



CLINICAL MARKETING

**25 Ways to Grow Your
Health Clinic**

#	Item	Description	Due Date	Done?	Your Notes
1	Develop a digital marketing strategy	Define your target client personas -- these are the clients you want to see more of at your clinic, for example athletes, mums with kids or elderly people. Specify your key messaging -- are you friendly, expert, innovative, traditional? Then choose your marketing channels, are you going to use Google? Facebook? Email? At this point you'll also need to decide on your marketing budget.			
2	Create a great website experience	Your website is often the first experience clients have with your business, so you need to make it a positive one. Easy menu navigation, content that answers questions and concerns and a prominent "BOOK NOW" option all help guide customers through your website and complete the booking process. It's also crucial to make your website mobile friendly as the majority of internet traffic these days is on mobile.			
3	Take online bookings	If you haven't already, enable online bookings on your website. Be sure to make the experience easy and pain free for customers. The online booking process needs to be mobile friendly, with minimal clicks needed to book, and offer the option to alter bookings if required.			

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4	Track your digital marketing results	Find out what's working for you by installing Google Analytics and call tracking along with integrating Facebook with your website and online booking platform. Ask clients where they heard about you and check Google Analytics and Facebook data to determine where your clients are coming from.			
5	Use Google My Business	Ensure your Google My Business listing is up to date with all your business details completed, including business hours, description and categories. Enhance your professionalism by adding high quality photos and your business logo.			
6	Drive targeted customers to your clinic with Google Ads	Find out what your customers are searching for using Google keyword planner, then use those keywords to create ads that cater to your potential customers and describe your point of difference or specialty.			
7	Optimise your website for SEO	Add priority keywords to your website's page titles, headings, page copy and meta descriptions and ensure your website has as much body copy as your competitors. Lift your SEO rankings by building backlinks.			

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8	Create detailed, informative service pages	Create a "service" page for each service you offer. Populate these with detailed descriptions of the service including processes and costs. Try to make each service page over 1000 words in length and space out the copy into easy-to-read sections, using subheadings to break up the copy. Include an FAQ section and use images and videos where appropriate.			
9	Create separate location landing pages for each clinic	If you have multiple clinic locations, create an individual landing page for each location. Provide a 300+ word description for each clinic and include an embedded Google Map of the location. Include a direct link to online booking on each location page.			
10	Provide detailed condition/ailment pages	Create a separate page for each condition or ailment that you treat with in depth information including symptoms and your process for treating. Include 1000+ words on each page broken up by headings and easy to read sections, including an FAQ section. Use videos, images and diagrams where appropriate.			

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11	Create valuable website downloads	Can you create something of value for potential customers to download? Maybe an ebook or checklist about a condition? Consider your ideal customer and think about what they would find useful. Provide a wealth of useful information and end with a call to action i.e. contacting you or making a booking.			
12	Increase backlinks to your website	When other websites link to your website it improves your rankings. Get your website listed on important online directories like Yellow Pages, Local Search and True Local and ask your referral partners, organisations, supporters and sponsors to add links to your website.			
13	Implement a cloud based practice management system	Put in place a cloud based management system for your practice to save time, money, effort and brainpower. There are lots of streamlined and user friendly cloud based management systems available for clinics, all with significant onboarding to help familiarise you with the system.			

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14	Use Customer Relationship Management (CRM) technology	Manage your client database, regularly contact clients with helpful information and automate processes to save time with CRM technology.			
15	Send out a regular email blast	Maintain regular email contact with your database to increase visitation and referrals. Share helpful information and relevant updates, including blogs from your website. Email blasts should ideally be sent monthly, but quarterly is fine too.			
16	Automate client reactivation	Use your CRM to set up and send automatic reminders to clients that haven't visited you recently to help you stay front of mind and encourage repeat visits.			
17	Produce a high quality blog	Blogging helps attract more organic traffic to your website and gives you something to share in your email blasts and on social media. Use your blog to advertise your point of difference, your approach and your expertise, and provide useful information to your clients. Aim for one new blog post per month to attract more of your ideal customers.			

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18	Use Facebook Ads	Facebook Ads is a cost effective platform for getting your message across. It allows you to target people in your local area and promote videos and other content showcasing your area of speciality.			
19	Make regular, useful Facebook posts	Posting useful, relevant content to your Facebook page helps position you as an expert in your field and stay front of mind with your audience while attracting attention to your business.			
20	Promote your referrers on Facebook to utilise their database	Leverage the databases of your referrers and partners by posting a shout out to them on Facebook. Strengthen your relationship with your partners and gain access to their audience in one fell swoop (hopefully they'll repost your shout out). Creating value for your partners through Facebook posts also increases the chance they'll refer to you.			
21	Create a Facebook group for your current clients	Set up a Facebook group for your current clients to build a community, share valuable resources and information, strengthen your rapport and attract more client referrals. A Facebook group creates an easy space to speak to current and past clients and gives you a much higher likelihood of getting in front of your ideal clients.			

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22	Respond to Facebook comments	Develop a connection with people commenting on your Facebook posts by replying to all interactions. Take it as an opportunity to demonstrate your expertise to show that you genuinely care about helping people. Remember, it's called "social media", so be sure to engage in social interactions.			
23	Produce and share educational videos	Record educational videos which demonstrate your expertise to help develop personal connections with prospective clients. Videos can simply be recorded on your iPhone, but be sure to invest in quality lights and microphones to ensure decent visual and sound quality. Add captions to cater to the majority of Facebook users who keep their sound switched off.			
24	Create a YouTube channel	Post all the videos you produce for Facebook onto your YouTube channel, another great way to reach out to potential clients — and it's free advertising!			
25	Respond to reviews	Make sure you reply to every review on Facebook and Google, regardless of whether it's good, bad or neutral. Responding to reviews shows that you're responsive and invested in providing a quality service. Don't sweat negative reviews, responding to bad reviews well can show that you care.			



Let's grow your health clinic

Need an extra set of hands to further amplify your impact?

Contact our team today for further help & advice.