

Marketing your practice (& selecting a target market)

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Part 1

- Marketing is a necessity...
 - If you want your business to thrive & grow!
- Do we have training in marketing?
 - No!!
- What we were taught may be wrong!

- Learning for today:
 - Mindset...
 - Strategies vs. Tactics...
 - Marketing messaging



MARKETING

- MINDSET:
 - Marketing can be professional & value-added!
- Realization:
 - Much of our client interactions are 'sales conversations'...
 - "I'm competent & confident."
 - "This is my diagnosis... & This is my plan..."
 - "This is what I need YOU to do..."
 - "This is when I'd like to see your dog again..."
 - THESE are 'sales conversations' & they're in the best interest of the patient. Marketing is no different!

MARKETING

- MINDSET
 - Calgary = 1million+ people, 138 off leash parks, 110 local & area vet clinics, 0.3/1 dogs/house.
- 1. It's in the best interest of dogs owners to know that I exist to provide canine rehab services.
- 2. What can I GIVE in terms of value (info, offers, + legal & ethical incentives) for potential clients to be helpful & start to build a relationship with me?

MARKETING

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- **PART 1: Define your Target Market**

- Marketing needs to be targeted
- Owners of OLD Dogs

- Ask yourself...

- "What do owners of geriatric dogs want?"



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- **DESCRIBE** your target market (the owners):

- Demographics
- Wants, desires & attitudes
- Fears & frustrations

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- TALKING to people! (gulp!)
- (or electronic survey... personal is better)

Survey your target market

- **PAST CLIENTS / CURRENT CLIENTS**

- Why me?
- How'd you hear of me?
- Why keep coming?
- At what price am I a bargain?
- At what price am I expensive?



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Survey your target market

- **DOG-OWNERS** (potential customers)
 - Biggest fear or frustration re: your old dog's physical well-being?
 - Biggest challenge?
 - Biggest result you'd like to see?
 - How much time or money would you invest to get this result?
 - What would you like to learn more about regarding canine rehab?
 - What could I say NOW to spark you to book?

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Survey your target market

- REFERRAL SOURCES

- Biggest fears & frustrations with geriatric pts?
- What problems are these causing in your practice?
- Biggest desire re: assessment & treatment of geriatric pts?
- What would you like to learn more about re: canine physio / rehab
- What could I say NOW to spark you to refer?

MARKETING



- COMPILE...

- Create a profile of your 'ideal client'
- Write out KEY PHRASES used

- Define and describe how your services address their wants & desires and help overcome their fears & frustrations. (Write it out!!!)
- Define & describe how your services address what they don't know about! Your value-added service. (Write it out!!!)

MARKETING



- POSITION STATEMENT

"I work with _____ (kinds of people),
struggling with _____ (fears & frustrations),
who feel _____ (emotional triggers),
and I help them _____
(your service, but described in terms of
benefit-focus for the client)"

MARKETING



- Example

"I work with owners-of-old-dogs, who love them like family members, struggling with seeing their dog get old, who feel scared, helpless, and hopeless, and I help them to improve the physical functioning and quality of life of their dog, and empower them to be a part of that process."

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- **BEING CLEAR** – what you do & whom you serve...
 - Helps you find more customers in your target market.
 - A 'narrow' marketing message will get you more customers than a 'broad' marketing message.
 - You will sound like an 'expert' in the field!



MARKETING

- **Strategy vs. Tactic**
 - Ads, Facebook, Brochures, Coupons, etc...
 - Direct mail, Website, Blogs, etc

THE ZOMBIE APOCALYPSE!!!



