



Information Marketing – Using Information

The very best marketing isn't selling. It is education. People have problems and we can help, but people don't know we can help. Promoting our resumes or lists of services (getting our names out there) is expensive and virtually useless. It makes marketing a once and done event. If they respond now it is positive and if they don't it is over and forgotten. When we make an offer that addresses what is "keeping them up at night", we have an opportunity for prospective patients to "raise their hand" and identify themselves as interested in their feet and ankles for some reason and give us their contact information so that we can send them the book. This builds our list of people surrounding our offices who are worried about their feet and ankles. We can then market to them intensively ---twice a month --- electronically, and directly by sending them letters, postcards, CD's, and other direct mail pieces. Over time they continue to be worried about their issues and when they are ready to come to see the doctor they choose us in much higher numbers than if we hadn't stayed connected to them. Our return on our investment, over time, (from that marketing effort we did a long long time ago ---remember?) suddenly increases. Our ROI RETURN ON INVESTMENT goes up ---often significantly. "We need to enter the conversation that is already going on in the minds of the people we want to attract." That is the purpose of having a book as an integral part of your marketing. This kind of marketing fits in perfectly with the way humans act ---they take a long time to make a decision and they need to hear the message multiple times before they do act. But in podiatry we know they eventually will act because the underlying problem doesn't go away and the condition gets worse over time. The only question is "Will they know to come to see you?" The only way to impact them is to:

1. Market using the Internet, referral sources, your internal list, and in the community and always ALWAYS make an offer of information.
2. Mail them the information in exchange for their contact information
3. Market to them until they eventually come to you.

If we don't use this approach, our ROI on marketing is typically less than 1%.. Most people aren't ready to take action this very minute and your marketing effort is forgotten in several minutes. Permanently forgotten. To re-enter the conversation in their mind you have to pay for it again. When you make an offer that addresses the concern they are intensely interested in ---Pain in their feet for example, they will request your information ---your book in higher numbers. When you have integrated the strategies below and are committed to using them every day (Slight Edge) you will see your requests for your information begin to rise. 1 to 3 requests from your market (as an average)/day is a great number. In a year at 3 requests per day you will have added 1095 names to your database, at 2 requests the number is 730 and at 1 it is 365. If you then follow up with a marketing campaign, like the Top Practices 18





step campaigns which are very specifically designed, you will see your conversion from these requests to be anywhere from 12% to 30% after 8 months. 21% is typical. If you assume 3 requests a day over a year and you give all the requests time to be marketed too --at least 20 months ---at 21% that is 219 new patients. If you assume conservatively that each patient is worth \$450/yr to the practice that is \$98,550 in revenue to the practice. At 2 requests it is 146 new patients and \$65,700 in revenue, and at 1 per day it is 76 new patients and \$34,500 in revenue. As you build your list this will compound year over year and significantly increase your new patient numbers. This is just an example and might not be what you experience. Marketing your practice using information is an art and a science. The art part (the hard part is getting people with foot and ankle problems to raise their hand and ask for your information. This takes intention and engagement and it requires time. Using information must be understood and integrated in a full (four pillars) marketing plan like the Top Practices plan. If it isn't understood, integrated and simply used all the time month after month, then the requests will not be here and neither will the new patient numbers.

The conversion to patients is the science part. Not everyone who requests your information will become a patient ---in fact MOST WON'T. But if 2 out of 10 just 21% do then the numbers above will hold because some of these people have foot and ankle problems and will eventually see someone. Why not you?

Therefore, using your information is THE KEY to great marketing.

Here is a partial list of ways to promote your practice using education (your books) as the offer: (as you create and innovate new ways, please email Rem at rem@toppractices.com to share them) (we will use the term book in the singular for ease of communication, but many practice use multiple books in multiple strategies ---general foot and ankle pain, heel pain, diabetes, running, ugly toenails, etc)

On the Internet:

Web:

- Place your book offer prominently on your Website homepage
- Place your book offer on every webpage on your website
- Create a special landing page specifically for each book on your website with excellent Search Engine Optimization (SEO)
- Include your book offer on all of your social media platforms and once a month focus on the book in your postings include links to the offer
- Blog frequently and refer to your book: include links to the offer
- Always include an offer and links to your book in your e---newsletter that is archived





- on your website
- Make mention of and include links to your book in your author tags
- Develop videos and infographics that promote the book and use on your website and social media platforms
- Develop a continuous social media plan ---engaging interactive opportunities to win small prizes that include and involve your books
 - Make check in offers on Facebook
 - Create a specific Facebook page for the book
 - Card on twitter
 - "Doctor" promoting it in G+ in a hang out or group
- Create an "Ask the Doctor Program and include offers for the books
- Create Review sites – with photo and/or video of the book along with some verbiage in the description
- Email sent to current patients (email them the link to the book on the website and ask them to share it – develop referral plan that includes ways to get the link back to the website out to current patients for them to share)
- Include in recall campaigns – mail it with a letter and add it to all of the emails

With Medical and Non-Medical Referral Sources

- Bring to every potential and existing referral source. 1 copy to each doctor with a post it note from you explaining the gift of the book and the education program you are committed to; 1 copy for every employee of the practice; 2---3 for their reception room with OFFICE COPY: DO NOT REMOVE written on it or with a sticker, and a stand for flyers to request the book to be placed in their reception room , always restock the flyers for them
- Flyers distributed to every possible referral source in your community (It's a great reason to return) a larger list is in the Quickstart Guide ---Module 4.---gyms, nursing homes, schools, PCP's, Ob/Gyn's, shoe stores, etc--
- All Lunch and Learn participants receive their own copy ---every time

Internal (Your list)

It is appropriate to give patients a copy of your book if they request it. (Don't send the follow up conversion campaign). If they ask for more give them flyers to hand out so that their friends can request their own copies. In this way you build your database.

- Office copies in your reception rooms (refresh regularly)
- Flyers distributed at check--- in/out, in reception and treatment rooms also
- Posters posted throughout office





- Flyers included in invoices/statements
- Newsletter --- articles can reference the book and provide info on how to request --- both online e--- newsletter and in your printed newsletter
- Make sure your staff has a copy of their own and have them read it and discuss it at staff meetings. Brainstorm ideas on how they can use it
- Send the flyer with their monthly bill and mention the referral program that the office uses

External

In the community there are excellent opportunities to build your prospective patient list by offering information (your books).

- Bring flyers on clipboards to health fairs and offer the books to everyone.
- At every public speech or presentation have a staff member hand out flyers to be filled out and collected for free books
- Offer books at all sponsored events both at the event (using flyers to get their information not the actual books) and after the event by mailing a postcard to participants (such as runners in a race you've sponsored)
- Mention it and include links in all press releases
- ---Hand out copies of your newsletter with a feature on the book at all events, speeches
- Meet with and include it in your offers to major employers in your area.
- Promote this education initiative to your chamber of commerce
- Promote this education initiative to all your local media outlets

There are people all around your office who are worried about their feet and ankles. They want answers. With your book you have the answers and you can establish yourself as the local expert without stating that you are. It is not a coincidence that the word authority has the word author in it.

If they read it, they will come (in enough numbers over time). But if they don't know you can help the and that you are willing to help them understand what is keeping them up at night, they won't request your information and your books will do them and you no good sitting on a shelf.

Dedicated to your success

Rem Jackson

