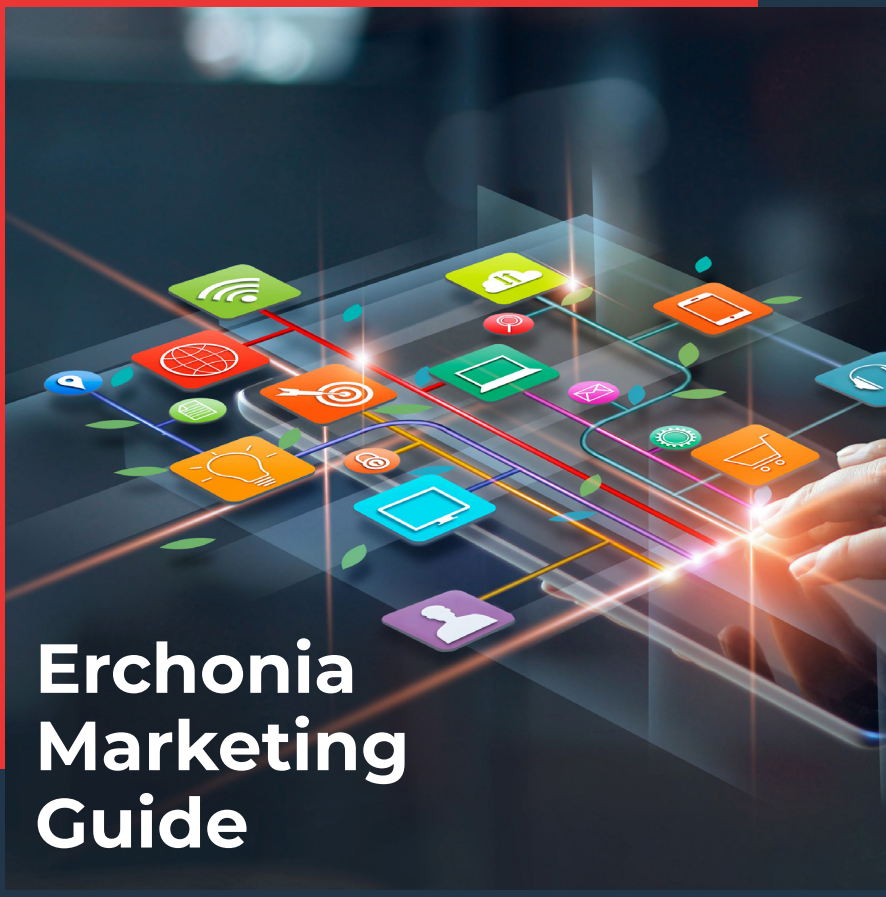
ERCHONIA®
World Leaders in Low Level Laser Technology



Erchonia Marketing Guide

Congratulations on becoming an Erchonia laser provider! This guide is designed to layout all of the basics of setting up your practice for success. We will go over basic setups for social media, proper placement for print materials in your office for optimal results, proper training for staff members to build awareness of your new service, how to make the sale and the best tools to utilize making your marketing efforts easy and effective.

Office Setup | Social Media | Online Marketing | Making an Impact

MARKETING

After you purchase your laser, you will be given FULL access to our online marketing portal where you can download tons of great print and digital materials for your marketing campaigns. Have any questions? We have a dedicated marketing suppor rep who will assist you in getting your campaigns up and running.

Access the Marketing Portal Here:
www.erchonia.com/ecommunity

Marketing Support

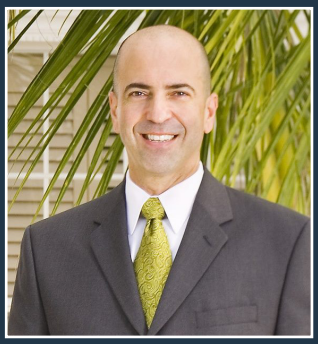
- tashanks@erchonia.com
- 888.242.0571 ext. 503

Adriana Shanks

TRAINING

Our experienced clinical educator will guide you through the process of training your staff and setting up the office for success upon the arrival of your brand new laser! The C.E. will also be a part of your Support Team to answer any questions you have at anytime after purchase.

