



Dedicated to Your Success

Holiday Marketing Ideas That Boost Your Online Reach

By Tom Foster



The holiday season has officially begun. Holiday-themed ads are dominating the Internet, and people's reading habits online are already drifting toward topics related to warm memories and upcoming celebrations.

Have you thought about how your practice could harness your online marketing presence to join in and share the holiday spirit?

What You Can Do to Leverage Holiday Themes Online

The holidays—whether Labor Day or New Year's Eve—are an opportunity to get a little more casual and cozy with your online audience. You can share a little more about the people behind your business and even promote causes that are important to you and your clients.

Focus on organic efforts, and use your website, blog, and social media to promote online content that concentrates on:

- **Sharing.** Some of our clients have had great success promoting special giveaways and contests online during the holidays. Some of their ideas have included a "Bikes for Kids" event at Christmas, safe-ride services over Labor Day weekend, and even a cash contest targeted to easing the financial strain of the holidays.
- **Caring.** Highlight your participation in charity drives and volunteer efforts for holidays throughout the year. For example, use storytelling techniques to bring the cause to life in a special blog feature, or create a donation landing page that you can promote on social media.
- **Educating.** Many of our clients share helpful information related to holiday themes, such as fireworks safety on the Fourth of July or liability issues when alcohol is served at company holiday parties.

If you do get involved, don't forget to follow up after the holidays to make the most of your efforts! Ask organizations you're involved with if they would be willing to link back to your website in their promotional content or on their donor pages. If people take the time to click on a "donate" button or fill out a form, have thank-you and follow-up emails ready to keep them in the loop. These little touches can make a huge difference in your online success.



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A Podiatry Christmas Carol

Dr. Ebenezer Scrooge got grumpier as the holidays approached. The end of the year was a hard time for the doctor, as he looked back over his finances and the last year, then looked forward to the next year—with all the worries and challenges it could bring.



One night in December, as Dr. Scrooge stayed late at the office yet again, he heard a voice calling his name. He spun around to see three ghosts sitting in the chairs of his waiting room.

"Hello, Dr. Scrooge. You have a very special appointment tonight," said the first ghost.

"Bah, humbug," said Dr. Scrooge. "I don't have time for holiday spirits. I have far too much work to do!"

"Oh, we know," said the first ghost. "That's why we're here. I'm the Ghost of Christmas Past, and these are my colleagues, the ghosts of Christmas Present and Christmas Future." The other two ghosts waved. "You see, Dr. Scrooge, you're stressed out, overworked, and always worried about money. We're going to show you a different way to practice."

Dr. Scrooge frowned. "A different way to practice?" he asked.

The first ghost smiled and snapped its fingers. Visions of years past flashed before Dr. Scrooge's eyes.

"The holidays and the new year tend to make you think all about how your practice is doing and the state of podiatry as a whole. You look back and see your missed opportunities, your unrealized potential, and the profits that aren't getting collected. You don't see enough new patients and your numbers are dropping, but you still feel overworked. Plus, the patients you do see don't bring in a lot of revenue."

The second ghost, the Ghost of Christmas Present, stepped forward. "You worked extra hard this year, and you've been putting in longer and longer hours. After all, here you are again, working instead of home with your family for a holiday meal."



"Are you trying to make me feel worse?" asked Dr. Scrooge.

The third ghost, the Ghost of Christmas Future, stepped forward. "It doesn't have to be like this, you know. It's pretty normal for podiatrists to feel like you do, but there is a better way! Imagine: you have a waiting room full of patients that aren't just here for general care, but for the problems you actually want to see. You have a strong referral base, sending you new patients regularly. Your cash flow is high and consistent. Your staff works together like a well-oiled machine. You get to go home to your family at night and spend your weekends doing what you love."

Dr. Scrooge sighed. "That sounds like a perfect practice. But it's only a fantasy."

The Ghost of Christmas Future shook its head. "It's not a fantasy—other podiatrists have exactly that, and it's not because they're lucky. They learned what they needed to know to market their practices more effectively, and manage them more efficiently. These are things you can learn, too. You just need a little help."



Lots of podiatrists feel like Dr. Scrooge. But you can make next year completely different. It is possible to transform your practice into the one you want through marketing and practice management—at Top Practices, we've seen hundreds of doctors succeed doing just that. If you're a Dr. Scrooge this December, don't wait for holiday ghosts to help. You can contact us by emailing Answers@TopPractices.com or by calling 717.725.2679.



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ACHIEVING PROFESSIONAL GROWTH

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A Note About Gratitude



Every morning when I awake the first thing I have taught myself to do is smile. It is now a habit. It is powerful. It reminds me how lucky and blessed I am both personally and professionally. And often throughout my day I bring that same smile to my face to reset my mindset from agitation, frustration, or even anger, back to gratitude. I regularly list the things I'm grateful for in my life and I review that list often.

My family is at the very top of my list of gratitude and so are the few people I truly call my friends.

I am also very grateful every day for the privilege to serve you. As 2017 winds down and the first decade of Top Practices is behind me, I look forward to continuing to assist you as you build your own gratitude lists and achieve the blessings that you have a right to because you have your own business.

It has been and continues to be an honor to serve you and to have found the calling in my own life.

Thank you,

Rem Jackson, December 2017