

Chiropractic Marketing

“I would like to get my name out there but I don’t know too much about marketing, and I don’t want to spend a fortune on it.”

Target marketing is smart marketing

95% of chiropractors are targeting patients that require low paying treatments. Even worse, over 50% of chiropractors don’t even have a website or social media presence. Fortunately, Chiropractic marketing isn’t what it used to be... its much more profitable. In order to grow a practice and maximize profits, a chiropractor must utilize the powerful marketing tools available to them online. The majority of chiropractors fail to realize the ROI associated with marketing their practice, because they think it takes too long to learn the techniques. Chiropractic marketing tools have become so advanced that they can actually target the most potentially profitable patients in a given area. These tools can fill a practice with the highest paying patients for a particular niche. This free report will give you a better understanding of how to generate high paying targeted patients to your practice.

Every chiropractor became a doctor to treat patients and help people get well. The nature of the competitive medical field has forced all chiropractors to think not only as care providers but to also act as businessmen. Every businessman knows that more clients equals more money, but attracting the best client is much more beneficial. A chiropractor must not only target new patients but actually attract the highest paying prospects possible. Quality of new patients proves to be more financially lucrative than quantity of new patients. Targeting the right patients is easy when utilizing the technology available to chiropractors. However, it’s vital that the target treatments identified are known for paying a high percentage without having to jump through hoops. Identifying high paying reimbursements is somewhat of a chore because rates vary by state and payer.

1. A chiropractor should first contact his/her clearinghouse and payers to identify what the average reimbursement rates are for their fee schedule.
2. List the CPT’s from highest reimbursement to lowest by payer.
3. Utilizing the free [Google Keyword Tool](#), a chiropractor can identify how many times people in their local area are searching terms that relate to the highest paying treatments.
4. List the highest searched terms and associate them with the amount insurance payers are reimbursing for those particular treatments. Also, the keyword tool gives insight into how competitive and expensive the terms are at any given moment. During

advanced analysis, the price and competitiveness of a keyword term is drastically weighed into whether that term should be built into the marketing process.

5. Design a website with a core story and blog/video content focusing on the top 10 - 20 ROI keyword terms and treatments.
6. Place paid advertisements for researched local keyword terms and retargeting.

Website Design

Over 50% of chiropractors do not have a website. Of the 50% that do, only about 5% of them have been custom built to reflect the chiropractor's expertise. That means 95% of a chiropractor's competition has no web presence whatsoever. Great news, right? Absolutely... a chiropractor who analyzes their target market will have the perfect blueprint for a custom website. The core story of a chiropractor's website should be based on 10 - 20 different keyword terms, targeting specific high paying treatments. Web pages, blogs, videos, and other content should be geared towards educating possible patients on the warning signs and treatment plans for specific ailments researched in the previous steps. By educating patients, the chiropractor instantly gains credibility. Once credibility is gained, the website's job is to collect contact information with a call to action, like a free report. Additionally, every page on a chiropractor's website should give users the ability to schedule an appointment, via the doctor's practice management software integration. The best chiropractic websites come off as warm and friendly to prospective patients, so that they feel comfortable visiting. Lastly, it's important that a chiropractor's website integrates with their software's patient portal so patients can access a scheduler, billing information, visit history, office forms, and educational material.

On Page SEO

- **Video:** The second most popular search engine in the world is YouTube. Patients are just like other search parties, they like to consume as much knowledge from video as possible. A chiropractor's website and blog should utilize both animated and educational video to support it's overall theme. Chiropractors who utilize video have seen increases in conversion rates by up to three times! Videos can also be given title tags and meta descriptions to help them rank on search engines (organic SEO).
- **Blog:** A chiropractor's blog should be one of their highest paying marketing assets. For example: CloudChiro and it's employees have been on a health kick for the last couple of years. When we wanted to find the best source for organic grass fed beef, we searched for "best value for grass fed beef in Washington." The first search result was a blog post that educated it's readers on the health benefits of grass fed beef and a breakdown of

the differences between local vendors. We chose our favorite vendor based on information in the blog post and have been purchasing from them ever since. Patients seeking chiropractic treatment are doing the same exact thing. The right blog post can harvest hundreds or thousands of patients over the years. When you think of a blog post, think of a piece of real estate on a trafficked road. Every day people come to browse and some of them will end up buying. The more online real estate a chiropractor can claim in their local area via blogs, videos, and other media channels... the more targeted patient visits. It's very important that a chiropractor's blog posts are well written and focused on educational marketing. Do not spam readers with promotional material as readers will easily sniff out your intentions and avoid coming back to read your blog. The point is for the chiropractor to gain credibility by educating readers and allowing them to make a logical decision that leads to their products or services.

