

A GUIDE TO

Marketing for Health Practices





MARKETING HACK #1

Don't Be Shy— Tell The World!



Is something happening, like a new workshop, therapy offering, new staff member, or expansion into a new location? **Tell everyone!**

Send out press releases and announcements to local media outlets, business groups, community newspapers, community newsletters, and Facebook groups, related businesses, schools, sporting clubs, charity groups, or anyone else you think might be (even a little bit) interested.

Think of each contact you make as a small seed that could grow into something big!



MARKETING HACK #2

Provide Free Presentations



Pick a topic (or a few) you think organizations in your area would like their employees or members to learn about. Offer a free 30 to 60 minute talk on the topic for their group.

Businesses often jump at the chance to provide free professional or personal development to their staff, and you'll get a mountain of exposure and credibility.



Top Tip

Make sure the topic is interesting and provides genuine value—**don't make it an overt sales pitch**. If people like what you have to say, bookings will soon start flowing. Relatable topics relevant to your profession tend to work best: e.g., Ten Strategies for Better Sleep; or The Six Best Exercises For Busy People.



MARKETING HACK #3

Reach Out to Local Media



Contact local magazines, newspapers, radio stations, or community newsletter publishers, and offer to provide content (articles, tips, guest appearances) on topics relevant to your profession.

You get the exposure, and they're always looking for original content, so it's a win-win. Plus, the more you do this, the more you'll become their **go-to person for your area of expertise.**



MARKETING HACK #4

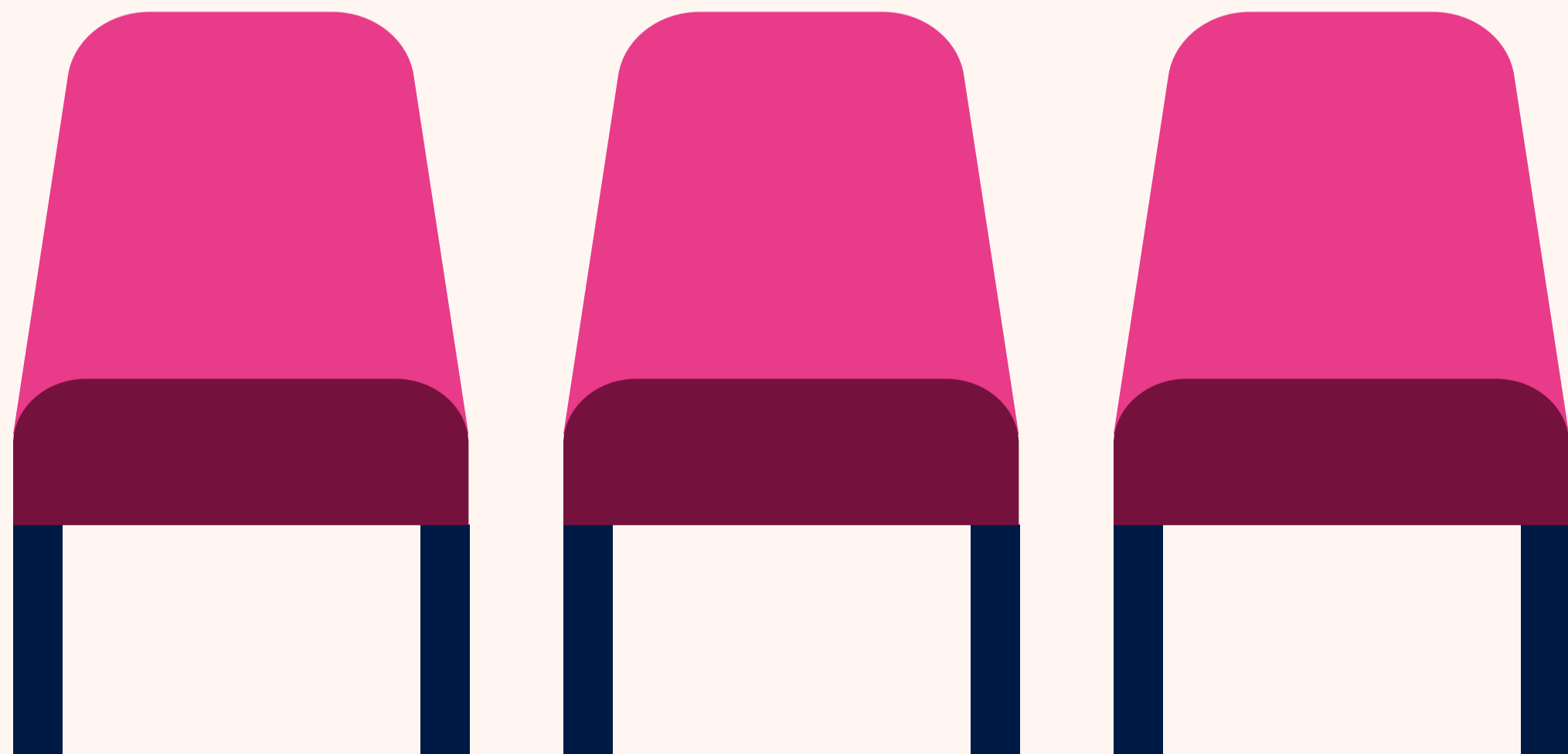
Use O.P.W.'s (Other People's Waiting Rooms)

Every day, other health professionals' waiting rooms are filled with your potential clients. Why not ask if you can put some brochures there and offer to do the same for them?



