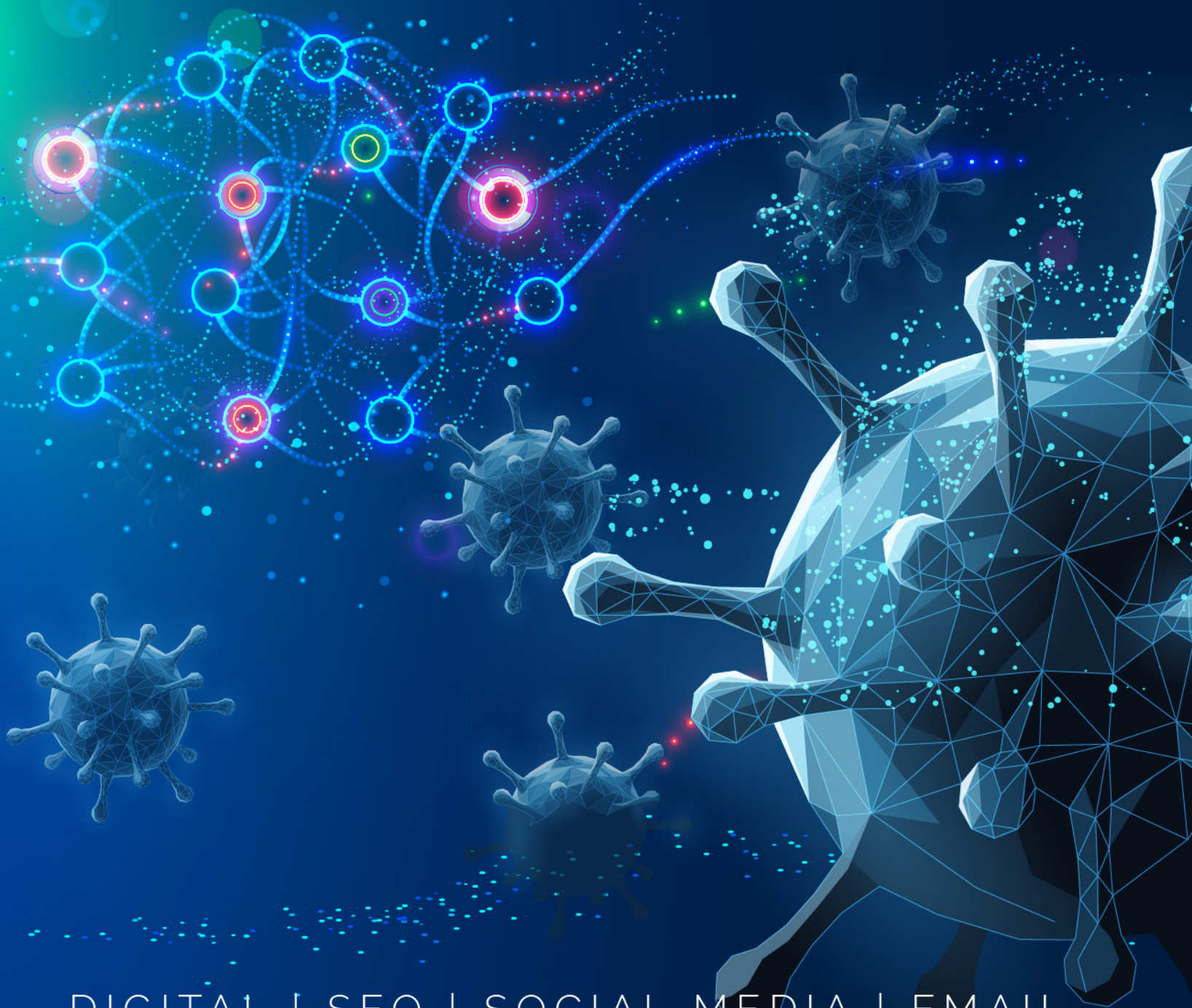


WHAT HAPPENS NEXT?

