



The Two Things Chiropractors Must Do Online in 2018 to Beat Their Local Competitors

Written by Ross Bryant on November 1st, 2017



It's no secret that chiropractic care is one of the most effective solutions for treating conditions of the musculoskeletal system. What may be news to you is that more and more people are finally starting to catch on to this fact.

With that extra notoriety, however, chiropractors are facing more competition than ever. Not only are practicing doctors facing new chiropractors coming into the market, they are also coming up against medical practitioners who are inching onto their turf.

With that extra competition, it's more important than ever before that your practice employs some core Online Marketing Strategies.

The Single Reason Why Knowing How to Correctly Market Your Practice Online is So Important in 2018

Today's market is extremely savvy when it comes to prescreening chiropractors before they choose their healthcare provider. Gone are the days when people open the Yellow Pages and pick the office with the nicest-looking ad.

Statistics show that before a patient ever picks up the phone to call your office, they have already done their due diligence using the Internet.

With that in mind, it's important to understand the two key places that a potential patient uses to pre-qualify your practice. Studies show that 60-70% of all potential patients look at **your Facebook page** and **your website** before they decide to call your office and book their first appointment.

So, what do you need to do to make sure that your practice wins the patient over when they visit those two places? Let's dive in and talk about the keys to doing both correctly.

Chiropractic Online Marketing Essential #1: A Facebook Page that is Updated Daily



What a lot of small business owners don't understand is **how the general public judges a business based on what they see on their Facebook page.**

Put simply, if a business' Facebook page looks unprofessional (poor graphics and grammar errors), the public wonders whether that reflects what's going on inside of the business.

Furthermore, if a business' Facebook page hasn't been updated in a while (if your last post was more than a few days ago), the public may worry that the business' staff might also let things slip and become outdated inside of the business.

We agree, it isn't fair that this is how your practice is perceived if your content is spotty, or if you haven't had the time to post as frequently as you'd hoped, but it's the way things are. Make sure to always keep content flowing on your page and have someone post one to two times every single day.

The Keys to Making Your Facebook Page a Patient Magnet:

- **A Professional Profile Picture**

This is the very first thing most people see when they do a search for your Facebook page and head over to check your practice out. It needs to be professional-looking and really showcase what your practice is about.

- **A Professional Cover Photo That Represents Your Practice**

This is the second thing that people see when they are researching your practice on Facebook. It should show your logo and tell your practice's story in an image.

- **Interesting Facebook Posts Branded With Your Logo**

It isn't enough to just post a motivational quote or a funny video. Your practice's Facebook page needs to have interesting content that people learn from. If your page has interesting and current content, people will convert into full patients.

- **One or Two Posts Every Single Day**

Like it or not, people judge your practice by how current your marketing is. When your last Facebook posts is several weeks old, it makes people wonder whether you let things go when you get busy. This is an impression you can't afford.



- **Chiropractic Online Marketing Essential #2: A High-Quality Website**



It's no longer okay to have your nephew build your website or purchase a website from a "do it all" website company like GoDaddy or MySpace. It's not enough to just have a website these days.

Your website must look great and it must communicate some key pieces of information.

#1 Chiropractic Website Must-Have: It Should Look Great Everywhere

You've spent a lot of money to ensure your clinics are clean, attractive, and professionally run when your patients walk through the front door. If you spend that much time making the inside of your practice look great but don't focus on your website, you're missing the boat.

Your website is the first impression that 90% of your potential patients see. If it doesn't look extremely professional both on a computer and on a mobile phone, you're going to be losing out on a ton of easy business.

You want a professional building your site who focuses their effort on building chiropractic websites. Stay away from "catch all" website builders and doing it yourself (even with templates that seem like that might be great).

#2 Chiropractic Website Must-Have: Focus on Conditions YOU Treat

The #1 mistake that the average chiropractor makes is not "planting a flag in the ground." You don't want your potential patients to think you are a catch-all doctor. You want people to know that you are a specialized provider.

If you're great at getting rid of headaches, make sure that is featured on your website. In a world full of doctors who are afraid of claiming a specialty (because they think they'll miss out on potential business), it's the specialty providers that are making the most money.

#3 Chiropractic Website Must-Have: Walk Them Through Their First Visit

Every chiropractic website should take a potential patient through what will happen in their first visit. This includes walking them through the steps that they'll take when they walk through the door, including having a place that they can download their intake forms and fill them out before they come in.

This may seem like a small thing, but it is a key factor in making potential new patients feel comfortable before they ever walk through the front door.

#4 Chiropractic Website Must-Have: Location and Hours

This one is a no brainer, but people need to know where you're located and when you're open, and this information needs to be easy to find.

#5 Chiropractic Website Must-Have: A Trackable Phone Number

Having your main phone number on your site isn't enough. You need a phone number that will allow you to measure how much business is being delivered from your website. The best websites are the websites that measure their own effectiveness.

#6 Chiropractic Website Must-Have: Pictures of the Doctor and Staff

People want to see pictures of the doctor and their staff before they walk through the door. A few simple pictures and staff biographies go a very long way to set a potential patient's mind at ease.

#7 Chiropractic Website Must-Have: Great Content from the Doctor

The average chiropractor is more educated than the average medical doctor in terms of school hours. A lot of websites attempt to do this by maintaining a blog, but these rapidly get out of date, and look untended. Talk to us about some ways to get this done.

How to Save Time When Setting Up Your Practice's Online Marketing

The good news is that you can hire us to take all of this off your plate. We'll help you get everything rolling without charging you an arm and a leg.

The product sets from HealthBeat Online are designed to stack feature upon feature. This means you can get started easily and add new functionality as time or budget permits.

Talk to us today

We'd be happy to help you get everything set up. We've worked hard to make this process almost completely hands-off for you and your staff, keeping your time commitment minimal so you can concentrate on your patients.

Want to learn more about how you can get going in the next two weeks? You can contact me right now to chat about it (it usually takes about 10 minutes on the phone) by dialing my office here: **240-848-0571**, or drop me a line at rbryant@healthbeat.online.



About the Author: Ross Bryant

Our founder, Ross Bryant, is a veteran of the software and Internet technologies market with over 20 years' experience in the healthcare IT space. Working with many different companies, in physician, hospital, and pharmacy offices, has given him the insight to understand your needs and the experience to develop the product sets that can help you market your practice.

Mr. Bryant has a Bachelor of Business Administration degree from University of North Georgia, and has held executive positions in Internet marketing and e-commerce firms, and has served as a Senior Director for numerous successful "dot com" businesses in recent years. This experience gives Mr. Bryant the expertise to build the marketing focus your practice needs to get to the next level.