

TOP MARKETING IDEAS FOR HEALTHCARE PRACTITIONERS

How will new patients find you? Give your practice or clinic more visibility by marketing your services to potential clients and patients. The infographic below is full of great ideas to help you stay on top.



WEBSITE QUALITY

Optimize your page content to improve hits and conversions



IN-OFFICE FLYERS

Have different attention-grabbing pamphlets each week



OFFICE LAYOUT

Liven things up by accessorizing and decorating



PADs

every few months host a **patient appreciation day**



COUPONS

for free services can *improve your reputation and expand your client base*



BILLBOARDS

For large practices, they can be worth it



NEWS

Newspaper ads are still a great way to generate business

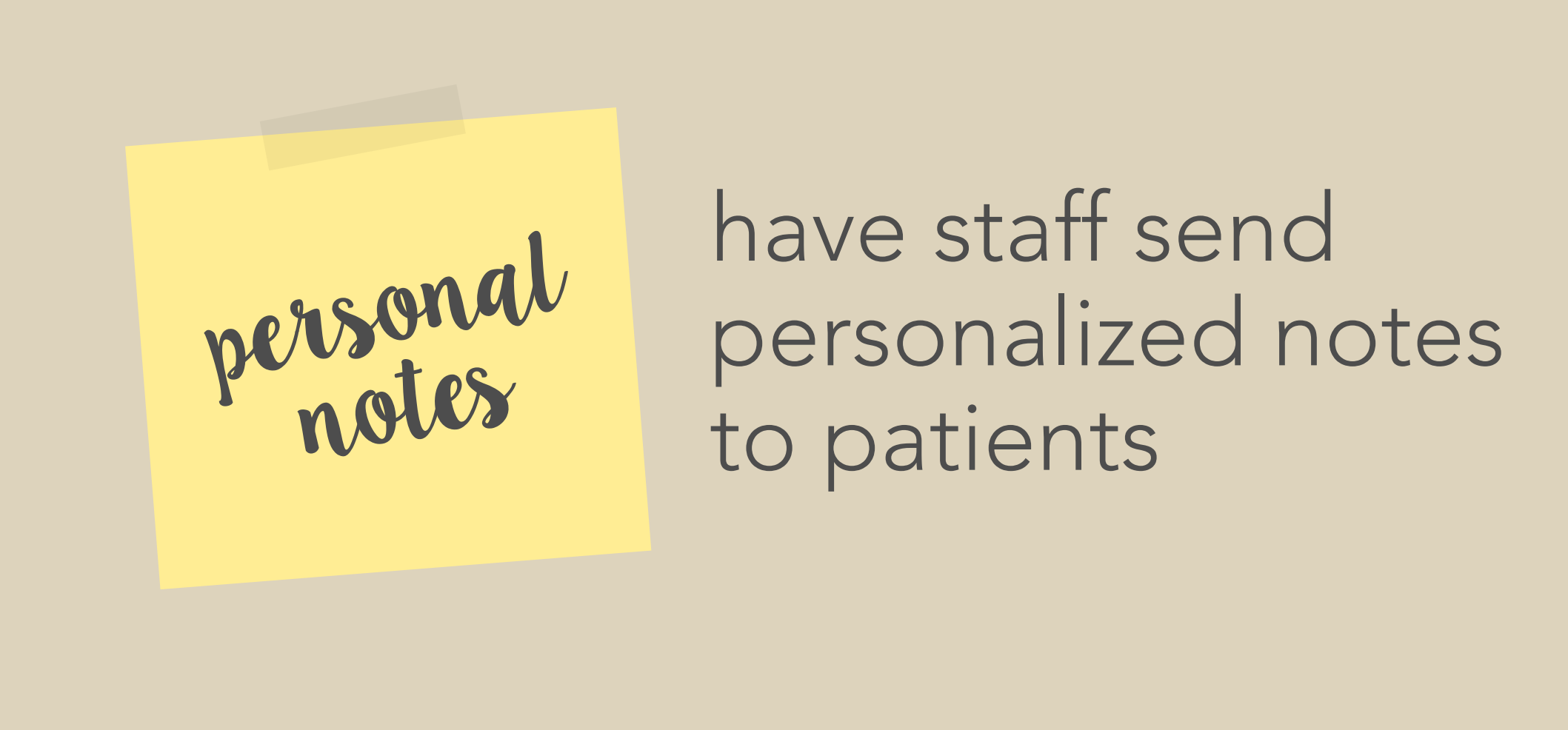


UTILIZE Groupon PROMOTIONS



GUERRILLA MARKETING

hit the streets, especially if you're just starting out

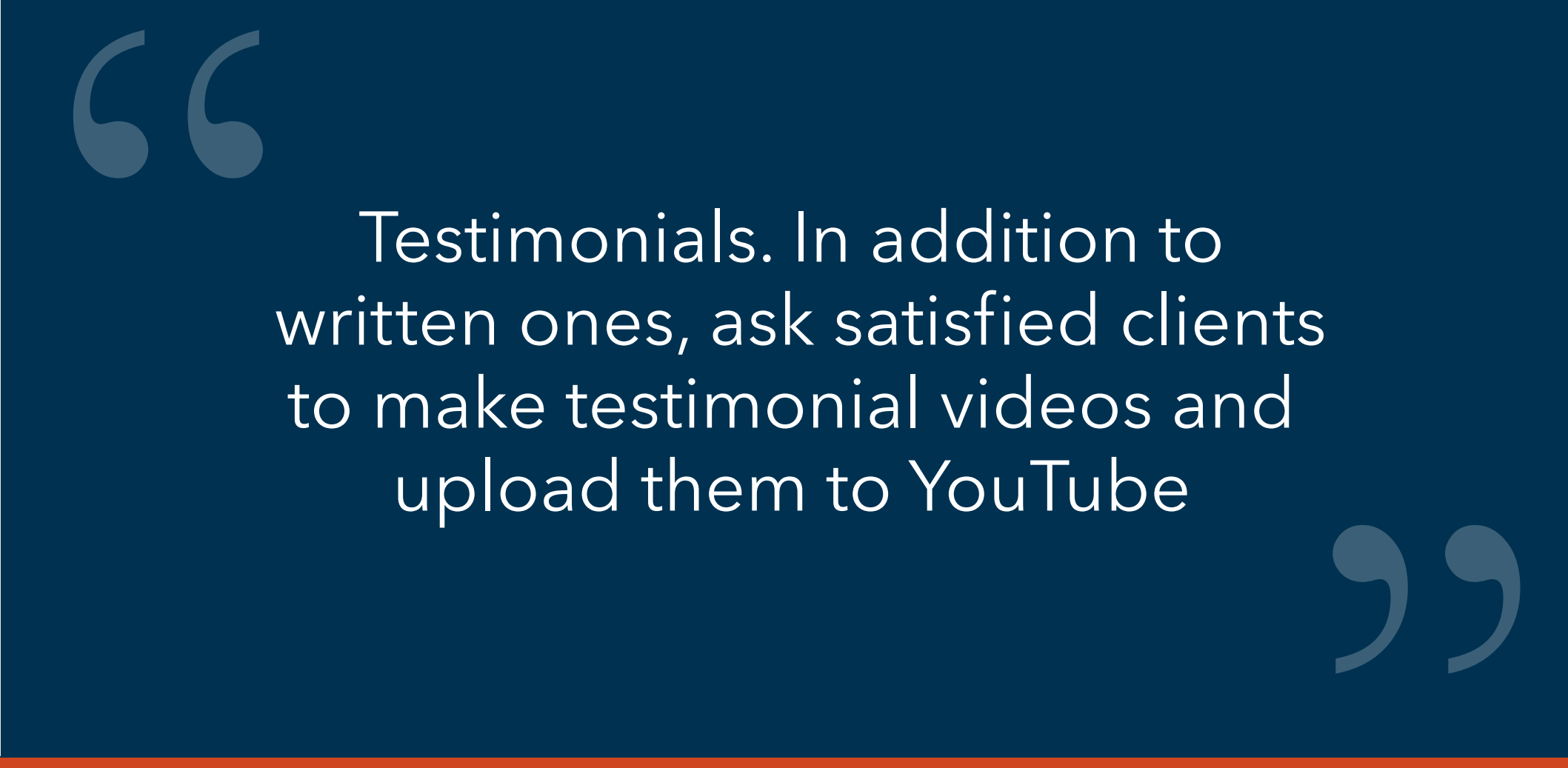


have staff send personalized notes to patients



LUNCH & LEARN

build relationships with local businesses



Testimonials. In addition to written ones, ask satisfied clients to make testimonial videos and upload them to YouTube

