



**Presents:**

# **10 STRATEGIES TO EASILY ATTRACT MORE PATIENTS**

**\*\* YOU WON'T BELIEVE #9 \*\***

There is no such thing as a **'One Size Fits All'** solution when it comes to bringing in new patients. One day all your new patients will say they saw your Facebook ad, the next day they are telling you about how their friend referred them.

With that said, to consistently be bringing in new patients you are going to need an **'Omni-Channel'** presence and approach.

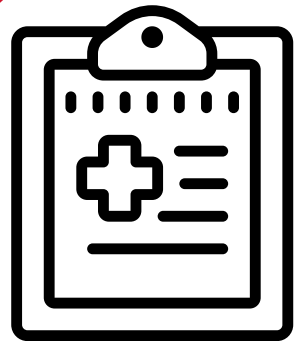
What that means is you can't **'Put all your eggs in one basket'** so to speak. You need to diversify your ad spend and efforts to many different channels and platforms. Not everyone spends 'time' or gives their 'attention' to the same apps or websites that you do.

**\*\* Figure out your ad budget, what you can afford to invest every month and divide the spend by 10, so you can have all strategies simultaneously or 'Omni Presence'.**

**NOTE - This does not have to be the same amount each month, meaning if you are going to sponsor an event, obviously your budget that month is going to be allocated differently, and maybe your social ad spend decreases.**

**We know there are variables. The idea is to make your presence felt EVERYWHERE!!**

## 1 - Integrate New Services & Treatments



**We have found that one of the best ways to get new patients coming in, is by integrating new treatments into your practice.**

By offering a new treatment and service you are broadening your reach and marketing to patients who wouldn't have found you before.

There are many products out there that you could integrate, it just depends on what injuries, symptoms or problems you want to treat.

**One of the easiest products we can help Chiropractors all over the nation roll out in their practice is ShockWave Therapy Treatments.**

It is easy to educate and train you and your staff. Not only can you treat anything from Tennis Elbow, Acne, ED, Stretch marks, etc. but you probably aren't treating ED at your space right now, so you can see where we are going here.

Also, the results from this treatment your patients will have is better than any surgery.

***(There will be a phone number and email at the end of this for you to reach out if you would like to hear more about how to add PulseWave Therapy to your practice)***

## 2 - Email Marketing

**89% or more of people check their email every day, and 28% check it more than 5 times a day!**

This should be your bread and butter for your business. Any Social Media platform can be shut down at any minute. You see everyday people's accounts getting hacked or shut down. Imagine if that is the only way you reach your audience?

What would happen to your business?

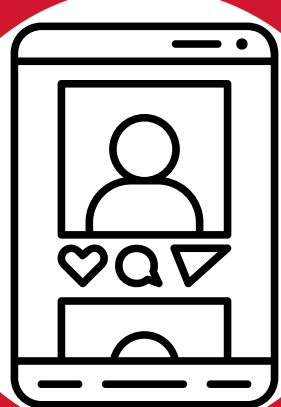
**You do not own your social media accounts**, but if you have emails you do own that data and can always reach your prospects that way.

There are many strategies to email marketing. If you are creative and have the time you can find software to create and automate these emails.

You can hire someone internal to do this along with other marketing, or completely outsource it to a professional.



### 3 - Consistent Social Media Posting



It's not enough anymore to only have a website. How people get to your website has changed. Let this sink in, there are **2.936M people a day logging into FACEBOOK ALONE** across the world!

Not including IG, Tik Tok, YouTube, etc.

Notice the word 'CONSISTENT' in the heading, that is KEY!

**Have you noticed that you see most of the same people and accounts every time you log into a social media app?** I would bet if you check into their profile, they are posting everyday, if not multiple times a day, mixed with stories! The reason you want to be posting consistently is so **when something comes up in your audience's life where they would need your service, you want to be 'Top of Mind'**.

### 4 - SEO - Search Engine Optimization



**There are an estimated 5.6 Billion Google Searches a day**, insane right?

You should focus on 'Local SEO' for each location you have.

One of the most powerful ways to organically grow your SEO is by writing blogs around keywords that are highly searched in your area.

Post the blogs to your website and then send the first paragraph to all your email contacts with a link to the blog. This is always a great strategy to use to get more people to your website.

Be sure your website is well optimized, easy to navigate with a smooth checkout process. Also be sure to have a '**Compelling Offer**' to get them to complete a CTA.

### 5 - Paid Digital Ads

#### **LEAVE THIS TO THE PROFESSIONALS!!**

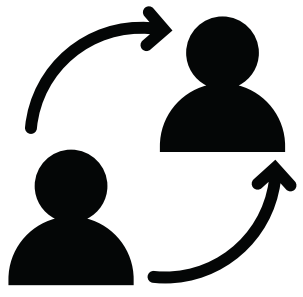
Whether you are going to advertise on Google, YouTube, Facebook, IG, Tik Tok, or LinkedIn, unless you went through some sort of certification, college course, workshop, and continually educate yourself on all the regulation updates, or any updates to software, this needs to be outsourced to someone who can keep up with all that.

**These platforms do a great job at marketing their products as 'Do It Yourself, It's Easy' and they are right.**

To get an ad created, posted and out there, yes that it is easy, BUT to have the ad be as effective as possible with the ad spend, **there are so many advanced features and settings that can/need to be changed that unless you know these you will be throwing hundreds or thousands of dollars away.**



## 6 - Referral Program

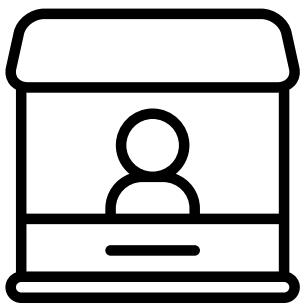


We all know at the end of the day the **best way to grow your business is by Referrals**. Not only does it feel good to have someone refer you a patient, but it typically doesn't cost you any money out of pocket, maybe just a discount on a service for the referrer.