- **Web Pages:** Each interior web page, including the chiropractor's homepage, should have a title tag with meta description. Title tags and meta description should reflect the keywords from core story research. This is how a chiropractor's website is indexed on Google and other search engines. Building a pretty website with incorrect title tag targeting will likely yield undesirable results. Chiropractic websites that utilize targeted keywords attract visitors with an exponentially higher ROI than websites with limited keyword research. Lastly, content in the body of each web page, including H tags and alt tags for images, should contain variations of keywords in the title and meta data. As stated previously, the keywords defined in the chiropractor's initial marketing process have a huge impact on every piece of content created.

Off Page SEO

- **Social Media:**
 - **Google+:** Google+ is the most important social network for a chiropractor's practice profile. The reason for this is that Google indexes information like address, pictures, and availability. Once a practice is indexed with Google, they share the information to all of their subsidiary sites like Places, Maps, etc. Many patients are utilizing these types of applications on their mobile devices when looking for a chiropractor. Google+ also gives practices access to tools like email, calendar, phone, chat, group video, and other useful business apps. It's important for chiropractors to have a personal presence on Google+ as well, because it is a great place to share information, such as blog posts, videos, and other content that the practice is producing. All content should be shared on the practice profile, as well as personal profiles of every staff member. When multiple profiles link to a practice's content, the information reaches more

- possible patients and begins to rank higher in organic search engine results.
- **Facebook:** Every chiropractor should have a personal and practice Facebook page. It's not necessary for a chiropractor to promote their practice on their personal Facebook page. However, most successful chiropractors utilize their personal network to the fullest. The practice's Facebook page should be customized to match website branding. All blog posts, videos, events, promotions, podcasts, and other practice content should be posted on the company Facebook page. Most successful CloudChiro's publish thought leadership content at least once a week. It's important to publish content based on keyword research to establish the chiropractor as an expert in their specialty. It's also important for chiropractors to tell all their patients to "like" their company page via different channels.
 - Ex: Office reminder texts should have a link to the practice's Facebook page.
 - Ex: Sign out sheet should include a promotion for patients to "like" the practice's Facebook page. The promotion should offer something of value in return for the patient's "like."

When a chiropractor begins to publish content on a regular basis, they should start to pay for advertisements on prospective patient's Facebook feeds. Paid Facebook advertisements are a great way to increase the reach of a practice. The ads can target specific geographic locations, which helps grow the chiropractor's local audience. Generating a large local audience is not always easy. Quality content takes time or investment. A great strategy for increasing a chiropractor's audience on Facebook is to run promotions and offer coupons. We've seen successful chiropractors run about one promotion for every piece of content published.

- **LinkedIn:** A chiropractor should have a personal and practice LinkedIn page. Note that the practice LinkedIn profile is set up differently than the personal profile. Like Facebook, LinkedIn should be used to share thought leadership content and increase the practice's local audience. LinkedIn groups are a good way to network with targeted audiences, and paid advertisements usually return a good ROI. LinkedIn is a good way for chiropractors to identify quality staff with specific skills fit for running a digital practice. LinkedIn is a great place for chiropractors to prospect corporate contracts. We could write a full white paper on the benefits of LinkedIn.
- **Twitter:** A chiropractor should have a personal and practice Twitter account. The practice's profile should be customized to mirror the chiropractor's website branding. Everything shared on LinkedIn and Facebook should be shared on Twitter as well. There are plenty of tools, like Hootsuite that allows users to post to all social media accounts with one click. Twitter is another social media

network and search engine that is trafficked by billions of users. A chiropractor should promote their practice's Twitter handle as often as possible. Twitter advertisements can be placed geographically and usually have high conversion rates. In some cases, Twitter proves to be the top lead generation platform for chiropractors.