Clinical Education & Development Coordinator



Gregory Mermigas

- gmermigas@erchonia.com
- 561-271-8692

Brittany Wilson

- bwilson@erchonia.com
- (734) 788-3795

GETTING STARTED

The first thing we want to cover in this guide is the marketing portal, and how to utilize it when creating your marketing campaigns for the office.

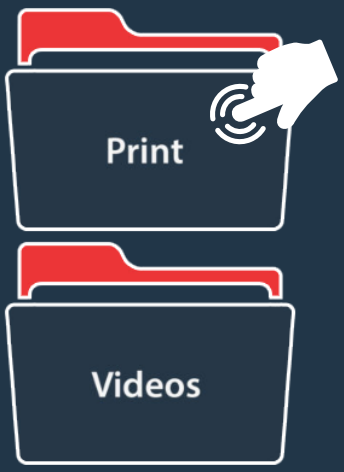
1. **SELECT CATEGORY**
   First select the thumbnail that fits your product.

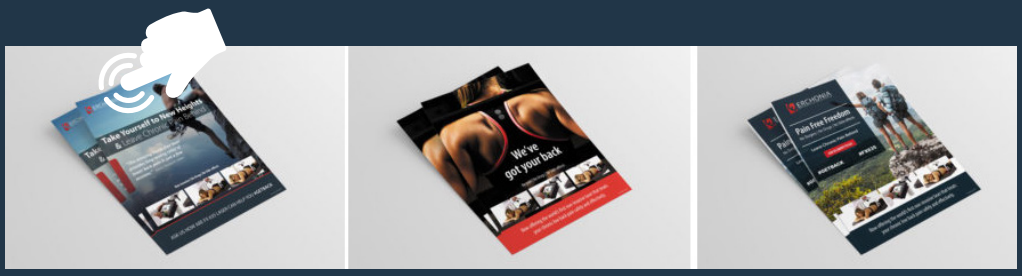
2. **SELECT FOLDER**
   Next, choose what kind of material you are looking for, i.e "Print" or "Video" and select that folder.

3. **SELECT MATERIAL**
   Next, pick the piece you would like to download for use.

4. **SAVE AS IMAGE**
   Right click on the image or file and click "Save As" or "Save as Target" (this will depend on your browser.)

Save As" or "Save as Target"





NOTE: To access the marketing portal you will need your login credentials. You will receive an email from our marketing specalist with your Username and Password. (You will be able to change this in your settings once you login).

WEBSITE
ESSENTIALS

Having an updated and user friendly website is critical for attracting new clients and creating awareness of your new laser technology. Your website should be informative, easy to navigate, mobile friendly, and include a section on your Erchonia laser. Here are some things you can include in this section:

- **Photo of laser and/or a patient getting treated**
- **Explainer video (Showing the laser in action & how it works)**
- **Overview of the laser and how it is used in your office**
- **Details on your services and benefits of low level lasers**
- **Why you use laser therapy for pain vs drugs/alternative therapy**
- **If you own a fat loss laser, include key differences that you offer VS competitors**
- **Add any testimonials you have to the website**

Client testimonials are a great way to get people excited about trying your new technology!

"The XLR8 laser helped me recover from a reconstructive surgery in half the time! My P.T. was amazed at my range of motion and the strength I had in such a short time"