**SIMPLE MARKETING STRATEGIES
TO ELEVATE YOUR BUSINESS IN
THE “NEW NORMAL”**



DIGITAL | SEO | SOCIAL MEDIA | EMAIL

TABLE OF CONTENT

3

HOW TO COMMUNICATE WITH YOUR PATIENTS RIGHT NOW

This section will walk you through the importance of formally addressing the crisis, and how you can manage communication your patients to keep engagement.

4

SETTING UP FOR SUCCESS

This section focuses on the importance of transitioning your marketing efforts to a digital approach and to utilize your downtime to set-up for long-term success.

6

WHERE TO SPEND YOUR MARKETING BUDGET

This section focuses on where and how to spend your marketing budget to get the biggest return on investment and how to get great awareness before spending your budget.

8

FACEBOOK WALKTHROUGH

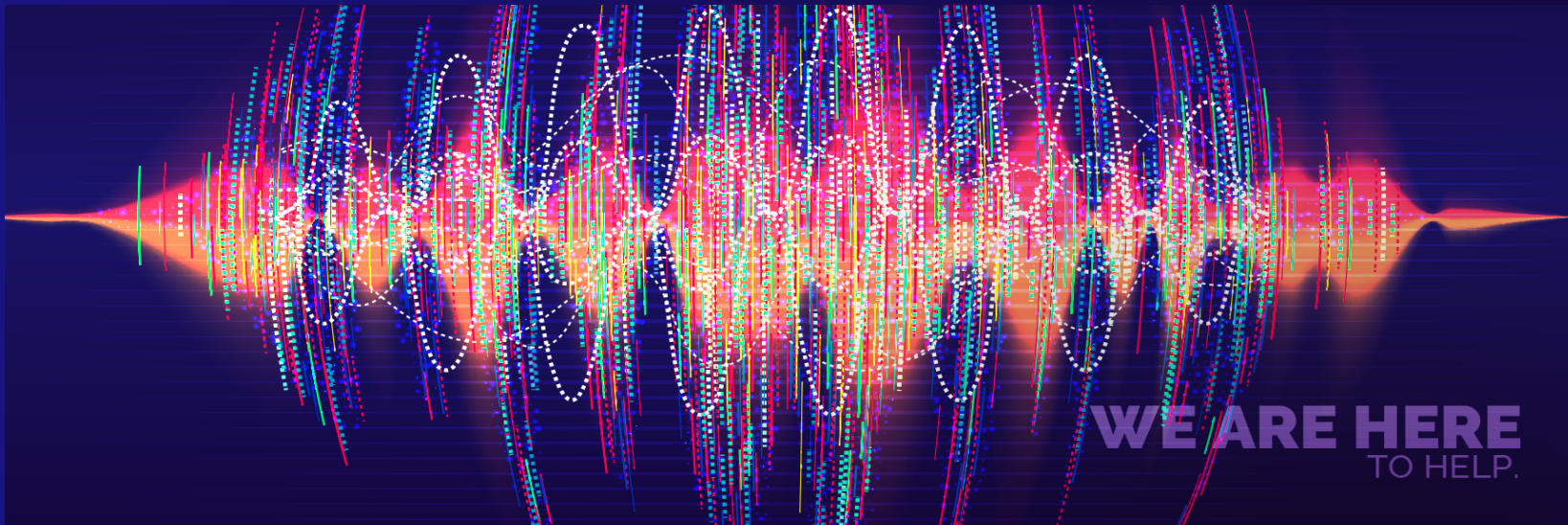
This section focuses on walking you through how to set-up basic, but very important features of Facebook to drive traffic to your website and build awareness in your area.

10

SEO WALKTHROUGH

This section focuses on walking you through the basics of Search Engine Optimization and how to properly build a keyword strategy for your practice to be found by search engines.

HOW TO COMMUNICATE WITH YOUR CLIENTS RIGHT NOW



It's important to formally acknowledge the situation (if you haven't already done so). And no, this is not business as usual, even if it is. In fact, using that phrase at all will make you sound dismissive, regardless of how minimal the disruption to your practice.