Top Tip

Provide **DL-sized brochure stands**. This looks more professional and enables you to place a sticker with instructions for how to order more brochures at the back of the stand.





MARKETING HACK #5

Create Free Online Business Profiles

Make sure your business is listed in all the free business directories with your current website, address, email, and phone details. Here are three to get you started:

[Google Business Profile](#) →



[Bing Places for Business](#) →

[Yellow Pages Online](#) | [AU](#) | [NZ](#) | [UK](#) | [US](#)





MARKETING HACK #6

Leverage Your Client Database



Current and former clients are often a practice's most significant untapped asset. People who know you, and have 'bought' from you in the past, are far more likely to do so in the future.

If you've got empty appointment spots, a new service, an upcoming workshop, or a book you've published, make sure you reach out to those in your client database first.

While email, SMS, and snail mail can all work well, [bulk SMS campaigns](#) typically achieve the best results. You can either use third-party custom SMS platforms for this, or if you're a Zanda customer, you can send SMS directly from your account ([here's how](#)).

With Zanda, you can send bulk SMS and emails to targeted lists of clients, like clients who haven't had an appointment in 90 days.



MARKETING HACK #7

Create a Poster



Put together a list of useful tips related to your industry and turn them into a poster. These can be sent to other businesses to be displayed in waiting rooms, staff kitchens, etc. Ideas like “7 Stretches You Can Do at Work” or “10 Ways to Improve Your Sleep” can work really well.

Make sure you include basic information about your business, too: Business name, contact details, and a line or two about what you do.