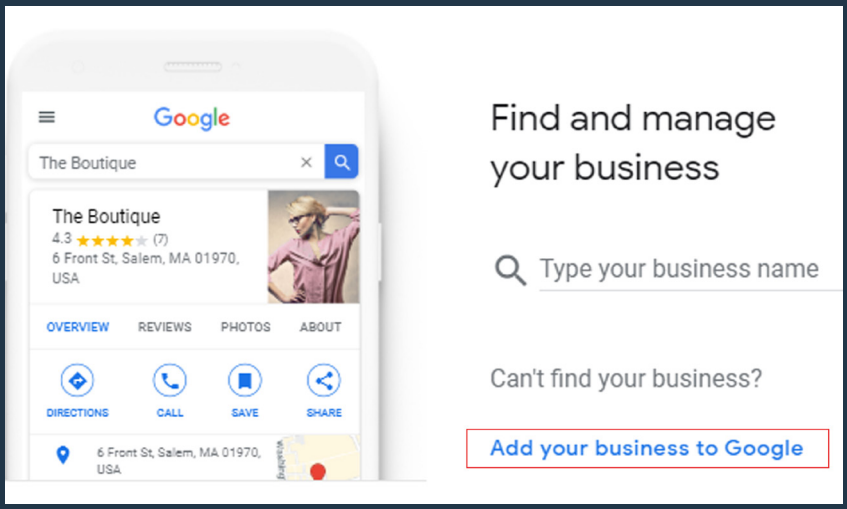
Aaron S.

GOOGLE MY BUSINESS

Setting up a profile on Google My Business is **extremely important** to be sure your business is searchable on Google and one of the first options people see when searching for your services. Your customizable profile is free and will show up on search results for both Google Search and Google Maps.

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

1



2 **Adding your Business:** Type your business name, if it does not appear among the suggested matches select “Add your Business”, and provide the necessary information.

As you answer questions, remember that the more specific and accurate the information Google has about your business, the better it will be to correctly classify and display your business listing.

TIP: Determine how you want your business Name-Address-Phone Number (NAP) to appear across the web and use that NAP here (i.e. Will you spell out S-t-r-e-e-t, or use St.?) The address that you use here should become your default address across the web. Consistency is important.

3 **Category Selection:** The category selection is very important as it is essentially the way Google will classify your business, and the type of search query it will display your listing.

Google has preset categories, or keywords, for each industry. Start typing your keyword to see if Google produces a match, then select the best one. You will get a chance to add more categories later on (up to 5).

4 **Verify Your Business:** Google will want to verify that your business is located where you say that it is. This usually means waiting 1-2 weeks for a postcard with a verification PIN.

Occasionally you will be given the option to receive your PIN by text message or an automated phone call – take it – it’s much faster and easier!

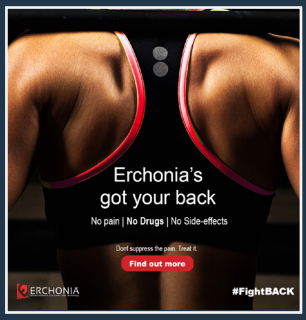
TIP: If you do have to wait on a postcard, remind anyone that handles the mail to be on the lookout for it, then try to verify it as soon as you get it (you have 30 days). You’d be surprised how often businesses have to go through the verification process 2 or 3 times because someone threw the postcard away or forgot to use it once they received it.

Setting up your Google My Business page is the first step in Local Search Optimization and should be a high priority for all businesses hoping to be found online.

SOCIAL MEDIA

Incorporating social media is one of the best and easiest ways to market your laser treatments as well as your office. Having an active presence on social media is a great way to stand out from the competition and build a brand following.

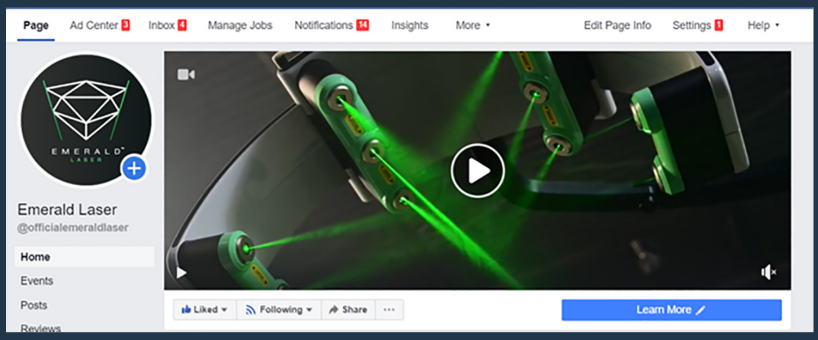
Facebook and Instagram are among the most popular networks, with over 3 billion active users combined. Setting up an account is easy and we provide a variety of content for you in the marketing portal to use.