VIDEOS

build a video library for your practice—give a tour of your office, introduce yourself to patients and colleagues, provide instructional videos



SOCIAL PRESENCE

be available to patients online, attract new clients with ads



save time by consolidating media platforms on HOOTSUITE



BUSINESS LISTINGS

create/maintain profiles for your practice on Yahoo, Google, Bing and Yelp



BLOG!



SUBMIT COMMENT on someone else's blog

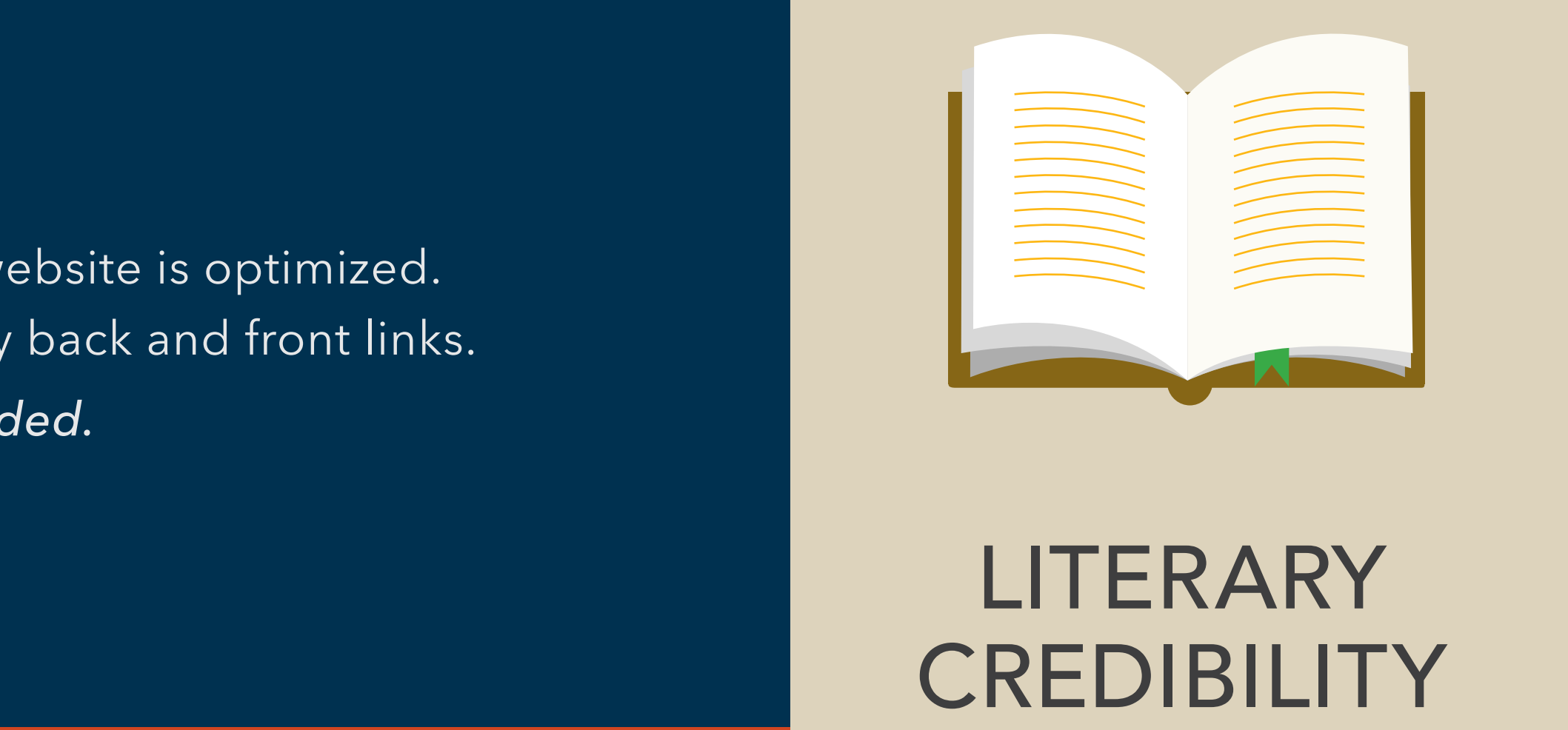


GUEST BLOG

SEO

search engine optimization

On Site: make sure your website is optimized.
Off Site: build high quality back and front links.
Enlist a professional if needed.



LITERARY CREDIBILITY

publishing a book improves public image and validity

If you're short on time, consider an ebook instead.