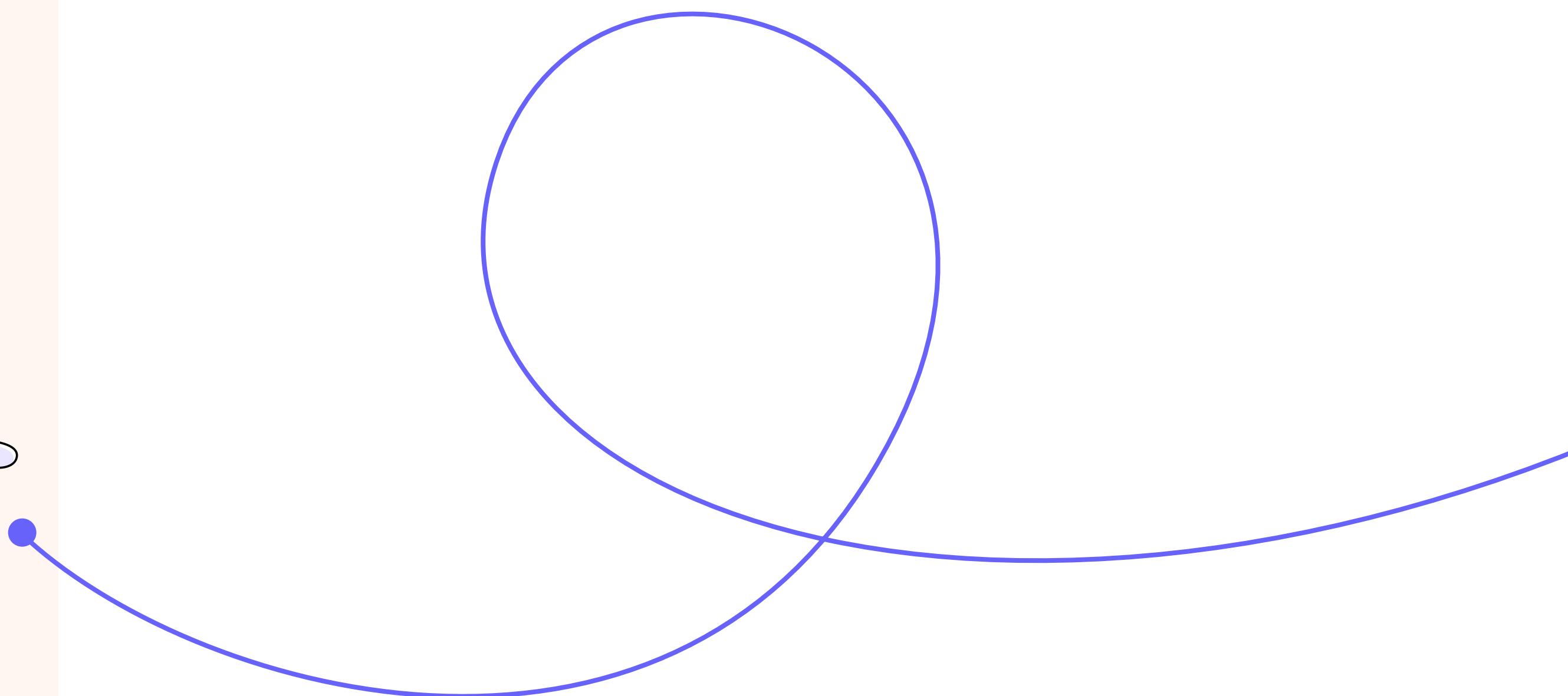
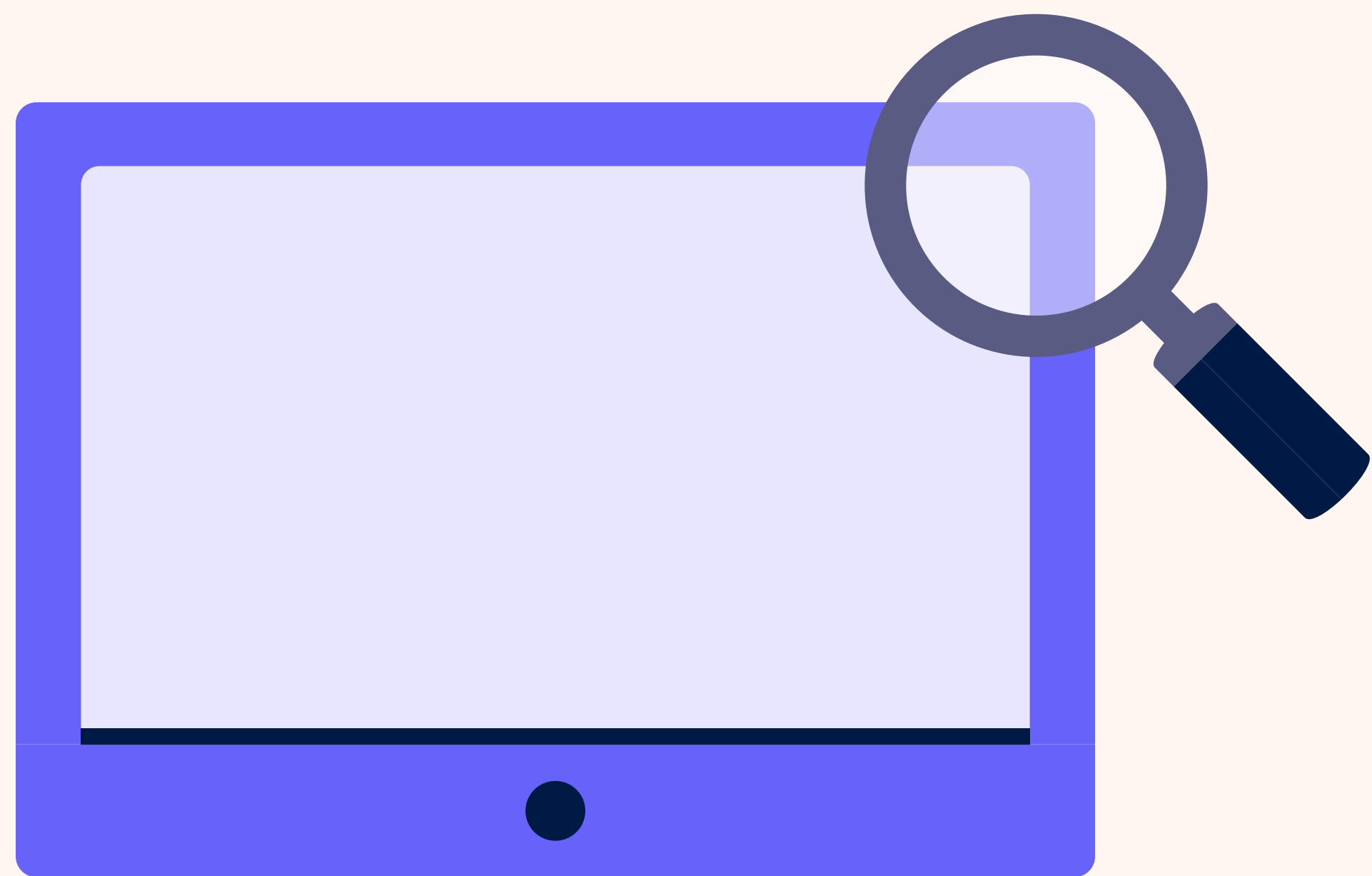
Worried about cost? It might be a lot less than you think. Consider having the design work done by a freelancer (check out [Upwork](#) or [Airtasker](#)), and shop around to find the best rate for printing.



MARKETING HACK #8

Get Fresh Eyes On Your Website

Ask family and friends to take a fresh look at your [website](#). Ask for feedback—is there anything that could be improved, can they easily understand what you offer and how to contact you?