Draft a position statement to go out to all clients informing them that you're:

Adjusting your workflows to align with public health best practices. Ensuring your patients know that you and your staff are working diligently to create a safe and sanitized workplace, gives your patients much more confidence to visit your practice during this time.

Doing everything you can to maintain service levels of contact with your patients, reassuring them, you and your staff are here to help through these tough times. It is not enough for an occasional generalized email to go out to your database. You want to formulate an email letting them know about what your laser technology can do for their immune system and how you can help support them through nutrition and how you can still safely treat their pain. All these things will make a huge impact when everyone is ready to start working again.

Side note: All the practices that did not take steps to move forward and could not stay open will have patients that are now looking for someone to go to. You will have positioned yourself as the expert in the area and that is where the word of mouth from your current patients and your local Facebook ads will make a big impact!

Ready to make service adjustments to provide support during this crisis. Just keep in mind that you're not making a promise here. You're just acknowledging that you want to continue to support your patients, even if in a slightly different capacity than you were before.

SETTING UP FOR SUCCESS

D

I

G

I

T

A

L

1. ONE MORE REASON TO FOCUS ON DIGITAL CONTENT

Making the transition to digital marketing has been a necessity to stay relevant for a while now. The cost you put in for the results you get out are unmatched by any other marketing source available. Not to mention, in today's age, an online presence also reflects a company's reputation quality. If a patient can't find your practice online, not only will you miss out on thousands of opportunities, your practice will also be viewed in a negative light. If there is no information about you when patients do their own research, it creates a feeling of uncertainty, causing them to doubt your qualifications and safety of your practice.

It can be a big undertaking if you are brand new to the ways of digital marketing. But time is the one thing people have right now. So, utilize it. Take the extra time you have now to set-up social media pages for your practice and for yourself. Update your website, get your practice verified on Google Business to help search engines find you easier when people are searching for your services in their area. Watch a few 10-15 minute videos to learn how to make ads on Google and Facebook. This takes \$0 out of your budget and creates exposure for your practice to thousands of people who will be looking to get back to work and stay healthy.

2. SCHEDULE VIRTUAL CONSULTATIONS TO KEEP IN TOUCH WITH YOUR PATIENTS.

Taking time to educate your patients on your low-level lasers and addressing any questions and concerns they have is a great way to build a trusting relationship and keep your practice on their mind.

Nothing is more engaging in today's age then video content. Doing short segments for patient education and interaction (even if they are only 2-3 minutes long) For your website and social pages, it is a great way to build a presence online as a trusted expert in the area and organically gain exposure. This is also great for when you do start spending your money on Facebook ads you have the content already made and you can see what performed well organically and pay to get that piece out to more people.

V

I R T U A L

3. HONE YOUR MASTERY OF DIGITAL MARKETING CHANNELS

Revisit your content marketing and search engine optimization strategies

People are searching for very different things right now than they were a few months ago. It's the reason, for instance, we're writing a guide like this one you're reading instead of focusing on our usual topics. We want to continue to be relevant and helpful.

Now is your chance to start taking a more analytical, data-driven approach to creating content based on what your clients are searching for. It will help now in the near-term, but it will also lay a foundation for future digital marketing success.

And that's huge.

People have realized during this time that they can do a lot more online than they probably thought. If they didn't have an appetite for digital content before this all started, they do now.

Focus on crisis branding and content

Take Jo-Ann Fabrics and Crafts as an example. They are currently giving away kits to make free face masks. That's charity, not branding, right? That's what I thought at first.

What makes it branding is the fact that they also created branded online video tutorials to help customers make masks with their free kits.

Yes, that takes time and effort. But if you haven't already started reallocating resources away from your traditional (and your "business as usual" marketing), you're long overdue.

Take a page out of Jo-Ann's book, and divert your attention to being relevant. And what better way to be relevant right now than to be genuinely helpful?