There are endless possibilities of content you can share on social media. We recommend the following:

Videos & Photos - your device in use/staff/patients who permit/before & after holiday content
Promotions - limited time offers
Events - all events you host/attend
Blogs - share content you think is factual, interesting,and helpful

7 EASY STEPS TO
GET STARTED



Sign up
facebook.com/pages/create

Download Instagram app

Add pictures
Upload profile/cover images. It is important to create a good visual first impression. Make sure your photos are good quality and easily identifiable with your business.

Create your username
This is how you tell people where to find you - make it easy to type and remember.

Add your business details
This is where you will add information such as: business description, contact information, location, hours, etc.

Tell your story
There is a section on Facebook where you can add a longer description of your business. In this section, you can add a detailed description of what your business offers and why people should follow your page. This is a great place to set expectations.

Create your first post
Before you start inviting people to like your page, post some valuable content. Once again, you will have access to many materials in the Erchonia marketing portal.

Invite an audience
Invite your existing Facebook friends, contacts, and employees to like your page. Add “follow us” logos on promotional materials, website, and email signatures. Ask current clients to leave you a Facebook review.

MAKING AN IMPACT

Building Block to Ad Success
The following building blocks will help you create an impactful and benefit-driven ad that yields results.

1. **Offer & Hook**
   Marketing hook is what catches potential customer's attention, reels them in, and makes people want to take you up on your offer. It is important to communicate how your treatment offers an irresistible and unique solution.

2. **Curiosity**
   E.g. Questions, little known fact, thought provoking statement, announcement, special opportunity.

3. **Challenge or Frustration**
   What problem does your treatment solve that you want your audience to become aware of?

4. **Benefits & Desires**
   What will people actually get? Include the benefits of the features.

5. **Credibility**
   Why should people listen to you?

6. **Call to Action**
   What do you want them to do next and why should they do that now?

Reminder: Erchonia's online marketing portal will have new materials for all your seasonal and promotional events to drive clients into your clinic.

Curiosity

Hook

Credibility

Benefits & Desires

Call to Action

ADDITIONAL WAYS TO GROW

Press Release

The purpose of a press release is to get attention, make news and generate publicity. Erchonia provides a press release template that you can personalize, available in the marketing portal. We recommend that you share this with a press release company (NewsWire/PRWeb/etc) that will release the information to local news outlets. This service could be free or cost $200-$300 depending on the company.

SEO

It is important to invest in search engine optimization (SEO) for your website because ranking has become so competitive. When a potential client uses a search engine such as Google, you want to be one of the first businesses to pop up in your area - specifically in the top five slots.

Events

Events, trade shows, etc are a great way to showcase your device and maximize exposure. If you choose to attend events, we encourage you to:
Host a booth
Bring brochures and flyers for potential patients to take home
Perform demos
Encourage people to follow you on social media
Offer a free consultation or special promotion for a limited time
Use previous patient photos or testimonials
Provide giveaways to generate traffic
Capture the information of potential clients

Testimonials

Testimonials work great as an authentic way to build trust and boost a potential client's confidence in your treatments
Testimonials are relatable
They back up claims
They endorse your treatments
They offer comparisons to other treatments
Once you have great reviews, put them where they can be seen
They can include your website, social media, email campaigns, etc.

Offer an Incentive

Incentivised promotions are a great way to attract new clients and get repeat business from existing clients. There are multiple holidays and seasons throughout the year that you can use to promote limited time discounts and offers.

A successful promotion:

Creates new content and communication opportunities
Provides value
Creates upsell and cross sell opportunities
Drives customer decision making
Creates word-of-mouth opportunities
Grows revenue

Referral Marketing

Referral marketing is a sales promotion strategy that allows you to encourage existing clients to bring in new clients. This is done by providing them with a special discount or offer.