TV Ads

highlight specialty services/programs

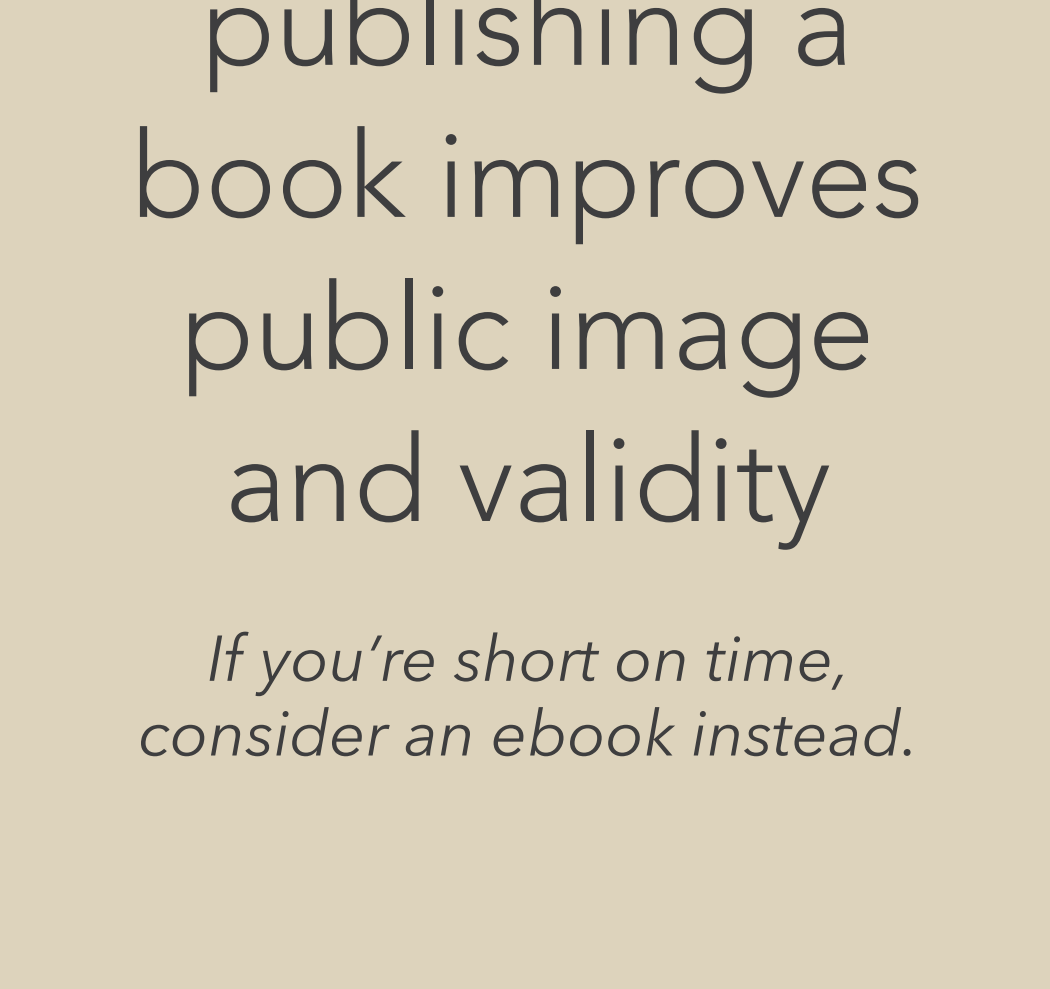
GET INVOLVED

in your community, host an event



Kids Days

fabulous way to involve youngsters



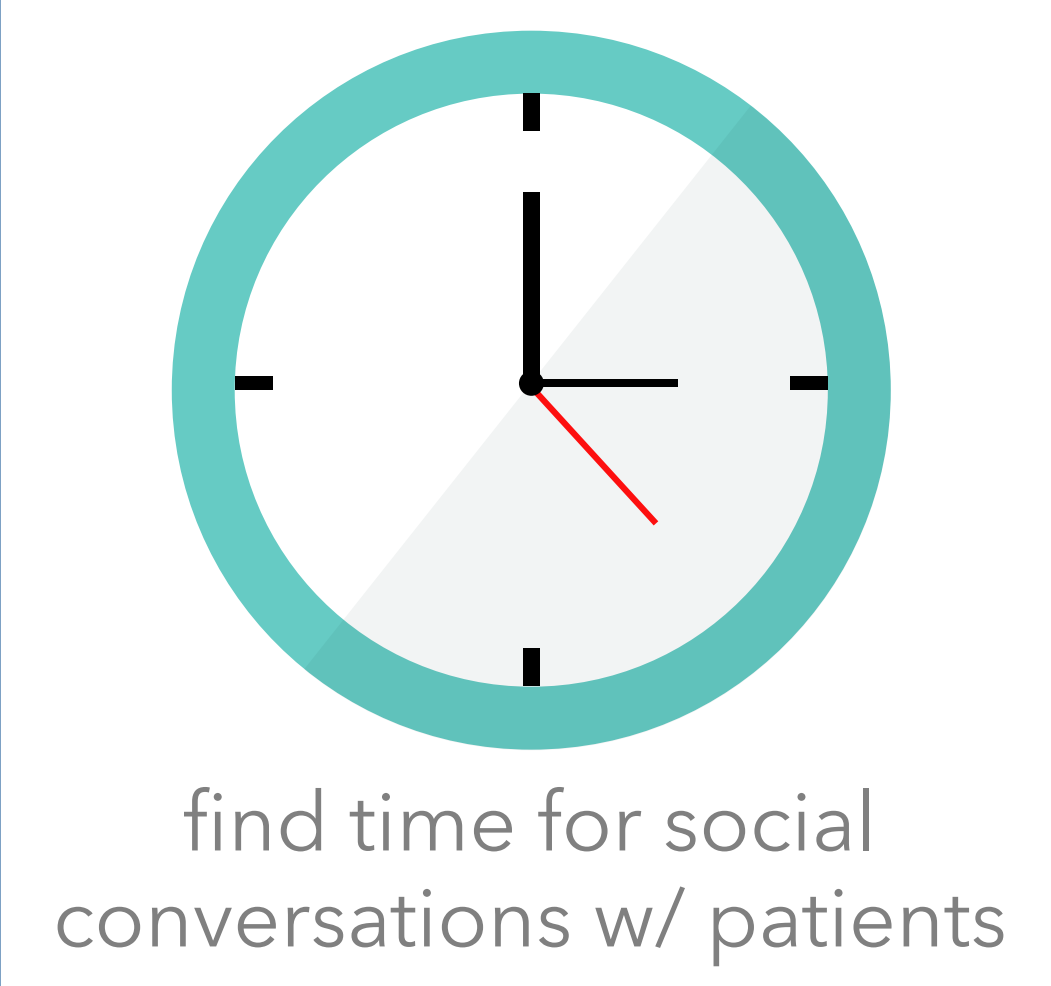
CONNECT

send birthday cards or festive greetings



REFERRAL CARDS

Simple. Cheap. Effective.



find time for social conversations w/ patients



eNewsletter

when well done, very worth the time



NETWORK WITH PROFESSIONALS

partner with the right local businesses to gain exposure and offer mutual customer discounts