Start thinking about post-crisis, pre-event marketing

We're no oracles, but the practices who don't start moving forward and getting online will likely be crippled and/or out of business before the end of this year.

Between now and then – including the still-up-in-the-air months of July and August – you will likely be leaning heavily on digital marketing, even as restaurants, hotels and concert venues reopen their doors.

Between that time and the reinstitution of things like open houses that you know and love, you will still need to maintain a healthy pipeline of leads, and you still need to promote your practice online.

A closing thought

COVID-19 is digital's baptism by fire in a lot of ways. Companies that treated working from home like a fringe convenience in February are now entrenched in a remote way of life. We all had to adjust to digital life fast.

If there's one thing about this "new normal" that will endure, it's our heightened appreciation for what digital technology has allowed us to achieve in quarantine.

Virtual communication is no replacement for person-to-person networking.

But now is the time to be thinking about what it can do for your practice.

WHERE TO SPEND YOUR MARKETING BUDGET

Facebook and SEO. Yup, that's pretty much it.

.....

Sure, there are some other creative options you can take in the vast world of digital marketing. And with so many options and platforms out there, it can feel overwhelming on where to even begin. So, to keep this short and sweet and to get the “biggest bang, for your buck” were going to talk about the two must-haves.

.....



LET'S START WITH FACEBOOK:

1. Facebook has 2.41 billion monthly active users, let me say that again, 2.41 BILLION

That's an increase of 8% year-over-year from 2018. If there's one stat that proves the importance of incorporating Facebook into your marketing strategy, this is it. There's simply no other platform that offers this kind of reach.

2. Facebook is the world's third-most visited website

It's outranked only by Google and YouTube. When people spend time online, there's a good chance they're spending it on Facebook. It's also the top Google search query.

3. Facebook turns 16 in 2020

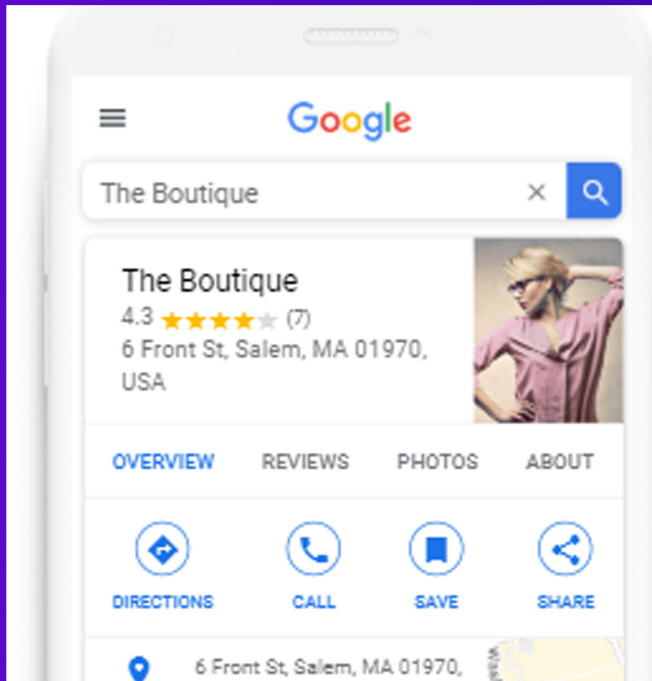
Teen users have never known a world without Facebook. There's no doubt that in those 16 years, Facebook has firmly established itself as the place we get our news, learn about new products, and communicate with friends, family, and businesses, as you'll see in the Facebook statistic below.

4. 71% of American adults use Facebook

That's the highest penetration of any traditional social network, by far. (YouTube reaches more Americans: 74%. But it's up for debate whether YouTube counts as a true social network.) For comparison, 38% of American adults use Instagram, and 23% use Twitter.

Now, we could go on all day about the reach and statics of Facebook, but I feel like we got the point across.

Notice that little nugget in our #2 stat - “Facebook is the world's third-most visited website It's outranked only by Google and YouTube.” This is where our SEO comes into play.