Make sure that the referral gift is something worth while to your patients, **not cheap pathetic deals like '10% off Next Visit'**

Let it have some real value, '1 Free Adjustment or service', some kind of gift that covers what they usually pay for. This gives them a real enticing incentive to tell friend's and family about you.

## 7 - Sponsor Local Events



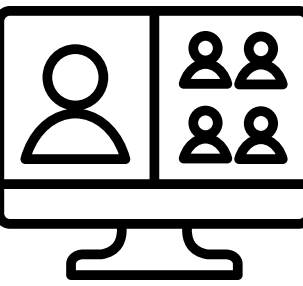
A sure fire way to bring in more patients is to get involved with your local community . An easy way to find events to sponsor and/or be a vendor at is on Facebook and **find your local city and towns Group Pages**.

These group admins and members are always posting and sharing upcoming events. The benefits for you by sponsoring the event is most likely you would be in the brochure, on the website, or your business could even be announced over the speakers or stage during speaks and breaks, and it usually always comes with a booth space as well.

**It's a great way to advertise, be seen locally and also be able to drive potential patients to your booth while at the event.**

**\*\*Pro Tip - We all have a 'Story' for our life. We've all gone through something, Download our 'Brand Story Telling' pdf to learn how to utilize your 'Story' and connect with your audience and local community.**

## 8 - Host Event / Webinar



A great way to get potential patients involved and engaging with you is with Webinars. **There are many benefits and 'Repurposing' uses that come from a webinar.** You can teach your viewers how to stretch, prevent injuries. You can think outside the box and teach them about overall health and wellness...it doesn't need to be 'Exactly' about Chiropractics, it could be a 'Sub-Category or Topic'.

***A few ideas for 'Repurposing' :***

First, record your webinar and send out the replay to your email data base.

You can also post the recorded webinar in full on YouTube and drive traffic there.

***(I highly suggest your practice has a YouTube Channel)***

You can take pieces of the webinar and create video content for your social media, maybe some key points or good information that was shared.

**At the end of the webinar during Q&A you should ask for any input or testimonials. Since it is being recorded you can use it as a video testimonial** (with their permission of course).

After the webinar, you can send out a survey to collect whatever data or information you want.

A webinar can be useful in many ways, but it is also a way to establish yourself as an expert in the industry.

## 9 - MD Marketing / Referrals



### **A super-secret and under utilized strategy is MD Marketing / Referrals.**

This is your biggest opportunity to grow your practice!  
By focusing on building long-term relationships with other providers in your community you are cementing yourself in the local network.  
Now, how you go about building these relationships is simple, not easy, but simple.  
You should focus on 3 things;

#### **#1 Research Updates**

By providing updates you are establishing yourself as the local expert. Everyone is busy (I am sure you are as well) and they don't have time to stay up on recent research, so to prove yourself as an expert, and that you keep current with any industry research updates, you provide a document each month providing all that information in an easy to digest way.

#### **#2 Case Studies & Notes**

You treat patients every day and they are getting results, are you showcasing that? You can easily create content around results for all the marketing in your business, but you need to showcase your results to MD's. They also want to have a good reputation so this is a way to get them on your side and build trust knowing if they send patients your way you are going to take good care of them.

The email should have 5 things;

- 1 - Date of Service
- 2 - Patient Name
- 3 - Diagnosis
- 4 - Treatment Plan
- 5 - Results

#### **#3 Meeting with MD's**

While you are sending the research updates and case notes and studies at the end of the day you are working towards a meeting with the MD.

This is what ties everything together.

**When going and meeting with the MD its best to have 3 questions ready to ask to see how you can add value to their practice.**

**First**, you want to be sure they treat clients that fall into what you treat.

**Second**, you want to see if there are any trends that they recognize . This gives you a 'Patient Profile' and lets you know what they are seeing so you can better position your practice and create a value add.

**Third**, you need to identify their 'Current Treatment Protocol'.  
Are they already referring patients somewhere? Do they treat things in house, etc.?  
Figuring this out gives you a better understanding on where you can fit in and where you can add value if they may be missing any gaps.

## **10 - Partner With a Local Wellness Business**

Another way to get plugged into your local community and go beyond even Sponsoring Local Events is to **partner with other Wellness Stores and Companies close to you.**

COLLABERATION is an amazing thing!

There is plenty of patients and money in your community that is much easier to get with help and not doing it alone!

**We live in abundance!**

Ideas on who to partner with are;

**Supplement stores, Massage Parlors, Hair and Nail Salons, Med Spas, Gyms, Health Food Stores, Pharmacies etc.**

Just by connecting and networking with other businesses in your community you are growing your practices awareness and spreading good positive energy.

**When you are out connecting and building these relationships with the owners of these businesses there is bound to be at least 1 or 2 people you meet that you vibe with and an idea is going to be SPARKED!**

It could be sending referrals to each other or carrying each other products and brochures, or creating a custom bundle package to get services or products from both businesses.

# Thank You

**At the end of the day you need try a bunch of different ideas and strategies in different ways to find what works best for you and your practice, and you must STAY CONSISTENT!!**

We hope you found at least **1 golden nugget** from this document.

If you want to speak about any of these strategies in more detail or would like help in any of the areas above that is exactly what we do.

***We provide many products that you can easily integrate into your practice.***

***We provide the training to you and your staff on each product and service.***

***We help you get your services and treatments priced for your local market.***

***We can help set up the marketing for your new services and treatments, and even help with your current practice and get you all dialed in on all fronts.***

***We can help implement each strategy in this document and get your practice more revenue!***

***Let's Talk!***

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