MARKETING HACK #9

Stand For Something!



Stand out from the crowd! Find something that makes you a bit different and become known for it.

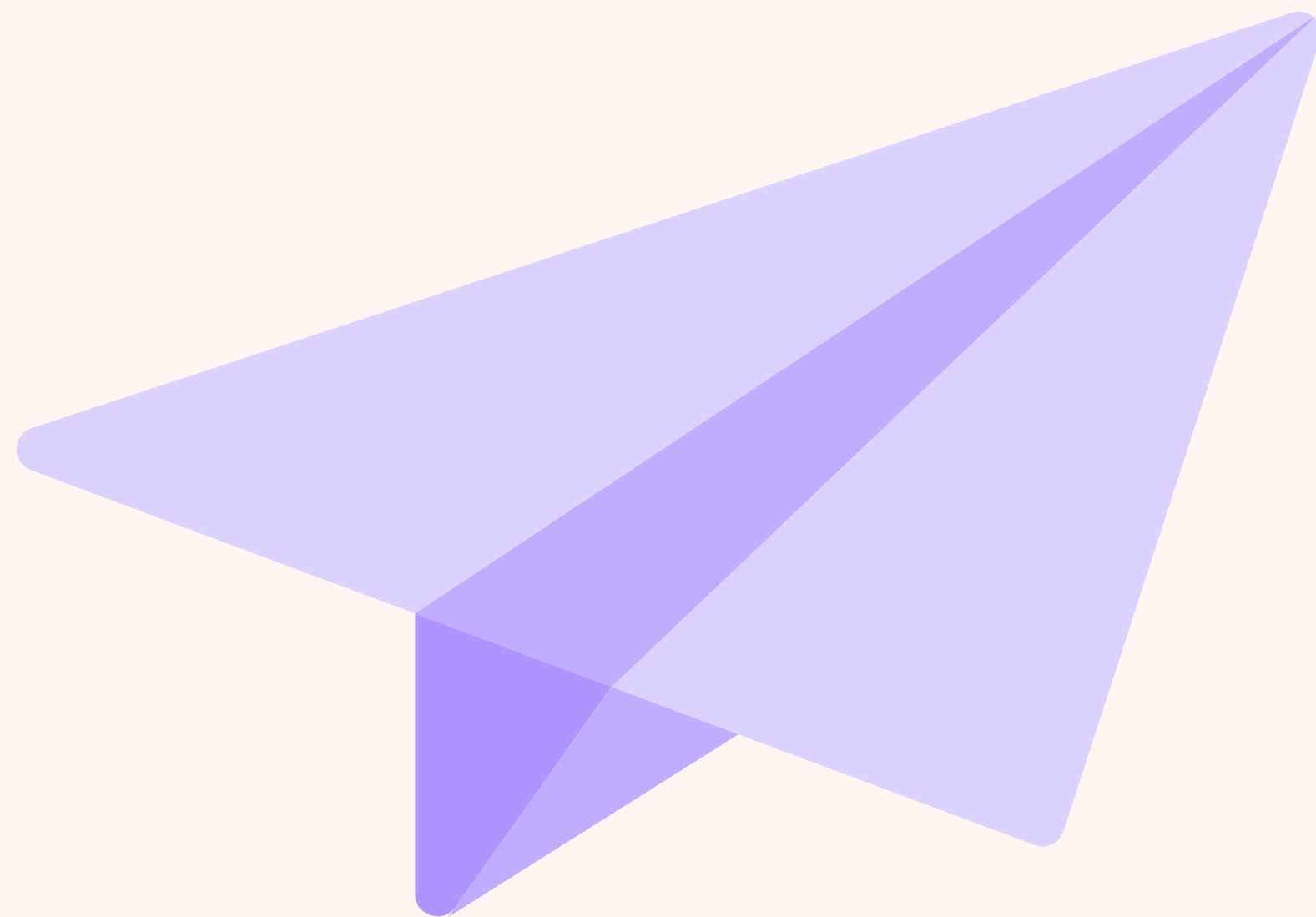
Keep it simple, genuine, and client-centric. Your “something different” might be your treatment approach, philosophy, or a summary of your values.

Health practices that emphasize upskilling patients, setting treatment goals, measuring outcomes, or providing no-jargon treatments tend to do well.



MARKETING HACK #10

Send Letters to Local GPs



Send a letter to each GP in your area detailing:

- Who you are, including a photo
- What services you and your team provide, and what makes you different
- What patients are suitable to send to you i.e., age range and condition types
- How to refer patients to you



Top Tip

Keep your letter brief (no more than **one single-sided page**). If you have a large team, include a separate document that lists each clinician's details, a photo, the type of patients they treat, and any special interest they might have.