Find and manage
your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)

GOOGLE SEO:

1. Google has received nearly 2.3 trillion searches this year.
2. On the first page alone, the first five organic results account for **67.60% of all the clicks**.
Think about what that means for your business when people are searching locally with good
SEO 67.60% go to the first top 5. This is where registering on “Google My Business” (A process that takes less
then 10 minutes) dramatically increases the amount of traffic you see interested in your services.
3. 72% of consumers who did a local search visited a store within five miles.
4. “Where to buy” + “near me” mobile queries have grown by over 200% in the past two years.
5. 61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority.
(Including us.)

**NOW THAT YOU HAVE A GOOD UNDERSTANDING ON HOW IMPORTANT IT IS TO HAVE
THESE DIGITAL STRATEGIES IN PLACE, WE WILL SHOW YOU HOW TO DO IT SUCCESSFULLY!**

NOTE: The next section will provide you with helpful resources and tools to make setting up
your digital marketing much easier. Be sure to save this Ebook, so you can get back to the tools
and tutorials easily.

STEP 1: GETTING REGISTERED ON “GOOGLE MY BUSINESS.”

Get started at: www.google.com/business/

Your customizable profile is free and will show up on search results for both Google Search and Google Maps.

STEP 2: SETTING UP A FACEBOOK BUSINESS PAGE

Get started at: www.facebook.com/pages/create/

Watch Video



This video walks you through setting up your business page step by step and sharing some important tips when first setting up your page.

STEP 3: CREATING A FACEBOOK AD

Step 1. Choose your objective

Log into Facebook Ads Manager and select the Campaigns tab, then click Create to get started with a new Facebook ad campaign.

Facebook offers 11 marketing objectives based on what you want your ad to accomplish. Here's how they align with business goals:

1. **Brand awareness:** Introduce your brand to a new audience.
2. **Reach:** Expose your ad to as many people in your audience as possible.
3. **Traffic:** Drive traffic to a specific web page, app, or Facebook Messenger conversation.
4. **Engagement:** Reach a wide audience to increase the number of post engagements or Page Likes, increase attendance at your event, or encourage people to claim a special offer.
5. **App installs:** Get people to install your app.
6. **Video views:** Get more people to watch your videos.
7. **Lead generation:** Get new prospects into your sales funnel.
8. **Messages:** Encourage people to contact your business using Facebook Messenger.
9. **Conversions:** Get people to take a specific action on your website (like subscribe to your list or buy your product), with your app, or in Facebook Messenger.
10. **Catalog sales:** Connect your Facebook ads to your product catalog.
11. **Store traffic:** Drive nearby customers to bricks-and-mortar stores.

WATCH VIDEO

This video walks you through creating an ad in the Facebook Ads Manager
+gives you some tips and tricks for easy content creation.



Whether you are deciding to hire someone for your digital marketing needs or training someone in your office to take on your social media marketing, it's a good idea to have the basic understanding of how to look at the performance side of your ads.

There are several essential KPIs (Key Performance Indicators) to track on Facebook in order to monitor your performance. Reach, CTR (Click-Through Rate) and Engagement are ultimately the most important, there are also a couple of other useful metrics to keep in mind, but understanding those three will give you a good idea on what's working and what is not.

1. Reach

Reach, is the number of unique views your post receives. The number of Impressions on a Facebook post will always be higher than the Reach. Why? Because Reach counts individual views whereas impressions includes numerous views by the same person. Reach can be of three different types: Paid, Organic, and Viral (a dream come true to us all).

2. Click-Through Rate

Also known as a CTR, a Click-Through Rate is essential to track so that you know how many of the people who saw your content actually clicked through to your website or landing page. To work out the CTR of a post, divide the number of link clicks by the reach, and multiply by 100.

Click Through Rate is a better indicator of how engaging and enticing your posts are than simply looking at the Link Clicks. If 50 people see your post and 25 click through, that's great! But if 150,000 people see your post and 25 click through, you need to change your approach...