MARKETING

- **STRATEGIC THEORIES & CONCEPTS**
 - *Relationship Marketing*
 - *'Hub' Marketing*
 - -----
 - Article Marketing
 - Direct Marketing
 - Word of Mouth Marketing
 - 'Purple Cow' Strategies



MARKETING

RELATIONSHIP MARKETING

- **Create a relationship** (existing & potentials)
- **GIVE them something...**
 - **INFO? PRODUCT? TOOL?**
 - **Video:** i.e. How to massage your old dog
 - **Article:** i.e. How to stretch your old dog
 - **Manifesto:** i.e. The Old Dog Exercise Manifesto
 - **1-free Class:** i.e. Old dog social-exercise class
 - **Webinar:** i.e. recorded power point on canine dementia
 - **E-book:** i.e. Signs of old dog health problems

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RELATIONSHIP MARKETING

- What do YOU get in return?
 - A way to stay in touch... (i.e. an e-mail address)
 - E-mail capture:
 - Aweber
 - Constant Contact
 - Mail Chimp



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RELATIONSHIP MARKETING

- E-mail Capture – how it works:
 - Describe your 'free gift'
 - "In order to get access this _____ just enter your e-mail here & watch your inbox for an e-mail describing how to access the information!"
 - Direct to a hidden page on your website (where you put the video or document)
 - Maintain a relationship with them by providing content (information), engagement (personal or public stories / opinions), and promotions (clinic offers, etc.) – weekly, or Q2weeks.

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HUB MARKETING

- Forming relationships with others in the 'dog community'
- What is a 'Hub'?
- GOAL:
 - Be known by Hubs
 - Become the Hub



MARKETING

HUB MARKETING

- | | | |
|-------------------------------|---------------------------|---------------------------------------|
| Vet clinics | Pet stores | Dog chiropractors |
| Groomers | Pet food distributors | Facebook dog pages |
| SPCA / Humane society | Service-dog organizations | Animal communicators |
| Dog-sport groups | Dog photographers | Breeders |
| Trainers | Dog bakeries | Dog rescues |
| Kennels & Doggie daycares | Dog swim facilities | Dog-related magazines / news |
| Dog-related TV or radio shows | Dog massage therapists | Online dog chat groups, blogs, groups |
| Dog-walkers | Dog acupuncturists | Dog parks |

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HUB MARKETING

- Send your Info Package...
 - & FOLLOW UP PHONE CALL
 - & MEET THEM!
- Ask about THEIR business... and how can You / Your business support THEM?
- RECIPROCITY!



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HUB MARKETING

- Becoming the Hub...
 - Host an event – Invite other's in the industry
 - Ideas:
 1. Speed dating (learn about each other)
 2. Guest speaker (within or external to the group)
 3. Master-mind group (discuss business issues)

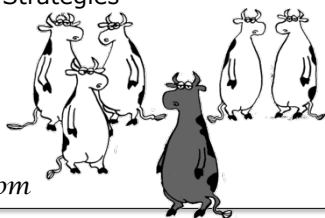


MARKETING

To be continued

Coming up next:

- Article Marketing
- Direct Marketing
- Word of Mouth Marketing
- 'Purple Cow' Strategies



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Part 2



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ARTICLE MARKETING

- Write articles
- Submit them to different sources
 - Newsletters, Magazines, Blogs
 - Article databases – i.e. submityourarticle.com



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ARTICLE MARKETING

- Why?
 - Establishes you as an expert
 - Increases your exposure & reach
- What?
 - Go back to your survey – what did this target market want?
 - Lay-person language
 - Grade 8 level comprehension

MARKETING

DIRECT MARKETING

- 'Cold call' or 'to your list' or 'to someone else's list'

- Snail Mail (pros & cons)
- E-mail (pros & cons)



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DIRECT MARKETING

- Features of 'mail':

Bold Headline	Eye catching & over the top
An Offer	WHY are you contacting them? Don't just tell about your service... Boring!!! Have a discount, seminar, promotion, limited time service...
Tel about YOU & your story	Don't just list your services, tell the consumer about the unique features, & what makes you different.
Reason to act now!	i.e. a time limited offer / deadline
Give clear instructions	i.e. Call now! Visit www.mywebsite/specialpage!

