

# MARKETING

## MARKETING THE INDIVIDUAL CLINICIANS

Marketing individual clinicians is best done face to face. What's most important is that THE CLINICIANS THEMSELVES do this. The most common thing I hear from group practice owners is that clients call wanting to see them and that they have a hard time referring new clients to their associates or clinicians. This is because the group practice owners are doing all the marketing. The take-away of marketing the individual clinicians is that THEY need to do it and FACE TO FACE.

### **Here are some tips for clinicians to market themselves:**

- ☐ Have their bios be specific and clearly talk to the clients they would like to see. Once they do this, they will have a better idea of where to go to market themselves.
- ☐ They should be creative in where they market. Emailing and calling for a meeting may sometimes fall through, so make sure to drop in even if to hand cards off to the receptionist. They are just as important as the doctors :)
- ☐ Hold a free workshop or ask the local chamber of commerce when they are having meet and greets. Pro tip- use half of the time for Q&A-most referrals come from the ability for members to ask questions rather than just listen to a workshop.

# MARKETING

## MARKETING THE GROUP PRACTICE AS A WHOLE

Marketing your group differs from marketing your individual clinicians. This can be done in a more general way, and can be less face to face contact and more through online presence or print. Many practice owners notice that using face to face marketing for their group practice essentially markets them as a person and not their group. They are more likely to get referrals for them specifically!

- ☐ Use Facebook, Twitter, Pinterest, or whatever other social media you feel comfortable using. Don't over do it! Pick one or two to start with.
- ☐ Facebook ads may be useful for getting local people to find you. Many private practice Facebook groups talk about how to do this well, including my own group practice.
- ☐ Become a part of your local chamber of commerce-there's often free advertising!
- ☐ Blog, blog, blog! You can even have your clinicians blog about their specific niche areas. It will improve your SEO, as well as improve their visibility!
- ☐ Any printed materials, like rack cards, flyers, brochures or pens are brand recognizing ways to market-a great marketing material is a notepad with your clinicians' niche areas and photo. That way referral sources can tear sheets out and give it to their customers/clients.

There are so many great and creative ways to market your group, yourself, and your clinicians.

**PRO TIP:** Each week, for the next three months, engage in one marketing strategy. It is often because we put marketing on the back burner to focus on other areas that we miss out on good opportunities to collaborate and be noticed. If you have independent contractors, this should be an automatic part of their job, since you shouldn't be marketing for them specifically anyway. If you have employees, having a group meeting or discussion on how to help them market, while gently being firm about the expectation increases the likelihood of them participating in marketing efforts.