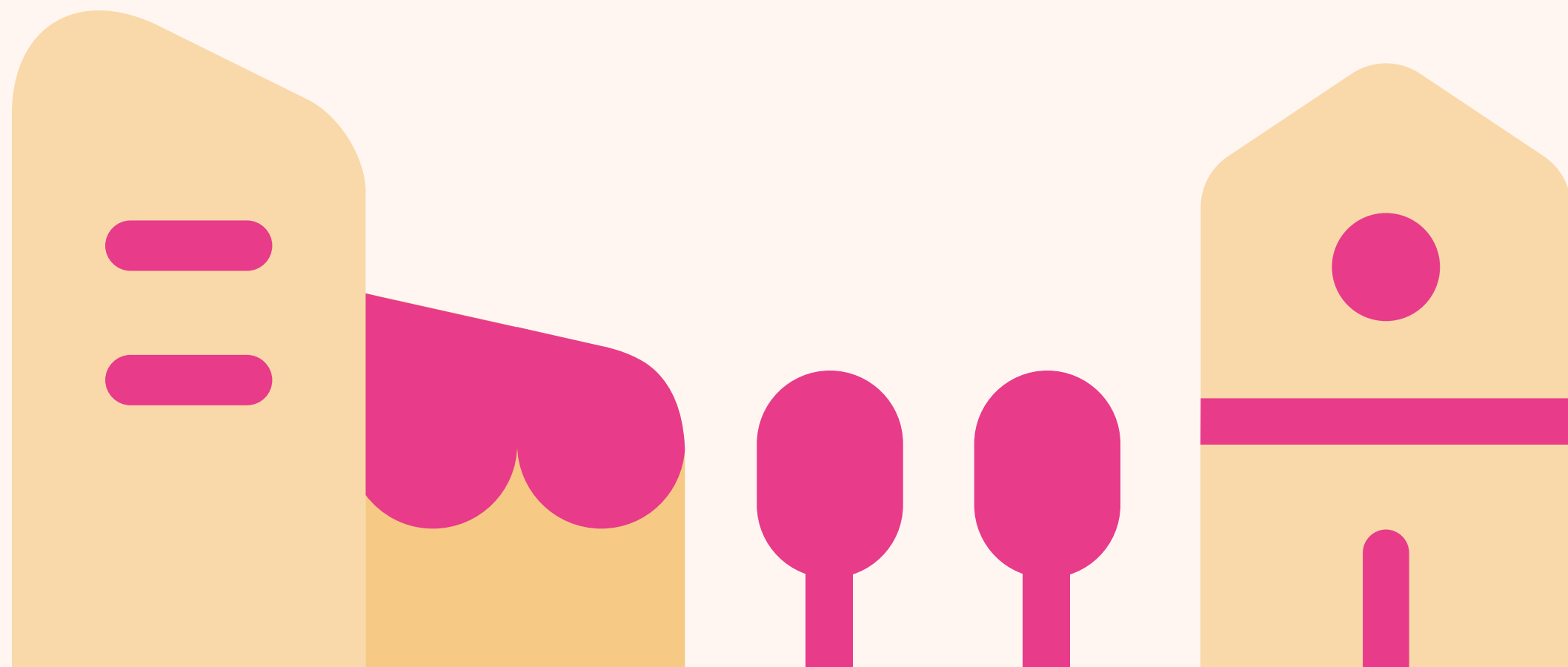
MARKETING HACK #11

Build Relationships With Local Organizations

Contact the Human Resources staff at your largest local organizations and introduce yourself and your practice.

Let them know what you do, the sorts of things you can help them with, and that you're happy to provide some free advice if they ever need you.

The goal is to establish a relationship, so keep it low-key!





MARKETING HACK #12

Grow Your Network via LinkedIn



LinkedIn is back, so if you haven't logged in recently, it's time to refresh your profile. Make connections with those you already know and expand from there.



Top Tip

Make sure you have a **LinkedIn company page** for your practice too! It's a great way to let your professional network and prospective hires learn more about your business.



MARKETING HACK #13

Try Targeted Advertising with Facebook



It's not hard to set up [Facebook advertising](#). Just go to your Facebook business page, and you'll see options for creating ads or promoting posts.

The great thing about Facebook is you can target your ads to really specific audiences so that you can hone in on your target market.

Want to target 30–40 year old teachers, who live in your area, and have an interest in yoga, marathon running, and green tea? Chances are Facebook will let you reach this audience.



MARKETING HACK #14

Dominate with Google Ads



[Google Ads](#) (formerly known as Google Adwords) is great for reaching people who are specifically looking for your service type in your area.

If someone Googles “Physical therapist for back injury near me,” then the chances are good that they’re looking for an appointment soon. It’s the perfect time to put your business in front of them.

Setting up a Google Ads account is fairly simple, and you’ll often find Google will give you a free \$50 or \$100 credit to pay for your first ads.



MARKETING HACK #15

Use an Introductory 'First Session Free' Offer

If your business is new, it's great to get as many people to try your services as possible. Running an introductory special where clients can have the first session free will get people coming through the door quickly.

Sure, you'll get some people who'll just come for the free session, but you'll get lots of people who'll come back, plus some great word-of-mouth exposure.

