



THE DOCTOR'S (EASY) GUIDE TO DIGITAL MARKETING

THE 4-STEP GUIDE TO BECOMING THE #1 GO-TO PROVIDER IN YOUR AREA





INTRODUCTION

Congratulations! You have taken the first step in understanding the right way to market your practice!

Marketing a medical practice requires that you create, deliver, and educate current and prospective patients in order to build trust and authority. This requires a comprehensive marketing plan, not just a website or relying on word-of-mouth. In order to attract new, high-quality patients, you need to understand how to generate new leads and nurture them using emails, texting, and social media. You also need to build a strong online reputation and know how to get your practice to the top of Google's search results. This guide will also show you how to use education-based marketing strategies such as events, podcasts, and webinars to educate groups of potential patients and grow your procedure volumes.

In this E-Book, we will reveal the exact steps to marketing your practice that will help you fast track your practice profitability and transform patients' lives at the same time!

WHO IS MEDICAL MARKETING WHIZ?

Medical Marketing Whiz has grown to be one of the most sought-after marketing agencies in the US providing a proven marketing system for physicians specializing in women's health, hormones, and aesthetics. Our relentless commitment to our client's success is what makes us LOVE what we do!

Our leadership team has over 25 years of experience in medical sales and marketing. The MMW team has helped hundreds of offices across the country succeed in growing their practices, including cash services, in-office procedures, and surgeries.

It's time to work with a team that specializes in your niche! Learn more about Medical Marketing Whiz on our website www.medicalmarketingwhiz.com and schedule your virtual strategy meeting by calling 888-418-8065 or email lori@medicalmarketingwhiz.com





WHO IS YOUR IDEAL PATIENT?

Before you can market your practice effectively, you need to understand...

- WHO your ideal patient is
- WHERE they're hanging out online
- WHAT their challenges are

Knowing how to identify your patient avatar is one of the few skills that apply to every marketing discipline.

For example...

- Knowing your patient avatar helps you decide what social media posts, videos, and lead magnets you should create to attract more leads and patients
- Knowing your patient avatar helps you discover which paid platforms you should run ads on — and what targeting options you should use
- Knowing your avatar will help you understand which services your patients need and which new devices you should consider purchasing to meet those needs
- Knowing your patient avatar helps you describe your offers and specials in a way that speaks to your avatar's problems and compels them to want to book an appointment with you
- Knowing your avatar helps you get higher email open rates and better conversion rates on your emails...and can even be used to segment-specific email marketing campaigns to different avatars

Any part of the marketing and sales process that “touches” the potential patient (which is pretty much EVERYTHING) will improve when you get clear on your customer avatar.

When you get clear on the characteristics of the person who is going to become a new patient, it's a lot easier to find and present them with a message that moves them to action.

Example avatar: “Lori is a college-educated, 45-year-old female. She owns her own home and has a household income greater than \$100,000. She is very health conscious and follows people like Dr. Mark Hyman, Jillian Michaels, and she also has a Peloton bike. She is troubled by her fatigue, weight gain, and decreased libido. She has been to her family doctor with these concerns and she was told this was a normal part of the aging process and there's not much that she could do about it. Lori isn't happy with the response she got from her FP, and she thinks she may have a hormone imbalance, so she started to Google “hormone replacement therapy”



DEVELOPING A MARKETING BUDGET

Most practice owners know that it takes money to make money. It is important to accept that a marketing budget is vital to any practice. Whether you are an established practice or a rapidly expanding one, marketing is essential to attracting more patients, retaining existing patients, increasing brand awareness, and building a powerful brand. How much to spend on marketing activities will depend on your revenue and business goals. So regardless of the size of your practice, marketing is well within your reach means and must be utilized to its full potential.

Marketing budgets may vary, but generally, for healthcare practices, you will want to allocate anywhere from 8 percent to 10 percent of your total revenue toward marketing activities in order to really stay competitive.

Goal-Based Budgeting

Goal-based budgeting is more successful and effective than calculating a flat % of revenue. It is critical to define your business's long-term goals and break them down into short-term goals that are quantifiable. These goals will be the main elements of your medical marketing plan.