- **YouTube:** YouTube is the #2 search engine in the world behind Google. The practice's YouTube channel should be customized to mirror their website branding. Chiropractor's should have a variety of videos on their channel. The overall theme of a chiropractor's YouTube channel should be to attract visitors with thought leadership content based on keyword research. YouTube videos can be embedded the chiropractor's website and shared via all social media channels. Video is a great way for chiropractors and their staff to establish rapport with prospective patients. Again, advertisements are a great way for a chiropractor to generate a local audience on their YouTube channel.
- **Google Adwords (paid keyword ads):** Advertising on Google is usually the highest ROI besides organic SEO. Google's software platform is highly sophisticated and allows chiropractor's to target specific audiences with specific content for their immediate needs. Results can be tracked to the penny and new patients usually convert for about a third of the cost of traditional marketing. Keyword research determines which advertisements a practice places.
- **Link Building:** Social media is a great way for chiropractors and their staff to build links back to the practice's website. This is just one form of link building. The amount of credible links that point to a chiropractor's content determine how high that content ranks organically in search engines.
 - Ex: A professional athlete puts a link to a chiropractor's website in their personal blog. The content of the link says, "Best chiropractor in Dallas, TX." This article will index for "Best chiropractor in Dallas TX" and generate traffic towards the chiropractor's site.
 - Ex: Every chiropractic directory helps a chiropractor index for local search results. It's important for a chiropractor to join as many directories as they can so that the links help generate local traffic.

There are link building services available to chiropractors. However, when choosing a vendor, make sure that they do not use black hat techniques. Google is cracking down on illegal link building.

Website development

Some prospects will judge a chiropractor entirely on the quality of your website. Prospects consider your website your store, and so should you! The internet is now the very first thing someone will look at to decide what chiropractor they would prefer to treat them. A custom designed website is well worth the time and money spent. **A chiropractor with a fresh and updated website will yield 5 times the revenue than a chiropractor without an online presence.** It is simply not enough to pay for a custom website and let the content grow old. You must have staff adding positive reviews to your site, updating new and interesting content, SEO research, weekly blogs and articles, and many more daily tasks that your staff cannot possibly have time to accomplish. Let a professional marketing team handle the daily/weekly marketing tasks while you develop stronger patient to caregiver relationships.

Social media

Social Media Marketing (SMM) is extremely effective; it is simply a must. Facebook, Twitter, LinkedIn, Google Places, and other large social media networks are active gold mines. If a chiropractor creates a positive online presence on these frequently trafficked sites, more people will hear about this doctor's practice than word of mouth could do in a lifetime. On the other end of the spectrum, these features are made so readily available to the public that if a practice has a few bad reviews listed, it could mean a major revenue hit. It is almost a must to hire an outside influence to run these marketing tools for a few reasons. A chiropractor and his/her staff do not have enough time to update blogs and articles, keep social media current and fresh, and update new and interesting content on the website. Old content does not work in today's digital world.

SEO

Search Engine Optimization (SEO) is key for driving positive results. An SEO expert will make sure a chiropractor optimizes their chance for client conversion. Keywords will be researched to find out what words are being searched in a given area. The objective is to rank as high as possible for the keywords that are being researched most frequently in the area. For example, a certain clinic can show up in the top 10 search results for Medicare and low back patients. Of course we all know that the search results are not a measure of clinic quality but a direct measure in marketing strategy. That being said, where else can a prospect turn to for information? The answer is nowhere. Patients are surfing the net to find the right chiropractor for them. Chiropractors running best practices are aware of the powerful marketing tools available and use them to target and attract patients they prefer to treat. After a client has

been targeted, it is up to the chiropractor's website to convert.

Chiropractic Marketing Software

Using software to help with internet marketing is a fantastic idea for many reasons. A quality chiropractic marketing software, like DemandForce, should include two main tools for your business growth.