**OFFER!
OFFER!
OFFER!**



MARKETING HACK #16

Learn Super Basic SEO (Search Engine Optimization)

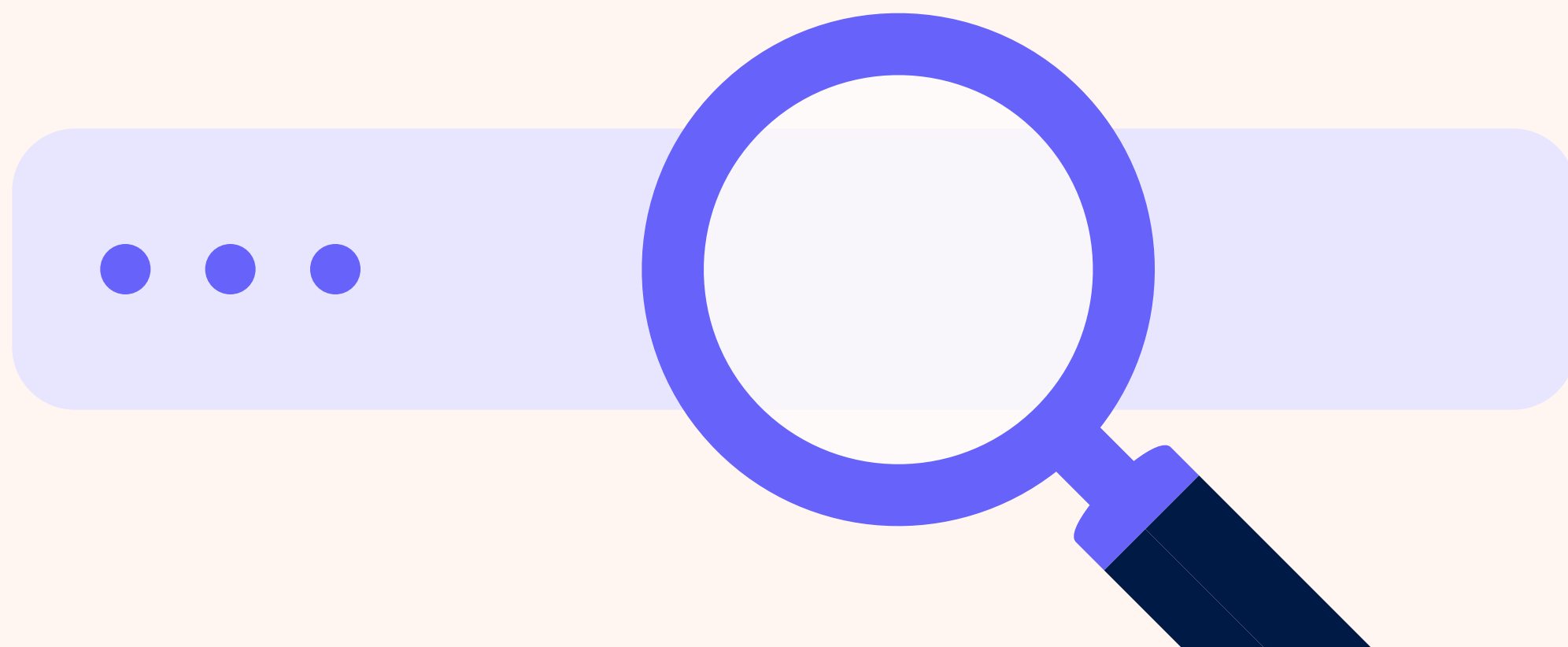
SEO is just a fancy way of saying, "making it easier for search engines to find you." Adding some basic content to your website that contains terms related to your location and profession can really help boost your traffic.

Examples like: "Psychologists in Austin" or "Chiropractors near London" can drive clients straight to your website. It can be helpful to create pages on your website that specifically focus on catching this type of traffic.



Top Tip

To increase your chances of success, use every opportunity to include your **key search terms**, like in your page name, page URL, section headings, page content, links, and image labels.





MARKETING HACK #17

Run a Competition on Social Media



Running a [social media](#) competition is a great way to increase awareness of your business. Consider giving away a gift voucher, books, a magazine subscription, or anything else that would appeal to your target market.

To avoid looking spammy, it's best not to ask people to share or "like" the post but rather to enter the contest by taking action like signing up for your newsletter and commenting "Done" when completed.

That way, you can contact everyone who didn't win to let them know and offer them an incentive to make a booking.



MARKETING HACK #18

Become a Go-To Media Source



Journalists are always looking for subject matter experts they can speak to and quote in their content.

Platforms like [Source Bottle](#) connect journalists with experts like you. They're usually free to join and are a great way to start making connections and contributing to stories in your chosen area.

Being referenced in the media helps position you as a thought leader in your field and increases people's confidence in you and your brand.



MARKETING HACK #19

Find Micro Advertising Opportunities

People typically access health practices that are geographically close to their homes. This presents a great opportunity to reach potential clients via micro-advertising spaces.