3. Engagement Rate

Your engagement rate tallies up the total number of likes, reactions, comments and shares on your Facebook post to give you an overall percentage of engagement based on your follower count at the time of the post. Find out which kind of engagement you're receiving the most (whether it's likes, comments or shares) and even which reaction your fans are giving your content (is it thumbs up or love emojis?). You can also determine the type of post that gets the best engagement by checking your engagement by post type.



STEP 4: PLANNING YOUR SEO STRATEGY

At some point, i'm sure you have had some conversation with your web developer or third party marketing team about SEO (Search Engine Optimization) and the importance of keywords on your site. While most people you talk to nowadays have a basic understanding of what SEO is and what keywords do. Most people fail when it comes to choosing the right keywords for their business or service.

It's not our attention to take a deep dive into SEO algorithms, meta tags and all of the other metrics of ranking your website, but rather to give you a good starting point for creating strong keywords that are relevant topics for your practice.

Step 1: Make a list of important, relevant topics based on what you know about your business

To kick off this process, think about the topics you want to rank for in terms of generic buckets. You'll come up with about 5-10 topic buckets you think are important to your business, and then you'll use those topic buckets to help come up with some specific keywords later in the process. A few examples could be: Chiropractor, Pain Mangement, Chiropractic Care.

Step 2: Fill in those topic buckets with keywords

Now that you have a few topic buckets you want to focus on, it's time to identify some keywords that fall into those buckets. These are keyword phrases you think are important to rank in the SERPs (search engine results pages) because your target customer is probably conducting searches for those specific terms.

For instance, if I took that last topic bucket for a "Chiropractor" - I'd brainstorm some keyword phrases that I think people would type in related to that topic. Those might include:

- Chiropractor near me
- Chiropractor in city and state
- Chiropractic Doctor
- What does a Chiropractor do?

And so on and so on. The point of this step isn't to come up with your final list of keyword phrases. You just want to end up with a brain dump of phrases you think potential customers might use to search for content related to that particular topic bucket. We'll narrow the lists down later in the process so you don't have something too unwieldy. Once you have your final list, there are several data-driven tools available to you for finding out which keywords you're most likely to rank well for.

Step 3: Research related search terms

This is a creative step you may have already thought of when doing keyword research. If not, it's a great way to fill out those lists.

If you're struggling to think of more keywords people might be searching about a specific topic, go to Google.com and take a look at the related search terms that appear when you plug in a keyword. When you type in your phrase and scroll to the bottom of Google's results, you'll notice some suggestions for searches related to your original input. These keywords can spark ideas for other keywords you may want to take into consideration.

Step 4: Use the Google AdWords Keyword Planner to cut down your keyword list

Now that you've got the right mix of keywords, it's time to narrow down your lists with some more quantitative data. You have a lot of tools at your disposal to do this, but let me share my favorite methodology.

I like to use a mix of the **Google AdWords Keyword Planner** (you'll need to set up an AdWords account for this, but that doesn't mean you have to create an ad), and **Google Trends**.

In Keyword Planner, you can get search volume and traffic estimates for keywords you're considering. Unfortunately, when Google transitioned from Keyword Tool to Keyword Planner, they stripped out a lot of the more interesting functionality. But you can make up for it a bit if you take the information you learn from Keyword Planner and use Google Trends to fill in some blanks.

Use the Keyword Planner to flag any terms on your list that have way too little (or way too much) search volume, and don't help you maintain a healthy mix. But before you delete anything, check out their trend history and projections in Google Trends. You can see whether, say, some low-volume terms might actually be something you should invest in now -- and reap the benefits for later.

Or perhaps you're just looking at a list of terms that is way too unwieldy, and you have to narrow it down somehow ... Google Trends can help you determine which terms are trending upward, and are thus worth more of your focus.

And ... You're done!

Congratulations! You've now got a list of keywords that'll help you focus on the right topics for your business, and get you some short-term and long-term gains. You can even download this **free SEO template from Hubspot** to help you organize your keywords and track which terms you're focusing on for different pages of your website.