Email Marketing

Stay in front of clients and potential clients with email marketing. This tool allows you to share new promotions, blog posts and general information. This drives traffic to your website and social media pages, which in turn, drives business and referrals.

TOOLS TO UTILIZE

Wix
Wix is a web development platform that allows users to easily create professional websites with drag and drop editing tools.

Canva
Canva is a free and user friendly graphics editing software. This is great for ads, posts, cover photos, flyers and more.

Google AdWords
Google AdWords is Google's online advertising program. The program allows you to create online ads to reach audiences that are interested in the services you offer. The platform runs on pay-per-click (PPC) advertising, meaning you pay every time a visitor clicks your ad.

Google Analytics
Analytics is a free service offered by Google that allows you to track and analyze customer data.

Shutterstock
Shutterstock offers a collection of more than 300 million images and 3 million videos—with powerful search tools you can use to your advantage.

Promo
Promo provides high-quality professional clips and customizable templates to create videos for a variety of content.

MailChimp
MailChimp is an email marketing tool that offers several key features. You can add email lists, create marketing emails and track activity on your various campaigns.

Wix

Canva

Google Ads

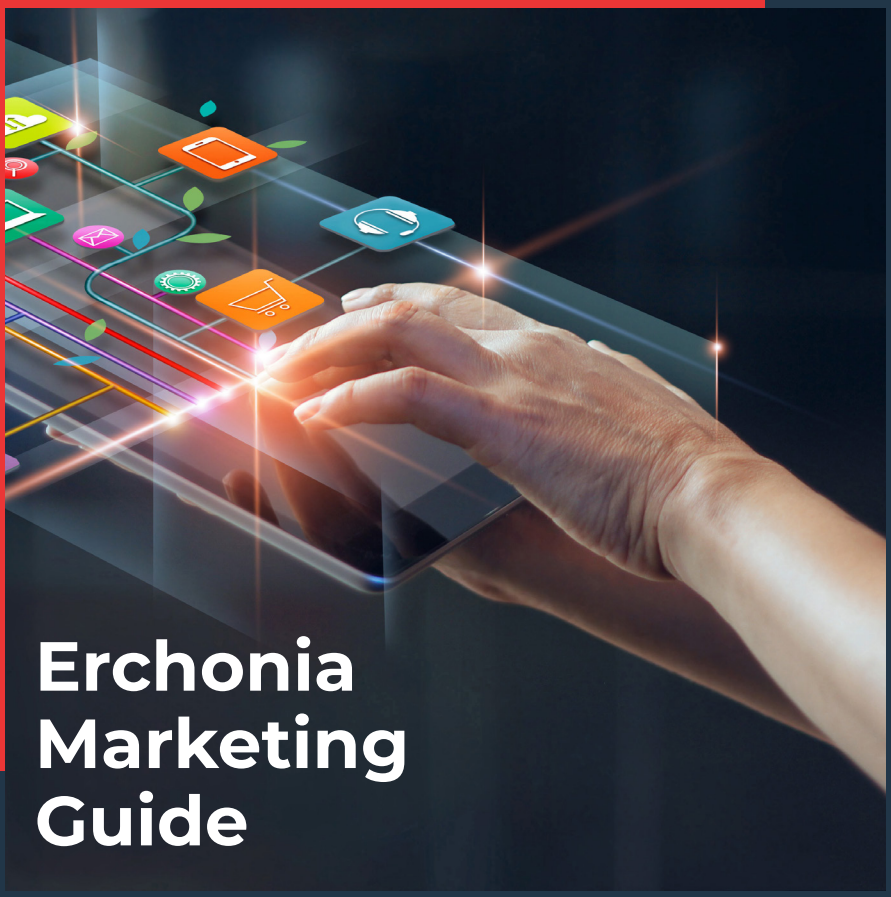
Google Analytics

shutterstock

PROMO

mailchimp

Adobe™ Acrobat™



Erchonia Marketing Guide

ERCHONIA®
World Leaders in Low Level Laser Technology

Marketing Guide_Rev 6_51023