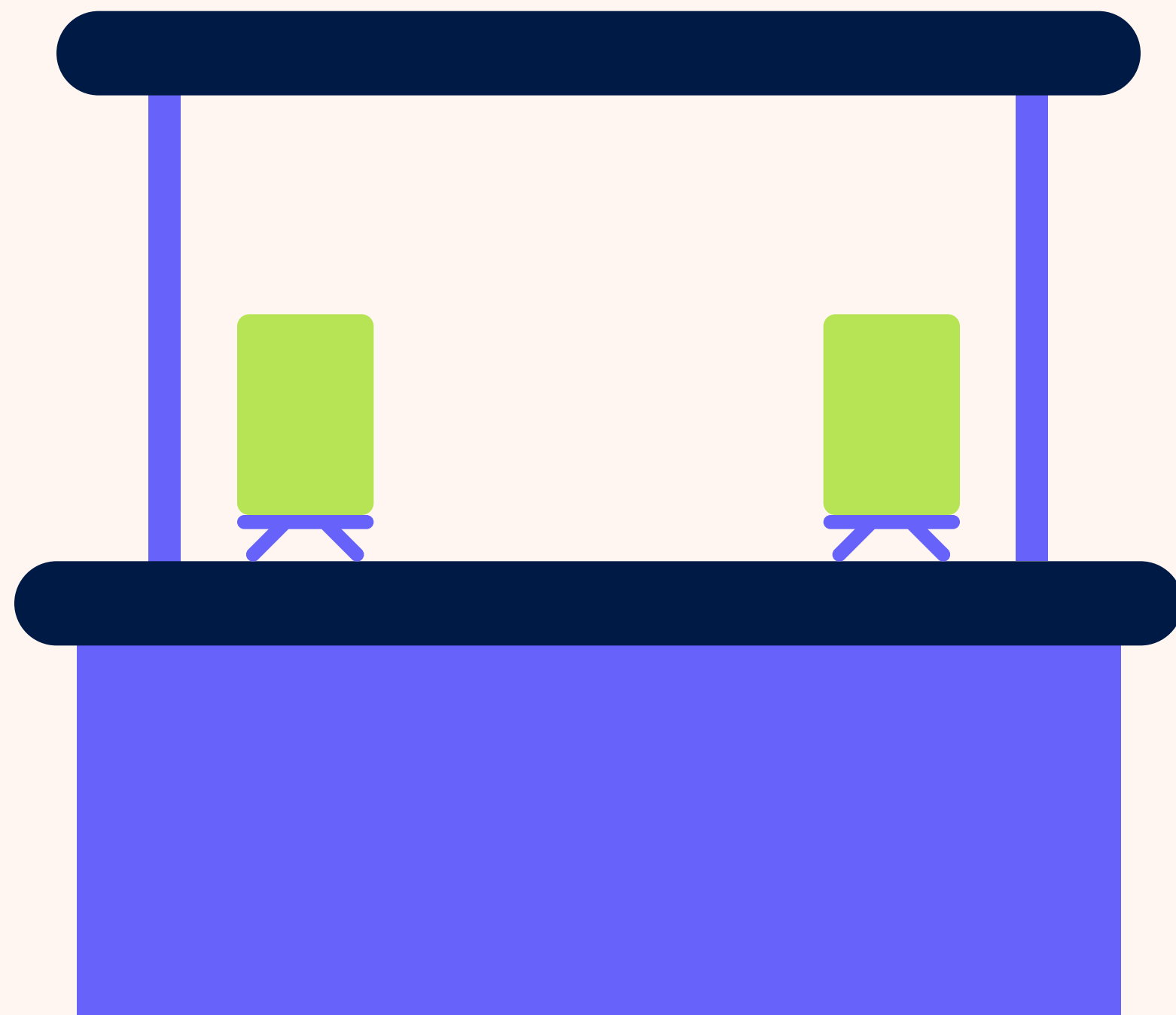
For example, think about opportunities like school newsletters, local sports clubs, your bakery's notice board, or sponsoring local non-profit community events.





MARKETING HACK #20

Exhibit at Local Career Days



Many school districts have career days or expos where students can meet and talk with people working in different professions. Find out when the next one is in your area and participate!

These events give you an opportunity to meet and talk with dozens, if not hundreds, of students (and their parents) over the space of a few hours.

While you'll mainly be talking about what it's like to work in your field, the students and parents will get to know and trust you, and you've positioned yourself to be a provider of choice in the future.