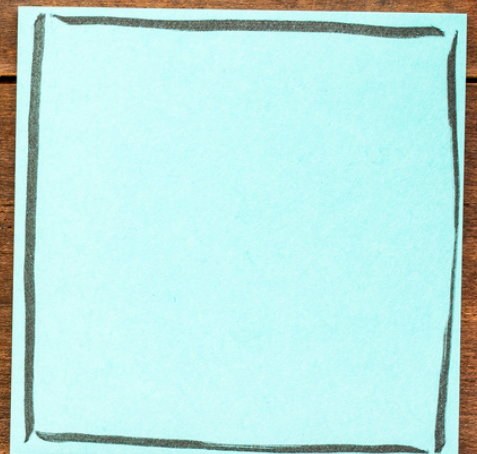
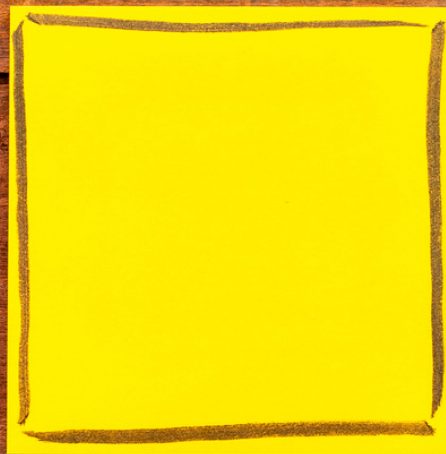
For instance, say you want to increase profits by \$100,000 this year. In order to achieve this goal, you need to attract 300 new patients by the end of the year (or 25 per month). How much marketing and advertising will it take to secure these new patients?

Think of what strategies could help you reach out to them. Will it be through listening to podcasts or webinars? Could social media marketing help? If yes, do you know enough to attempt it yourself, or will you need to hire an agency to do it for you? In order to establish and achieve your goals, it helps to look at what your competitors are doing. This will give you an idea of how other practices are structuring their marketing spend around their goals.

Competitors' marketing spend

Consider the budget of your competitors and the strategies they are implementing for achieving their marketing goals. A marketing budget can also be calculated depending on the platform used for marketing your practice, such as social networks, email marketing, paid ads, and SEO tactics.





START YOUR MARKETING HERE FIRST!

When potential patients hear about you, they are going to do their research on your office before they call. Imagine if someone sees some of your marketing on social media and decides to look you up online. If she goes to Google and sees that you only have a few patient reviews, or worse yet if your reviews are less than a 4.0-star average, do you think she would actually call for an appointment? NO WAY!

Maintaining an excellent online reputation is critical for your practice's success, particularly when it comes to marketing ROI.

We all solicit opinions from other individual's experiences before we make a purchase. This is especially true for prospective patients. Reviews help promote trust, increase patient retention, and are more likely to convert prospective clients.

72% of unhappy patients who post negative feedback on Google do so as a result of a non-primary factor, such as billing or a supporting staff member experience. Only 28% of negative reviews are actually related to the physician and patient experience. By being proactive about your interactions with patients, you can keep your reviews under your control.

You must have a process for getting new patient reviews on an ongoing basis.

Online Reputation checklist:

- Do you have a 4.0 Star Rating or higher on Google?
- Do you have at least 50 reviews on Google?
- Are your reviews recent?
- Are you getting new reviews every week?
- Do you have fewer reviews than your competitors?





SOCIAL MEDIA MARKETING TIPS FOR DOCTORS

Women post four times as much on Facebook and Instagram as men. For women's health, integrative medicine, & aesthetics practices, this means that your target audience is extremely active on these social media platforms. At the very least, you need to have a Facebook business page as well as an Instagram business profile for your practice.

Benefits of Social Media Business Pages for Healthcare Practitioners

Remember your Facebook, Instagram, and other social media pages for your practice are different from your personal profile pages. A business page on social media enables you to post educational content, videos, health tips, and information about your office. Business pages also enable you to restrict unwanted comments or content on your page. And, business pages also offer the advantage of having a "recommendation" feature.

Social Media is also where patients can get to know your medical practice "behind the scenes" - to understand your brand, your array of services, and your areas of expertise. This is especially important when your patients on social media recommend you.

Your social media business pages should be consistent with your branding and your website - listing all the services you offer and posting regular content to engage your patients and grow your following. The mix of content should include both educational and personal posts - and not focus exclusively on selling or posting specials! **Social media is not about "selling" and it's not about stock photos.**

Social media gives your followers a peek inside of your practice so they get to know you and what you specialize in and the results they can expect from your office. The general rule of thumb for social media posts is: 80% valuable/educational/personal content; and only 20% or less on promotion or specials.

Posting frequently to your page will help to increase interaction and drive more traffic to your medical practice's Facebook page. Do you want an easy way to create fun, personal posts? Check out our website for our free social media engagement signs download!





