

## **Top 10 PROVEN Ways to Promote Your Practice Online** *(Which Increases Traffic to your Website And Gets You More Business!)*

Maybe you've heard the online marketing adage "Content is King!" So you write content for your website...but nothing happens. Your traffic doesn't explode, and new patients are not flocking to your door. What happened?

You may have forgotten that every good king needs a PR department. You need to promote your business and your content to get there in front of your ideal potential patients! Just posting content to your website isn't enough.

**Here are TEN PROVEN WAYS you can promote your business to potential patients in your local market:**

### **1. Embrace the SOCIAL part of social media**

- Invite your patients to follow you on social media—make this part of your process (encourage new patients to follow you, or ask patients as they leave to keep in touch via social media).
- Give followers a reason to pay attention with local, personalized information, like local events, news and activities (especially if you're sponsoring them!) Above all, be interesting!
- Post links back to your website with well written and grammatically correct headlines and good descriptions. Sending people back to your website for great info reminds them of why they did business with you in the first place!
- Comment on other business pages that you endorse or connect with in some fashion. You can network and interact online similar to the way you would in "real life".
- Tag other businesses in your social media posts to get in front of their local patrons!
- Review other businesses as a business! You'll find that on some social media outlets your business can leave reviews for others. This will ensure that you are seen by people not necessarily looking for your services, but who will remember you for your kind and helpful words.

### **2. Sponsor a local event or charity**

- Get out into your local community and get involved! Work with causes and charities in your community that you and your staff are passionate about. This will get you in front of many more potential patients, and make them feel good about doing business with you.
- Scholarships are a great way to get your business noticed! You can hold a scholarship competition open to all local athletes or local schools, for example.

Open scholarships to multiple schools to get the most exposure, and make a big deal about picking the winner.

- Ask the charities or organizations that you support to include a brief write-up on their website, with a link back to your website that has more information about what you're doing for the organization. This is a great way to get natural links back to your site to content you've written!
- Post about what you're doing on your website and social media:
  - Make sure you tag the organization you're supporting to get in front of THEIR followers.
  - Post and comment on the business or charity page you're supporting.
  - Comment as yourself on your own business posts.
  - Tag staff or clients as appropriate and encourage them to share!
  - Your business page cannot tag people, but YOU can!

### **3. Participate in Online Community sites**

- Join relevant groups on Google+, LinkedIn, Facebook and ask questions, comment and share helpful content.
- Seek out online forums where you can answer questions relevant to your practice.

### **4. Follow local businesses**

- Connect online with others in your field, vendors you work with in your community.
- Interact with them on Facebook, Twitter, Google+ or anywhere else where these businesses are active. Share information, re-tweet or re-post their information, add comments.

### **5. Follow and comment on local media social media threads that are relevant**

- Many of the media outlets in your local market are active on social media! Find them and follow / like them to stay in touch with your community news and look for opportunities to promote yourself.
- Look for radio stations, local TV stations / broadcasters, local newspapers, magazines or other publications.
- Media outlets and local broadcasters and commentators are always looking for fresh, interesting content. You could be a valuable expert resource to them!
- Offer your expert opinion on stories they're covering, counter false information you hear in their reports, offer another perspective on trending stories, or offer relevant, timely information to help them create content.

### **6. Create and promote a free offer on your website**

- Do you have a free product that you can offer on your website? Think books, pamphlets, bumper stickers, pens, mugs, bobble heads, etc.

- Create a great landing page with an enticing picture on your site.
- Promote your offer through social media ads, which are great as they can be highly targeted and are not expensive.
- Leave copies of your item(s) in relevant places. For example, if you get a lot of patients who are marathon runners, consider leaving a brochure on five tips to protect your feet while running in local gyms, gear stores, or other places that runners congregate.
- Share pictures of your local business partners or clients with your swag on social media!

## **7. Follow-up Campaigns**

- If you have contact forms or an offer on your website, you NEED follow-up campaigns! These are emails that you send out to your contacts on a regular basis with additional information relevant to the offer or the form that was filled out.
- Follow-up campaigns (also known as drip campaigns) keep potential patients engaged and interested in your services.
- Use a mix of emails, postcards, and letters to maintain the attention of potential patients. Don't spam your web contacts, but "drip" information out to them over a 6-9 month period.
- Include links back to your website in your follow-up emails (don't forget tracking URLs!) This will allow you to determine if your emails are effective. If nobody clicks the links, maybe you need to make some changes!
- Keep your campaigns up-to-date to always provide the best content and most up-to-date information. You won't woo potential patients if you send them old, outdated or incorrect information!

## **8. Email Newsletter**

- Create an email newsletter to send out to your contact database (you have one, right?)
- Make your newsletter interesting! Include helpful tips, favorite recipes from the staff, information about local events. Give people a reason to open it up when they see it in their inbox.
- Keep your newsletter brief, and include links back to your website for more information. Based on our research, website visitors who are sent to your site from newsletters are more engaged and spend more time on your site than visitors from organic or paid traffic.
- When including links in your newsletter content, use tracking URLs so you know what content your readers are most interested in. Google's URL Builder is a great place to start!

## **9. Print Newsletter**

- Create a monthly or quarterly high-quality print newsletter with interesting content that you can mail to your contact list, in addition to the email newsletter.
- Your email and print newsletters can have similar content, but it should not be the same.
- Provide links back to your web content using “bitly” links and QR codes.
- Run contests, do questions with answers to be found on your website on certain pages.
- No time to create your own print newsletter? Top Practices has a print newsletter service that makes it easy for podiatrists to promote themselves!

#### **10. Use both evergreen content and breaking news to promote your practice**

- Evergreen content is content that can stand the test of time. These are typically well-researched informational articles that provide in-depth information about topics important to your potential patients.
- Evergreen content can be reused in many ways, especially if it is niched or seasonal. Keep it updated, and test ways to promote it. You can promote it many times and in many different ways.
- Breaking news is a quick hit to capitalize on a hot topic or trending news story that you can tie back to your practice in a way that promotes your products and services.
- When promoting breaking news content, hit it hard with all your marketing outlets, then let it go. This isn’t content that is intended to stand the test of time, so write it more like a blog, in an informational, opinionated way that takes a unique spin on a hot topic.

There are many more ways to market your practice, but these ten are proven to work for podiatrists and can work for you, too. Remember, a great online marketing effort starts with an awesome website—then you support that great website with targeted marketing.

Looking for more marketing information? Check out our website at [www.FosterWebMarketing.com](http://www.FosterWebMarketing.com).