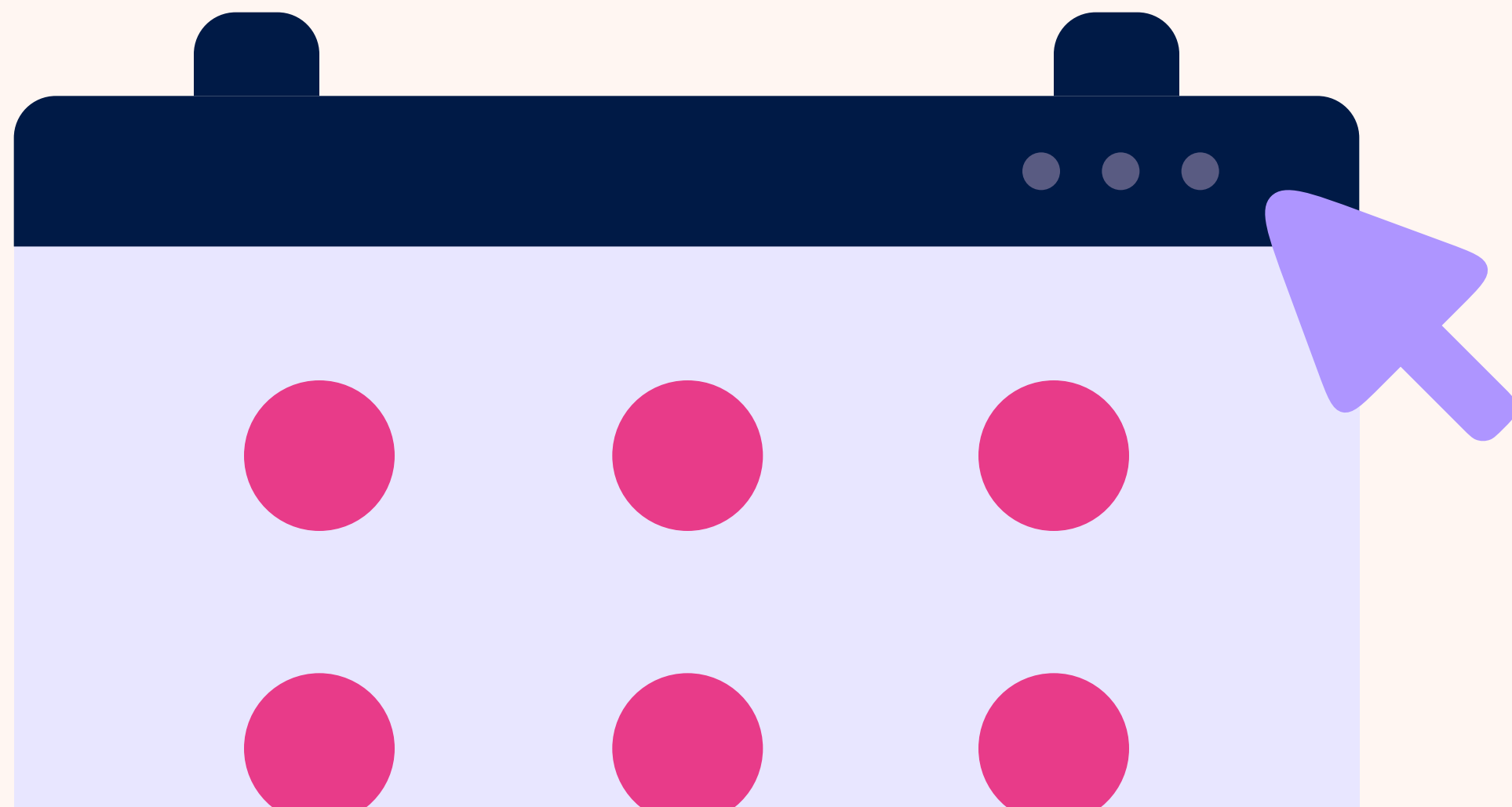
Top Tip

Don't forget to bring some brochures, cards, or some other "takeaway" materials!



MARKETING HACK #21

Set Up Online Bookings and Payments



Often, people search for health providers after work or on weekends. Don't make potential clients wait until you're back in the office to book. They may forget or decide to go with a different practice if booking with them is easier.

Instead, set up an online client portal that enables clients to securely and confidentially book and pay for their appointments 24/7. It's convenient, reduces your administration costs, and you get paid at the time of booking, which is great for cash flow.

Check if your practice management system offers a client portal and use it if it does. If you're a Zanda customer, you can [set up your client portal as shown here](#).



BONUS HACK!

Grow Your Practice with Zanda

Start a Free Trial!

When it comes to marketing your practice, the right tools are crucial. Grow your practice with Zanda! [Sign up for a Free Trial](#) (no credit card required) and explore the benefits first-hand.

Start a free trial

Contact us



Zanda is practice management software that supports your marketing efforts with:

- [Online Bookings and Payments](#): Accept bookings and payments 24/7 for individual appointments, groups or classes.
- [Bulk Email and SMS Messaging](#): Keep your contacts informed about new offerings with in-platform communication tools.
- [Mailchimp Integration](#): Send professional, automated marketing communications using Mailchimp templates.
- [Referral Management](#): Create referrer profiles, generate professional letters, run referral reports and more.
- [Marketing Reports](#): The Client Sources report tells you how clients heard about your practice.



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