



# **DIGITAL MARKETING 101 FOR PHYSICAL THERAPY PRACTICES**



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# SO, WHAT EXACTLY IS DIGITAL MARKETING?

Digital marketing, or online marketing, is the umbrella term for any marketing effort that uses electronic devices and the internet as a vehicle to deliver promotional messaging and to measure its impact. You've probably seen digital marketing everywhere, and maybe you've been wondering how to get started. Digital marketing starts with a website, and it's supported by various other platforms like social media accounts, search engine optimization, social media ads, and search engine ads.



# WHY DIGITAL MARKETING IS THE BEST APPROACH TO GROW YOUR PRACTICE

Digital marketing methods can be a huge asset to your practice, giving you a modern platform to expand the marketing outreach of your physical therapy practice. Digital marketing is especially crucial for any small or medium-sized physical therapy practice as it offers greater opportunities to build a brand and connect with potential patients, and is scaled to your goals and budget.

According to industry standards, physical therapists who leverage digital marketing see a whopping **59% increase in patient conversion rates** and a staggering **52% increase in patient retention!** According to [Binary Fountain's 2019 Healthcare Consumer Insight Survey](#), more than 60% of patients start their provider search online. This means that the majority of patients seeking physical therapy are going to start by searching for providers online. With this in mind, you want to spend your time, effort, and resources where the majority of

your prospective patients are looking for you – online.

Digital marketing is cost effective, tailored to your individual budget, and the results are measurable! Traditional media has fixed costs, meaning you pay a flat amount regardless of how many individuals engage with it, and you usually get little to no data on its effectiveness. In digital marketing, you pay for interaction and impressions – which means you only pay for what someone sees. Results are measurable, you are able to track impressions, interactions, and click-through, and you can use that feedback to consistently improve your ad targeting based on those who have interacted positively with your ad in the past. Digital marketing is made to create a dialogue with your prospects, and you get access to real time data on how patients find your clinic, what they are searching for, and what kind of marketing messages are most effective.



# THE FOUR PILLARS OF A DIGITAL MARKETING STRATEGY FOR PHYSICAL THERAPY PRACTICE OWNERS

## A Digital Storefront – Your Practice Website

Your website is the backbone of your online presence - it extends to every aspect of your digital marketing strategy. Every communication, piece of content, or advertisement that you put online should drive your potential patient back to your website. As such, it's important that your website gives your patients a clear understanding of what your practice offers and how they can get the help they need.

Your website will serve as a hub for prospective patients. Your other digital marketing efforts will drive interested prospects to pages within your site where they can learn more or schedule an appointment, so your website should concisely answer any questions a new or returning patient might have about your services. Some important pages to have on your website are:

**HOME PAGE** – with a brief overview of your clinic and the services you offer – be sure to include anything that differentiates you from your competition.

**CONTACT PAGE** – Include your address, hours of operation, and a variety of ways to contact you –

phone number, email, and it's appropriate to include your social media page links here. Have the ability for patients to book directly online? Even better!

**SERVICES PAGE(S)** – Create a separate page for each service that you provide. If you offer balance therapy, pelvic health, orthopedic PT, and hand therapy – create a page for each service and be descriptive about the issues you handle and how your practice treats patients with these maladies.

**ABOUT PAGE** – This is a great place to include your practice mission and history, and community involvement.

**STAFF PAGE** – Keep it visual! Patients love to see the doctors that they will be working with, provide uniform headshots of each of your staff members (say no to Selfies!), provide their credentials, and something about them that isn't related to the practice – this may encourage ice breaker conversation between new patients and staff!

Great websites have tons of content, but these five core pages are the foundation for a strong website. You will want to choose a website platform that allows you to build your own web pages on an ongoing basis because as you begin to immerse yourself in a digital marketing strategy you will need to create additional landing pages.

## Search Engine Optimization (SEO) – Getting Found Online

SEO is the art of ranking high in unpaid search results. This is also known as the organic listings. If your website provides the best answer to a search engine query, then your website should rank first.

While the algorithm for ranking can be complex, the most important thing to think about as you create your website is what kind of questions are your prospective patients going to be looking for the answers to? And will your website have the answer to that question?

Think about what search terms patients might be typing in when they are looking for PT. For example, there is a big difference in searching “Physical Therapy” versus “Physical Therapy [Your City Name]”. Someone who is searching “Physical Therapy” is much more likely to be looking for

information on physical therapy, not necessarily looking for treatment. On the other hand, “physical therapy [city name]” shows intent, they are most likely looking for a physical therapist and for treatment - near them. There are entire businesses dedicated to optimizing websites for search engines, we know you have your hands full with your business already – so we’ve created a couple of SEO webinars so you can learn the basic SEO tactics, and how to implement them.





