

# A GUIDE TO SOCIAL MEDIA MARKETING

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FOR PT PRACTICE OWNERS

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### What is Social Media Marketing?

Social media marketing is the use of social media platforms such as Facebook, Twitter, Instagram and YouTube, to promote a product or service. These platforms can be used to interact with the target audience for your business.

Social media can be used to boost your Search Engine Optimization for your business. Search engine optimization (SEO) can be used to improve the quantity and quality of traffic on your website through organic search engine results. Everyone could use a little more website traffic!

Examples of social media marketing include targeted Facebook ads promoting a new service at your practice, an Instagram post with a photo of a patient with a caption of the patient's story, or any other methods of communication through social media platforms.

### What is Social Media Marketing?

Social media marketing is a must in today's business world. Nearly all consumers are using social media. By staying up-to-date with the latest trends in social media and utilizing the most beneficial platforms, you can ultimately start making more money in your physical therapy practice. Your competition is already ahead of you. Your

competitors, other practices and major hospitals, are already using social media and seeing results. The sooner you get involved, the sooner you can do the same. By providing better social media content and establishing your presence, you will be able to take advantage of all the perks mentioned above. If you don't have social media pages for your

#### Key Benefits

- Increased Brand Recognition
- Improved Brand Loyalty
- Increased Website Traffic
- Decreased Marketing Costs
- Richer Patient Experiences
- Improved Patient Insights

practice, it is easy and inexpensive to create them! Social media marketing requires very little time and money compared to other marketing efforts. This means there is fairly insignificant risk, since you aren't putting thousands of dollars into it every year. However, when done right, social media marketing can bring in significant revenue.

# TIPS FOR POSTING: 3 SOCIAL MEDIA NETWORKS

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We're focused on the top 3 b2c social media platforms to get started marketing your private physical therapy practice.



FACEBOOK



TWITTER



INSTAGRAM

## Know Your Audience

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One of the most important things to keep in mind when marketing on social media, is listen to your audience. Pay attention to what your audience is posting, sharing, liking, commenting, etc. Notice the differences on each platform. You will have different viewers on different platforms, so you will need to make a specific plan-of-action for each different platform.

### FACEBOOK

#### **Timing is everything.**

Every audience is different so do a little research on when your audience is most likely to be using social media and post your content during those times. If your posts are published at optimal times during the day, you will experience more views, clicks and engagement.

#### **Include images/videos.**

Often people forget how important images are. Photos receive 53% more likes on Facebook than the average post and 84% more link clicks.

#### **Boost your posts.**

For a small fee, you can boost your business's posts so they will appear higher on your audience's news feeds. Boosting posts is a good way to reach more people and increase engagement.



FACEBOOK



TWITTER



INSTAGRAM

## TWITTER

### **Share valuable content in your own voice.**

Stick to your brand personality because your audience will appreciate the sincerity.

### **Share links to helpful content.**

Whether it's a blog you wrote on how to live with hearing disabilities, or an article on hearing care from another trusted source, share these industry tips and secrets with your audience so they can see the value in your patient care and benefit from your advice.

### **Use hashtags.**

Create a relevant hashtag related to your business and reward your followers for using the hashtag by displaying their posts on your Twitter business page. You might use hashtags to encourage followers to tweet questions to you or tweet you about their hearing journey.

## INSTAGRAM

### **Take advantage of free Instagram tools.**

One free tool includes the "Contact" call-to-action, which allows your followers to call, email or text your business. Another is the analytics tool. Instagram allows you to track your efforts so you can see which posts are yielding the best results.

### **Don't overwhelm your audience.**

This tip goes for any social media platform: don't post too much. You want to post consistently in a way that is most helpful to your practice, but don't overwhelm your audience with too much content. Think, "Quality over quantity."

### **Re-purpose posts from other relevant accounts.**

Some days you might hit a road block and you can't think of new, exciting content to post. Re-purpose content from accounts that post on hearing care and offer valuable content that your followers might also enjoy. Just make sure you credit the original source!

## Measuring Success

You won't know what marketing efforts are successful if you don't track them. Keep an eye on your social media metrics for social media success. You can learn more about these metrics in your analytics tools on your business social media pages. There are also online social media analytics tools like Brandwatch, Keyhole and BuzzSumo that can make tracking your social media marketing efforts easier.

You will likely use more platforms than just these three; it is encouraged to do so! There are many other platforms out there, so find the best ones for your practice.

Post consistently and specifically on every platform you use and interact with your health consumers. If you share your blog on Facebook and a follower comments with a question, quickly address the user's question and offer helpful information. This leads to a pleasant experience for the user and increased value in your content.

### 10 Metrics to Track

1. Follower Growth
2. Optimal Engagement Times
3. Post Likes and Reactions
4. Mentions
5. Reach
6. Audience Demographics
7. Replies and Comments
8. Shares
9. Referral Traffic
10. Click Rates



Let us know if you found this guide helpful! We are happy to help you with any other marketing needs or questions you may have. Call us to learn why our members turn to us for cutting edge marketing for their practice and see how FYZICAL can work FOR you!

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