HELPFUL TIPS

STEPS TO SUCCESS WITH SOCIAL MEDIA

1. Create Facebook & Instagram business pages for your practice. Use a good panoramic photo, usually of your staff or office space.
2. Invite your friends to follow your pages and ask your staff to do the same. You need to click the "Invite Friends to Like the Page" and select friends in your area. Share your content to your personal profiles.
3. Get your staff involved! Each staff member should be expected to follow the social media pages and participate in the success of your social media, which includes promoting the page and participating in the behind-the-scenes posts. Ask your staff to share at least one post per week on their personal social media channels.
4. Make it someone's job (or hire a marketing agency) - not the doctor or your college-age kid - to check Facebook & Instagram daily and respond to any comments or direct messages. This person should also be responsible for consistently coming up with new, engaging content.
5. Post regularly, ideally at least a few times a week. You can pre-schedule your posts! Your content should include photos and videos of the doctor or staff, inspirational quotes, educational posts, testimonials, before & after photos, and other things that will be engaging for your audience.
6. Follow other doctors' social media pages and other local businesses. Engage with their posts by commenting on their content a few times per week. If you expect people to engage with your content, you also need to engage with other people's content!
7. Try some promotions or contests to get people to like your pages.
8. Learn the basics of social media marketing for doctors with our [Social Media 101 Training](#) and [Instagram 101 Training](#). (available on the www.medicalmarketingwhiz.com website under Social Media Marketing).





LEAD NURTURING WITH EMAIL MARKETING

If you are focusing all of your marketing budget on search engine optimization (SEO), Google Ads, and Facebook Ads to a cold audience, you are missing the boat. The low-hanging fruit is already in your practice. Once your Google My Business listing, online reputation, and social media profiles are set up, you should focus your efforts on marketing to your current patients/clients first. Then, continue to build your list and nurture them!

Many relationships now start on social media where they learn about your practice. The problem is that you may not have the contact information for all of your social media followers, and you never know if and when your social media pages could be shut down. Therefore, you want to lure them over to email to carry on building that relationship.

Allow your email contacts to get to know, like, and trust you, and over time, you'll reap the rewards. You'll find yourself with more followers that turn into patients. Meaning for you repeat visits, referrals, and long-time loyalty.

Email marketing is one of the most cost-effective ways to connect with prospective and current patients. Doctors have the #2 open rate for email marketing (just behind religious organizations). In fact, patients love to hear from their doctors!

"Practices that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost!"

Ways doctors can nurture leads:

- Monthly email newsletter
- Text messaging
- Lead-generating email campaigns
- Sales Funnels
- Webinars
- Podcasts
- Events

Popular Email Marketing Tools:

- Mailchimp
- Constant Contact
- Hubspot
- Active Campaign
- GoHighLevel





REACH MORE PATIENTS WITH WEBINARS

Webinars have been a game-changer for healthcare providers because they allow patients to learn about their treatment options in the privacy of their own homes.

Webinar Benefits:

- No food orders, leftovers, or caterers!
- No need to staff extra hours for an event.
- An easy way for new prospects to meet you without stepping out of their comfort zone.
- Can be done from the comfort of your home and watched from the comfort of theirs!
- Patients can watch any time that is convenient for them (evergreen webinars).

Doing a webinar is more than recording a video and posting it on Youtube. In order to generate leads, your webinar needs to have a registration page, a broadcast room page, and a replay page. This way, you have a list of patients who have watched the webinar and your office can follow up with them to book a consultation (easy with automation!).

A webinar can be done live or it can be an “evergreen” webinar which is a pre-recorded webinar that allows patients to watch it at a time that’s convenient for them. Either way, webinars are a very effective way to reach current and prospective patients and educate them on their treatment options and position YOU as the go-to provider.

Webinar Checklist:

- Pick an engaging theme that is broad enough to attract new patients
- Slide deck for presentation or script for interview-style video
- Pre-record the webinar using Zoom. Add in animation or voice-over for demonstrations.
- Create a landing page to register webinar attendees
- Upload the webinar video as a "Facebook Premiere" video
- Create a landing page with the video embedded and a button to schedule a consultation
- Schedule a webinar reminder email to go out to all registrants and include a link to the Facebook page and also the webinar broadcast landing page
- After the webinar, send out a replay to everyone with a link to schedule their appointment
- Follow up with all leads within 24 hours via phone

WHAT PATHWAY SHOULD YOU TAKE?

Depending on where you are in your marketing, you have 2 paths for working with us.



**MARKETING
BASE CAMP**

BUILDING YOUR FOUNDATION
TO ACCELERATE GROWTH

[LEARN MORE](#)

Establishing a solid foundation for your marketing is essential for potential patients to find you and choose you.

If you're still building patient base, you need a marketing plan that will consistently build your list and nurture them.