## Pay-Per-Click – A Paid Digital Marketing Strategy

Have you ever performed a search on Google and found that the first 2-3 links are actually ads? Those are Pay-per-click ads (PPC) - an internet advertising model that drives traffic to your website with text-based advertisements that have your website appear at the top of the search results. You only pay when the ad is clicked which means you only incur a cost if it results in traffic to your website. Pay-per-click ads are shown to users based on the keywords and phrases they are searching. For example, for physical therapy practice owners, these keywords might include terms like "physical therapy [city name]" or "shoulder injury physical therapy [city name]". After someone searches for these terms or phrases, the search engine displays the results that relate to those keyword searches, as well as the PPC ads that pay for advertising for use of those keywords. PPC is a great way to gain traffic to your website, and because a person performing a search for something specific means there is intent, the more likely those clicks are to result in a positive action – like booking an appointment. We put together a comprehensive guide on Pay-Per-Click advertising especially for physical therapy practice owners. Check it out at the link on the right!



**[CLICK HERE TO READ USING GOOGLE'S PAY-PER-CLICK ADS](#)**



## Social Media Marketing

Maybe you're a social media maven, or maybe you just love to scroll Instagram between patients, wherever you stand personally – know that your patients are using these platforms and if you aren't taking advantage of the opportunity to get in front of potential patients than you're really missing out on a lot of business! There are a lot of avenues for social media – Instagram, Facebook, Twitter, LinkedIn, TikTok, the list goes on. But when it comes to what social media outlets are best to prioritize, Facebook should definitely be at the top of your list. Facebook is crucial for any physical therapy private practice because you can leverage the platform organically, and also through paid advertising.

Organic marketing on Facebook means you have a business page and invite patients and members of the community to follow you for updates. Having a page isn't enough, you'll need to nurture your page to keep it active and in front of your patients – you can post links to your blog here, news about advancements in physical therapy, videos of techniques followers can use at home to stay fit and healthy, studies on outcomes for specialty areas of your practice, your community involvement, patient success stories (include pictures and names with permission!), and you can use this as a recruitment tool as you expand your practice and bring on additional employees.

Keep in mind, Facebook typically centers around a more personal user experience, the type of content you share should focus on that, meaning it should cater to your current patients and the patients you want to attract. If you treat a lot of athletes and want to showcase your sports medicine expertise, a video demonstrating pre-game stretches to avoid injury will perform a lot better than a post about staying fit in your senior years. An active page with a healthy community following is great for your practice, but

sometimes you don't have the bandwidth to keep up with being present on social media organically, which is where paid social ads come in.

## Facebook & Instagram - Paid Social Ads

The biggest benefit to paid social media is that it guarantees reach in the audience of your choice. Paid social advertising is all about targeting your audience correctly. This means you can be sure that your content will be seen by the right group, and then you pay for interactions with those ads by that targeted audience. Proper targeting will make your ads more successful and lower your overall cost to run them. Recognize that targeting can make or break your campaign. You can send the perfect message to the wrong audience and your campaign will fail – modify that audience and put the right message in front of the right audience and watch your success skyrocket! Want to learn more about setting up a Facebook campaign? [We've got a tutorial for that here!](#)

## How do you target your Facebook ads?


The first thing Facebook will ask is the location, age, and gender of your target market. This is a great starting point, but you need to get much more specific – if you make your ad too broad you are setting yourself up for failure! You can target by interests, behaviors, and more! Facebook offers free courses to help you learn how to target through their platform, but we've created a webinar especially for private practice owners who want to learn the basics of setting up an ad campaign for PT practices through Facebook advertising platform – [you can check it out here.](#)

Now that you know who you are talking to, make the message match the audience. Each target audience should have a message that is tailored specifically to them, both the content and the call to action should be individualized. Remember when we mentioned landing pages at the beginning of this eBook? This is where having an easy website builder is going to come in handy – when a potential patient clicks on an ad, they should be taken to a page that makes sense for the ad. For example, if the ad is for pelvic health therapy and the link goes to your general home page, you may not see them book an appointment because they didn't get the information they expected once they clicked on the ad. But, if you had an advertisement for pelvic health that took a prospect to your pelvic health service page, you might see that prospect convert to a patient.

A good landing page will include text which talks about the benefits of the service the ad offered,

what a treatment plan might look like for a patient at your clinic, expectations for the time commitment and evaluation process, and a link to your 'book an appointment page' – that is more likely to result in an action, or conversion!

Digital marketing opportunities offer a scalable strategy any physical therapy practice can leverage for sustained growth. It's a cost-effective way to build and reinforce a strong presence by marketing on platforms that are easy for prospective and returning patients to engage with. All while allowing you to track tangible results that you can connect directly to a specific marketing effort! Digital marketing campaigns can be robust and complex – but you don't need to do it alone! At FYZICAL we support our members with ongoing marketing training, a plethora of turn-key customizable digital marketing campaigns, and a wealth of support!



Would you like more information on how FYZICAL helps fellow PTs grow in the age of digital marketing?

**Contact a FYZICAL advisor to learn more.**





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