

## GET DISCOVERED

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### Develop your Online Visibility:

If your chiropractic office is not online, you need to be. Build an informative website and make sure it's search engine optimized. 93% of online experiences begin with a search engine. Make it easy for your consumers to find your Practice and its services in relevant online locations such as Google Maps, Yelp and other Web Directories.

2

### Leverage Social media:

45% of consumers state that social media interaction increases their likelihood of purchase. Make sure you are communicating valuable & interesting information with your consumers on their preferred channels: Facebook, LinkedIn, Twitter and Google +.

3

### Build Relationships.

If you don't offer massage at your office, scope out businesses that offer therapeutic bodywork and offer to trade referrals. Connecting with other medical professionals and perhaps acupuncturists is a no-brainer, but what about seemingly unrelated local businesses? If your office has a favorite health-conscious place to order lunch, consider leaving a menu and/or a few business cards on your counter.

# THE RAWR AGENCY



## GET CUSTOMERS

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### Manage your Reputation:

92% of consumers read online reviews before choosing a business. Encourage your patients who have had remarkable outcomes to share their experiences on your Google+, Yelp and Facebook page and add these testimonials to your website. Stay aware of negative reviews and be proactive in resolving conflict.

5

### Offer Added Value and/or Special Offer to New Patients:

A patient who is on the fence is more likely to come in and give you a try if they're getting a good deal. Whether you offer them a free consultation, a free X-ray or a whole discounted package, the trick is to get them in the door so they can find out what you have to offer. Be careful with offering a free or discounted massage, however. You may get many customers coming in for a free massage who have no interest in long-term chiropractic treatment.

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### Create a Referral Program:

Offer added value or discounted services to customers who refer their friends and family. This will strengthen relationships with current patients, while also growing your client base. Be sure to promote your referral offers on your social media pages and your website as well as in your office waiting room.

## GET REPEAT BUSINESS

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### Set Goals and Incentives:

Offer memberships and block packages that will keep patients coming back to achieve certain milestones for rewards. Have the "reward" be an introduction to another service or treatment you offer. Exposing your patients to additional services showcases your knowledge and creates an opportunity to upsell.

8

### Stay in Touch:

Capture your patients' email address, and nurture the relationship via email with notices of special promotions, new equipment, changes in office hours and anything else that might be of interest. Automate appointment reminders to keep patients track with their goals.

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### Ask for Feedback (and listen!):

Treat every patient as if they were your best customer. Don't overbook, and make a concerted effort to give each patient your full attention. Delivering an enjoyable experience will generate repeat business and referrals.

Source: <http://blog.signpost.com/9-tips-ideas-marketing-chiropractors-office-chiropractic/>