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DIRECT MARKETING

• Features of 'mail' continued:

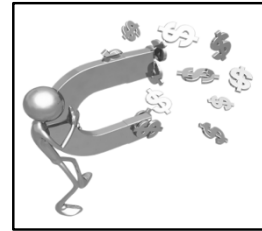
Provide a clear guarantee	i.e. Satisfaction guaranteed, money back guarantee...
A bonus?	i.e. A special gift, a report, a discount, a sample product, a coffee card gift certificate
Testimonials	i.e. What others say about us...
Tracking	i.e. Bring in this coupon, receptionist asks 'how did you hear about us', click on e-mail capture button.
Multi-step sequencing	i.e. plan on sending more than one piece of 'mail'
P.S.	Recap your message

MARKETING

DIRECT MARKETING

• Goals:

- Attract your target market
- Repel others
- Cannot market to attract everyone... it won't work!!
- Different messages for different markets



MARKETING

WORD OF MOUTH MARKETING

• You can generate it!!!

- Why focus on getting referrals from existing clients?
 1. Cheapest way to market
 2. Build in trust if referred by a friend
 3. People like giving referrals
 4. Require 'less selling'
 5. Make better clients



MARKETING

WORD OF MOUTH MARKETING

• Who do you ask?

- Past & Current Clients, Centres of influence (Hubs), & Personal network (friends & family)

• How do you ask?

1. Identify your ideal clients
2. Talk to them – 'you are an ideal client... We are engaging in a referral marketing campaign... We'd love more clients like you... Would you be comfortable referring me to others?'
3. If yes... then give them your referral template

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WORD OF MOUTH MARKETING

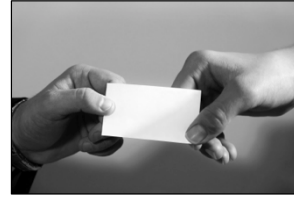
• Inclusions in the Template:

HEADLINE	How to Refer Others to "Your Business".
EXPLAIN	Why you value referrals & why you provided the template.
WORDING	Provide the wording for how to communicate. Easy language, one line, use your position statement to guide you.
THE PROCESS	How it works... (i.e. When the prospect calls... A discount or bonus? Incentive to the referrals source?
TESTIMONIALS	What others are saying about your business.
THANK THEM	i.e. Thank you!

MARKETING

WORD OF MOUTH MARKETING

- Track the referrals
 - At reception
 - Intake form
 - With a provided gift certificate / identification card



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PURPLE COW STRATEGY

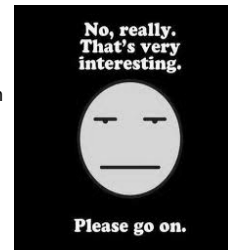
- Seth Godin... story
 - Stand out from the crowd
 - Be creative, innovative, new, different, unique
 - STAND OUT FROM THE CROWD
 - YOU be the leader in the field



MARKETING

PURPLE COW STRATEGY

- Where to find new ideas?
 - OUTSIDE of your industry
 - Nike
 - Ikea
 - Apple
 - Local chiropractor office
 - Local grocery store
 - Busiest restaurant in town
- Boring is invisible!!!



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THE SALES FUNNEL & YOUR CONTAINER

- How will potential customers find you?
- Where do they go once they find you?



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THE SALES FUNNEL

- Tactics to draw in your potential customers:

Public speaking	Volunteering	Direct mail
Writing	Webinars	E-mail marketing
Trade fairs	Online audios/videos	Coffee with a 'hub'
Social media	Posters	Donations / Demos
SEO - key words	Brochures / Cards	Newsletter
Referrals	Hosting an event	Blog
Networking events	Advertising	Website content

MARKETING

THE SALES FUNNEL

- These are ways that potential customers can see & experience YOU & your business.
- Draw potential customers into doing business with you.
- TACTICS work within your bigger marketing STRATEGY.

MARKETING

YOUR CONTAINER

- Where your prospects & clients go...
- Where you direct them to go...
 - Physical business
 - Website
 - i.e. Do a talk. Give them a card with a link to your website (e-mail capture page... giving them more). Give them a card entitling them to a limited time offer (i.e. free UWT session, free bag of dog treats, etc). Purple Cow it!!

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YOUR CONTAINER

- Be ready for them... with what they want!
 - Old dog exercise class
 - One on one therapy
 - UWT training
 - Massage class
- Have a tracking system
- Provide high quality service
- Be profession but with personality

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CONCLUSION

- Specify your target market
- Create a marketing strategy around that target market
- Just do it!



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Grazie per l'ascolto!



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