Your marketing plan will include a mix of digital and traditional marketing tactics that will establish your credibility and trust with patients in your area. You'll have a comprehensive marketing plan designed to build a solid foundation with all of the necessary marketing components needed to accelerate your growth.

You're an established doctor with a solid patient base, but you're ready to elevate your practice to the next level.

Getting to the "Summit" is one part helping your current patients live the healthiest life possible by ensuring they know all of the ways you can help them. The other part is attracting new patients by establishing your authority and credibility in your local area so more patients choose you.

Your marketing plan will take you to the next level by elevating your expertise in an omni-channel approach to marketing. You'll be the talk of the town and the go-to expert that everyone is recommending and talking about.



**MARKETING
ELEVATION**

THE PATH TO BECOMING THE
MOST-SOUGHT OUT PROVIDER
IN YOUR AREA

[LEARN MORE](#)

TAKE ACTION!

**Schedule Your
Marketing Call**



IF YOU ANSWER YES TO ANY OF THESE, THEN WE NEED TO TALK!

- Increasing operating expenses, declining reimbursement
- Tried marketing in the past that didn't work
- Paralyzed by all the complicated marketing methods
- Overworked staff with little marketing experience
- Feel anxious seeing your competitor's marketing
- Too many cooks in the kitchen, no unified strategy

It's time TAKE ACTION and talk to the team that specializes in this niche! Schedule a free marketing call where we will do a marketing analysis of your practice and you'll walk away with some actionable steps and you'll be excited about your potential with marketing.

Learn more about Medical Marketing Whiz on our website www.medicalmarketingwhiz.com and schedule your strategy session by calling 888-418-8065 or email lori@medicalmarketingwhiz.com



SCAN ME



Medical Marketing Whiz Recommends Cherry!

Cherry Payment Plans help your patients get the treatments they need at a monthly cost they can afford. Patients can get approved up to \$25,000 for purchases exclusively at your practice.

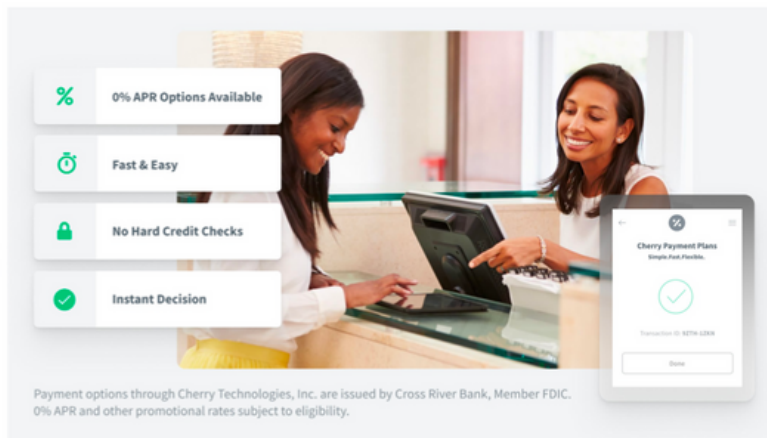
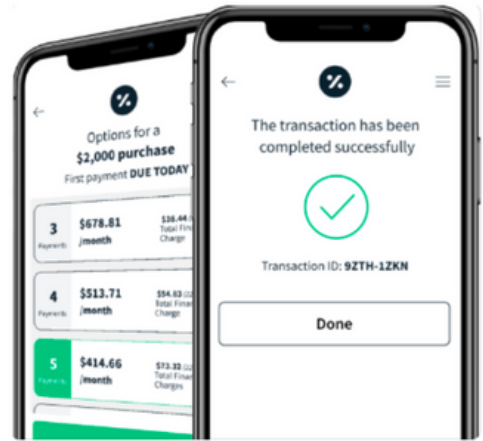
Get in touch with our friendly experts to start growing your business!

Why Patients Love Cherry

- ⇒ High ~75% approval rate
- ⇒ Approvals as low as 520 credit score
- ⇒ Fast, simple application with instant decision
- ⇒ No hard credit check, no hidden costs or fees
- ⇒ Budget flexibility that lets them get treatment now

Why Practices Love Cherry

- ⇒ Increase conversion rate by up to 30%
- ⇒ Boost ticket size by up to 50%
- ⇒ Get paid upfront in 2 - 3 days
- ⇒ Free marketing support and materials
- ⇒ Save up to 50% on merchant fees vs traditional financing providers



Payment options through Cherry Technologies, Inc. are issued by Cross River Bank, Member FDIC. 0% APR and other promotional rates subject to eligibility.