1. Communication automation – The system automates communication using emails and text messages, like thank you emails requesting the customer to provide feedback and reviews, surveys, and requests for referrals. There is also connectivity with Facebook such as widgets for reviews, specials, and appointments that can be added to a Facebook page. When a practice receives multiple positive Google reviews, it instantly elevates their status in search results. Receiving reviews on Google is the best way to gain a competitive advantage in a local market.
2. Reputation automation tools work to automatically ask the customer for reviews. The software then posts reviews to Facebook and Citysearch.com pages for your company. Most people go online to research companies they want to do business with and read reviews, so it is imperative to have a substantial amount of good reviews to help close the sale before even talking to the prospect.

Conversion is the goal

So what should be a chiropractor's marketing goal? All of the tools and services mentioned in this free report were all created in hopes of converting a prospect into a paying patient. Some tools mentioned target and drive new patients to a chiropractor's website. Then it is up to the chiropractor's website, or store, to actually convert the prospect into a paying client. A chiropractor's website is just as important as his/her's actual, physical office. It must be clean, fresh, up to date, and provide a comforting and inviting hora for a chiropractor's website to be worthy of conversion. Once a chiropractor is able to achieve success in the conversion realm, they will realize their ROI.

Conclusion

So what does all this information mean... why should a chiropractor market? The answer is simple... a chiropractor's prospects are searching on the web to find the doctor of their choice. In order for a chiropractor to grow their practice, they must be present online or they will not even cross the minds of their prospects. An online presence means owning and operating a custom website indexes on the major search engines, Twitter account, Facebook page, LinkedIn account, Google+ account, YouTube business account, directories like Yelp, blogs, articles, and much more. With these new and improved marketing tools, a chiropractor's marketing goal

should be to dominate the lead generation field and convert at the highest rate possible.

Businesses across the board are changing their marketing strategies to focus on utilizing technology and social media platforms... chiropractic businesses are no different. The reason is simple: A chiropractor's prospects are on the web. The apparent benefit is that they can read the minds of their customers and study the specifics of consumer behavior. This leads them to provide high-class products and customer services by knowing exactly what their prospects want to see. In essence, with the help of advanced social media tools, it has become easier to access data and make better, smarter decisions. Business optimizations can be made more quickly and accurately. Traditional marketing concepts are approaching extinction. New tools are more advanced and effective channels of marketing that yield more successful results for a chiropractor's marketing campaign. The business card is dying, as are other print materials used for self promotion. If someone is looking for information on a chiropractor in their area, they will Google it. In addition, direct mail is being used less and less. The associated cost is higher, the return on investment is lower, and it is difficult to track the results accurately.

From Facebook to Twitter, social media platforms have truly transformed the landscape of marketing. Innovations in technology are driving powerful changes in the way individuals engage in health care delivery. These marketing mediums, combined with industry innovations, provide the Chiropractor with the ultimate power of engaging patients, which deliberately involves them in their health recovery process and builds a stronger, long-lasting relationship with the doctor.

Social media has placed the patient at the center of the chiropractor's business objectives. This has enabled Chiropractors to cater to the needs of their patients rather than trying to mold patients to fit the practice.

A patient-centered care environment inspires causal motivation that results in patients that WANT to comply with treatment programs and be the best they can be. People will work their hardest for something or someone they believe in. Patients who are causally motivated tend to be advocates for their chiropractor and are great referral sources.

According to Constant Contact, attracting new customers, engaging existing customers, and getting referrals are the top concerns for small businesses surveyed. Respondents were asked to identify which strategies they find most effective. Here's a quick recap:

Email marketing – 83%

Website (content and SEO) – 71%

In-person interactions – 68%

Social media – 49%

Events 41%

Outbound calling – 33%

PR – 22%

Direct mail – 21%

Traditional advertising (TV, radio, print, etc.) – 17%

Pay-per-click – 17%

The good news is that you don't need a big bank account to go viral or create an outstanding promotion... you just need a unique and different idea. People respond well to freshness and new ideas. All content should support the chiropractor's core story... how is the content relative to the story/idea the doctor is trying to tell/portray? A chiropractor's marketing strategy should reflect the doctor's core story.