



MARKETING FOR EVERY STAGE OF YOUR PRACTICE

Vehicles that Move the Message – No Matter the Shape & Size of Your PT Practice!

See which stage you currently fit in, and where you want to be...

Basic: These marketing vehicles are doable for practices of all shapes and sizes – even solo practices. Things like signage, email marketing and social media are inexpensive avenues that will bring you new patients and delight your current patients. Examples include:

- Educational and promotional materials in your clinic waiting room
- Your staff collecting email addresses in the clinic and at local events
- Posting on your company Facebook page once a week

Intermediate: Intermediate marketing tactics apply to the practices who have a little more cash to spend and have mastered the basics and are ready to bump it up. Local PR (earned media) and partnering with local influencers will take your current marketing to the next level and reach new audiences. Examples include:

- On-hold messaging for patient calls
- Customized content sent to patients via email based on their customer journey
- Posting on your company Facebook and Instagram page once a day

Advanced: For the larger practices, advanced marketing vehicles include all the basics and intermediate tactics by utilizing them to their fullest extent (i.e. expert level social media, website, email marketing, etc.). Additionally, advanced marketing vehicles include more costly options like TV commercials, newspaper ads, outdoor public signage and more). These advanced vehicles will help you market direct to the consumer and become a more dominant brand in your community.

Examples include:

- Wi-Fi marketing within your clinic
- Recurring newsletters to patients
- Facebook and Instagram paid ads to generate leads

Want some fresh marketing tactics?

**See the next page for all the media touchpoints you can utilize
at any stage in your practice!**



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(cont.)

Type		Basic	Intermediate	Advanced
Owned Media	In the clinic – Branding, Signage, Brochures, Team Member Communication	✓	✓	✓
	Community Involvement (Chamber of Commerce, Health Fairs, Charity)	✓	✓	✓
	Physician Liaison	✓	✓	✓
	Website	✓	✓	✓
	Online Listing Management	✓	✓	✓
	Online Review Solicitation	✓	✓	✓
	Email Marketing	✓	✓	✓
	Friends/Family Referral Program	✓	✓	✓
	Dear Doctor Letters/Patient Testimonials	✓	✓	✓
	Social Media	✓	✓	✓
	Internal Event (Grand Opening, Meet n’ Greet)		✓	✓
	Educational Seminar		✓	✓
Earned Media	Live TV News Coverage/Feature		✓	✓
	Write up in Newspaper/Magazine		✓	✓
	Influencer Mention on Social Media/Blog		✓	✓
	Featured in a Blog		✓	✓
	Conference/Speaking Engagement		✓	✓
Paid Media	TV Commercials			✓
	TV Featured Story			✓
	Radio Commercials			✓
	Newspaper Ads			✓
	Newspaper Advertorial			✓
	Magazine Ads			✓
	Magazine Advertorial/Feature			✓
	Outdoor (Billboard, Bus Stops, Benches)			✓
	Social Media Ads			✓
	Banner/Display Ads			✓
	Paid Search Ads			✓
	Direct Mail			✓
	Event Sponsorships			✓

Looking for more? Get a CUSTOMIZED PRACTICE ASSESSMENT from one of our FYZICAL Advisors and learn how FYZICAL can help take your practice to the next level.

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