EXPERTISE

line up opportunities to be a guest speaker at public events



CATCHY BLOG TITLES

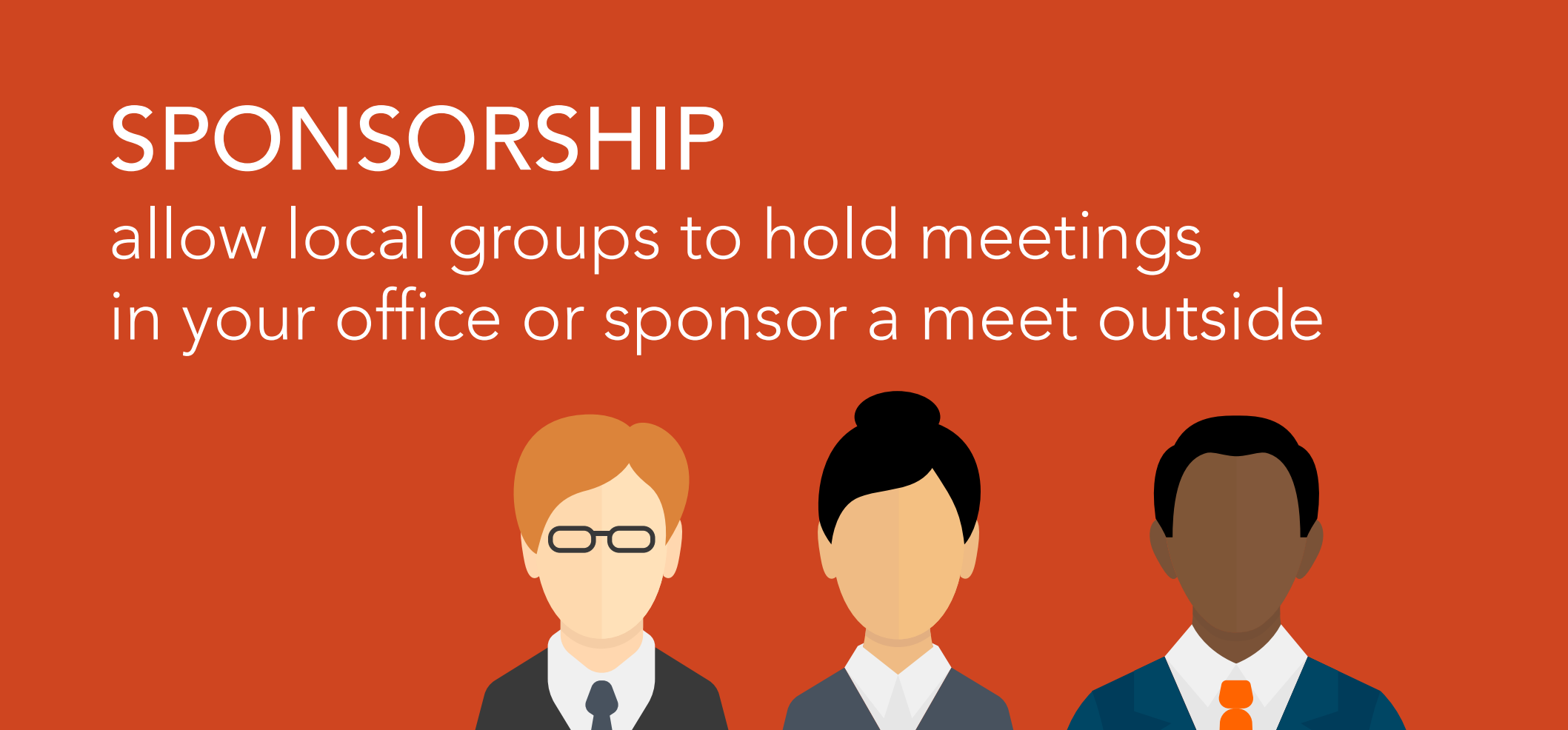
keep post titles precise but interesting

FAQs

collate a list of frequently asked questions with answers; update as needed

SPONSORSHIP


allow local groups to hold meetings in your office or sponsor a meet outside



WEBMASTER TOOLS

Engage with Google functionality to monitor your website performance. Use Analytics features to measure success and make changes where needed. Pay-per-click ads can help drive traffic.

offer free HEALTH SCREENINGS



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About Bankers Healthcare Group

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