

Chiropractor Marketing Explained in Simple English

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Are you getting enough new patients? Is your website your most valuable source of new business?

In this short report... Learn how to improve your online marketing results with some simple to do strategies that are already proven to work. They will make you look good to web searchers and gather more visitors to your website.

No hard and pushy selling here.

I will show you exactly what you need to do to improve your online presence.

Ready to learn?

You are busy and Marketing is confusing

To get more business and patients to your Chiropractic clinic you need several pieces online.

Here are the most useful and easy to put into practice.

1. Google My Business Listing
2. Great reviews online
3. Facebook business page that is active
4. Great looking informative website
5. An active Email List of Patients - Reminders and new offers

Let's take a deeper look at each...

Google My Business listing

When people search on Google for your business they will find your GMB listing if you have one. Google loves them and will show it on the right side of the page of search results. Hopefully you also have your website ranked and at the top of the left side of the page.

The GMB is Google's way to make sure you are the actual legit business owner. It will help your website rank higher and be the authority website.

It is absolutely free, all you need to get one is a gmail address. So make sure you set your GMB listing up and fill out as much of the information as possible. And be sure to get it Verified by Google.

With a GMB listing, you have a place to get your happy customers to **add a review**. **You need online reviews today to compete online.** It is the only way new people can judge you. It is your Reputation! If you have a bad review average, you look bad. Get 5 Stars asap.

Google ranks you based on your Review Score.

Make getting reviews online a priority. Ask your happy customers to leave a review while they are in your clinic. Show them where they can leave a review - the link they need to click. Have a handout with the links listed. Help them leave a review. Or else they will forget to do it. If you have an email list, send them your review link and ask them to leave a review.

Keep an eye on your reviews. Get more great reviews to raise your average.

There are other things to do on your GMB listing... Post photos of your business, people, services you offer. List a special offer. Have helpful tips and Chiro information. Talk about results they will get. Post testimonials from your happy patients. In the photo tab, you can upload short 60 second videos that introduce your clinic. Promo videos. Link to your website.

Talk about your story. How did you become a Chiropractor? Why did you become a Chiropractor? What makes you Unique? Why they need to come and see you? What is special about your clinic? How is parking? Billing options? Easy to work with? Late hours and Saturdays? What is your offer?

An info packed verified Google My Business listing is very valuable on Google.

People will notice you and you stand out as the Chiropractor they need to visit.

Don't miss out on this opportunity.

How does Google rank your website?

They change how they rank websites all the time so you really can't waste time and money trying to trick the search engines. But you can do the basics that really matter.

Do the following first

1. **Choose the keyword phrases** you want to rank for. Ie. Seattle Chiropractor, Seattle Chiropractic, Bellevue Chiropractor
2. **Have those phrases sprinkled through your website**
3. **Have a great description** for your website - most website descriptions are boring. Treat it as an ad for your business and tell people why they need to click and visit you. The description is what Google shows people when they search for your keyword phrase.
4. **Setup your Google My Business** listing
5. **Get reviews**
6. **Get good backlinks** to your website
7. **Get Citations** that point to your website - A citation is simply your name, address and phone number listed on another website. Ie. a directory, chiro website, one of your suppliers website, forums or even Facebook pages. (Keep the information all identical) The more citations the better. They show you are legit.
8. **Add new pages** to your website regularly
9. **Information on your website** - Name Address Phone number Areas you serve and list your services. Each page on your website should have 500-1000 words of content on it. Give Google something to work with. Google ranks you based on your content.
10. Have **photos and videos** on your website

That should keep you busy for awhile but most of them are easy to do. Just time consuming. If you do the above, that should be all it takes to **get your Local Chiropractor website at the top of the search engines**. And most of it doesn't have to cost you a lot of money.

Setup Your Review Gathering Process

We went over this earlier. Reviews are extremely important online. It is all about your Reputation and how good you look to a new potential patient.

1. Ask for reviews in the office
2. Make it as easy as possible for them - handout, instructions, help them do it
3. Thank them for leaving a review
4. Keep an eye on your reviews- get more to raise your score
5. Email past patients asking for a review and checking in with them.
6. They can also leave Facebook reviews, Yelp reviews, etc.

You can never have too many reviews. Don't ask unhappy patients to leave reviews :)

Facebook Pages

Most businesses have boring and inactive facebook business pages. If they even have one.

They are missing out on a lot of free traffic. People are on Facebook daily. Billions of them. You can really make your Clinic stand out on Facebook. It is another point of access for potential patients. You double your reach by adding a Facebook page. Spend the time to get one set up.

It should look good, offer easy contact, customer support and have useful information that a potential patient would like to read. Most of your competitors totally ignore doing this.

People search on Facebook today. They want to check you out. Before they call and make an appointment. It is a safe and easy way to choose a new chiropractor.

But you have to keep posting to your page to keep it active daily. **Facebook rewards active pages with more free traffic.** This isn't just about lots of likes and shares. It is the fact that you look like your business is active today. You don't want someone to look you up and see the last post was 2 years ago. Yes most pages are like that, abandoned.

That is why so many don't think a Facebook page works. They do nothing on their pages.

Keep it active and you automatically look good to new potential patients.

What do you post on Facebook?

Keep it simple.

News

New Services and Products

Chiro Tips and Suggestions

Have a monthly giveaway

Chiro Memes

Holiday posts

Seasonal posts

Short instructional Videos

You don't have to do this work yourself every single day. There are softwares available that you can load up one time and have months worth of posts automatically posted for you.

Would you like some help with this? [Contact us](#) to do this for you affordably. We have a complete system already setup for Chiropractors.

The Facebook Page Bonus

Did you know you can use **Facebook ads** to get new patients?

Since you only have to target people in your immediate area, the ads are cheap. You only need to get 5-10 new leads a day for your clinic. 1-3 new patients a day should get your practice booming?

An Active Email List of Your Patients

Your most important part of your business is your customer list. These people already know and like you. Warm market that you can market to over and over for no ad cost. Business owners spend Thousands of dollars every year trying to advertise for new patients. That is the expensive way to grow your business. You are trying to convince someone who never heard of

you to become a new patient. Meanwhile you are probably forgetting about your past patients. They can grow your business much easier than prospecting for new ones. What if you could sell them more services and products? Recurring revenue streams and the lifetime value of each of your current patients is where the easy money is.

With an email autoresponder, you load all those emails in and then send them automated sales offers and reminders to call and come in for another visit. For no ad cost.

Email lets you stay in touch painlessly. They remember you. They think about going back in to the office. We don't slam them with non stop sales messages. We have a monthly newsletter that gives good advice, tips and lets them know what is happening in the Chiropractic world.

It is a lot easier to sell a current customer something else, than to find and convince a new potential patient to call or come in.

Don't neglect learning and setting up an email list for your clinic. Your clinic is your patient list.

It doesn't take a huge amount of money to do all the above. Just the time to actually get it done. Finding the time and doing the work is the hard part.

But I guarantee if you get this done, your business will have a great online presence and reputation.

This report brought to you by

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MarketingHazards.com

MarketingHazards.com is a digital agency specializing in Chiropractic Clinic marketing.

We offer:

Facebook Posting Service

Video Production

Email List Creation

Website Management

Facebook ads

Need to learn more? [Lots of marketing information on the blog](#)