue) of each new customer. If you spend \$400 to gain a new customer, but on average they are worth \$2000/year, that is a big win for your clinic.

## STEP NINE

# MEASURE EVERYTHING

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Probably the biggest piece of advice we can leave you with is to measure everything! There are tons of tools that will give you valuable data on what's working and what isn't - analytics on your website, social media, landing pages etc. are a MUST to improving your marketing performance overtime.

### Some of our favourite tools include:

- Google Analytics (Website Analytics)
- SpyFu (Competitor Analytics)
- Facebook Insights
- Twitter Analytics
- Instagram For Business



# SO NOW WHAT?

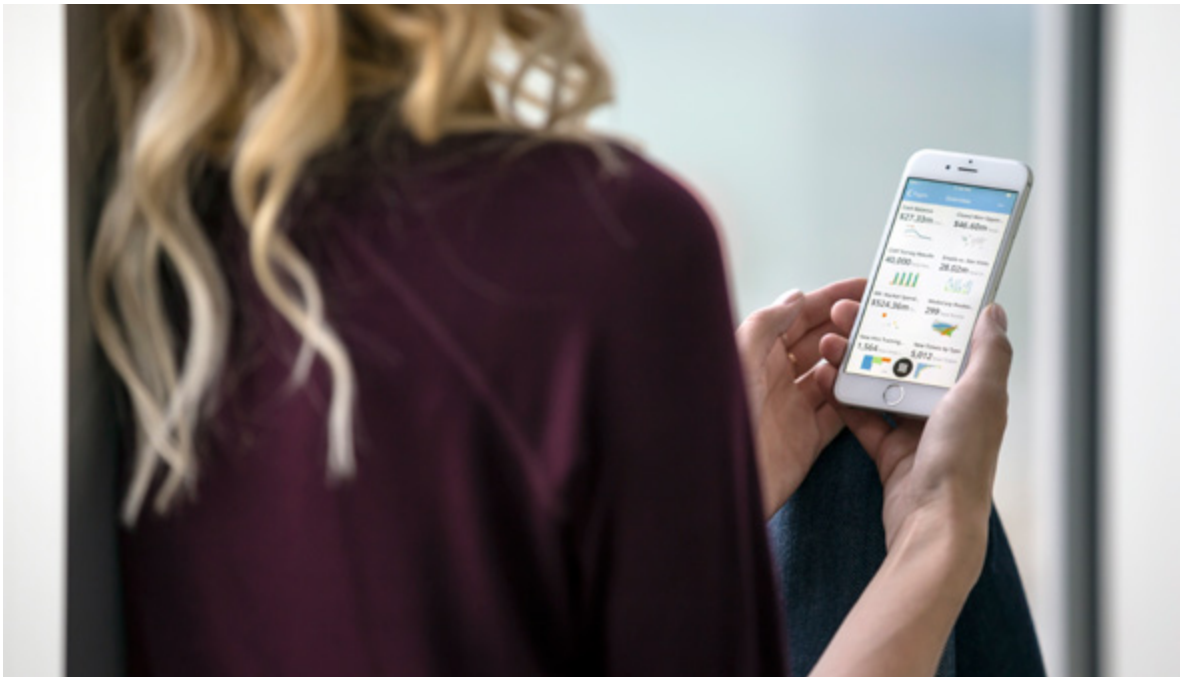
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Getting started with digital can be a daunting task, especially while running the rest of your practice at the same time.

That's exactly why we decided to produce an extensive video course that includes lessons, strategies, and tactics that you can implement TODAY to start generating sales for your physiotherapy practice.

This course is designed so that you or anyone working at your practice are ready to make this all-important investment. Digital marketing includes dozens of areas that would take endless hours to cover - we wanted to create a resource that clearly and concisely identifies the necessary steps for your clinic.

## | Ready To Take Your Clinic's Digital Marketing To The Next Level?



**GO!**

## THANKS FOR READING!

We really hope you enjoyed this guide and that you now have some direction on where to take your content and social marketing.

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