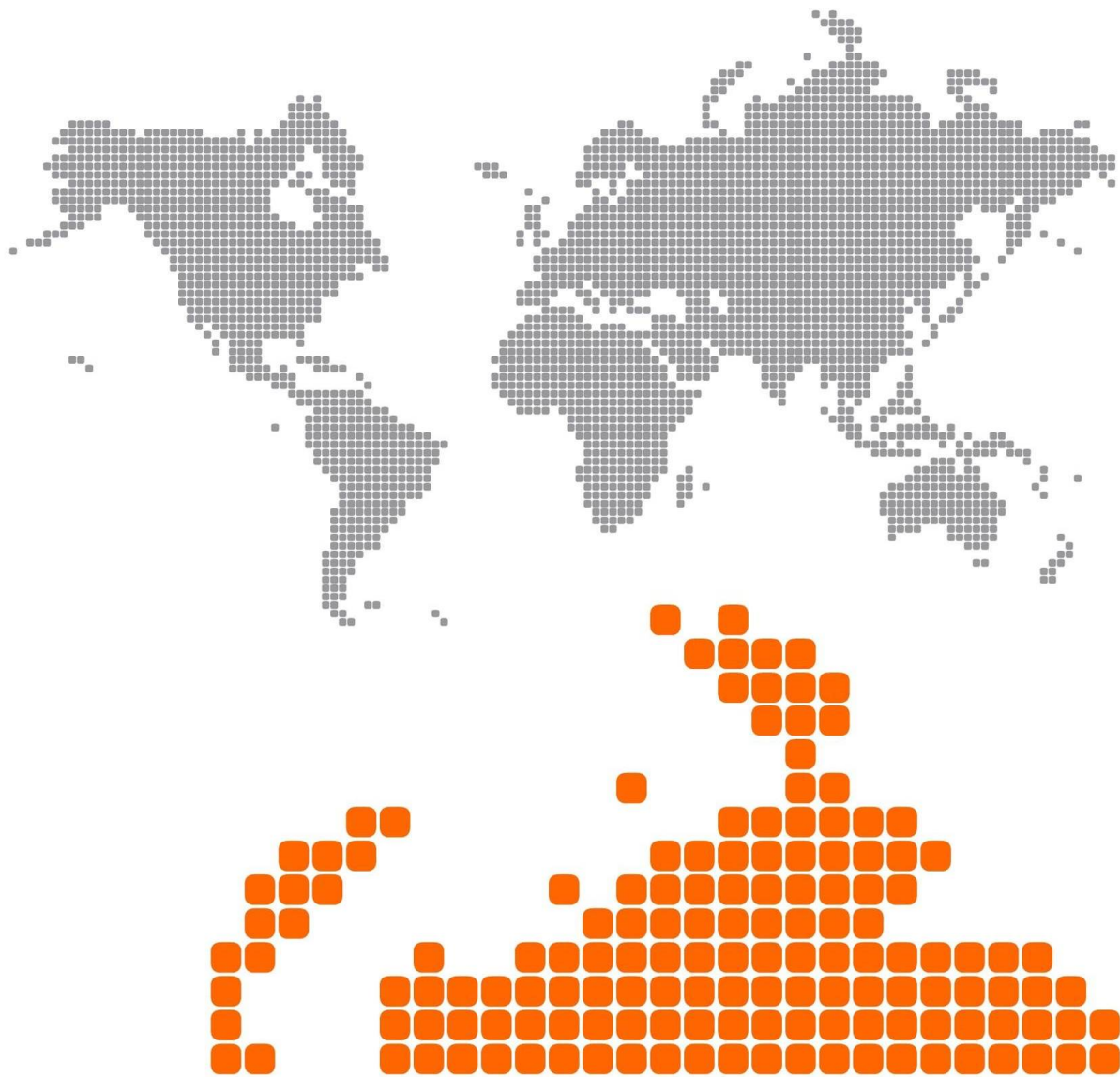


# The ULTIMATE Facebook Marketing Cheat Sheet for Chiropractors



# **Strategies That Get You a Steady Flow of New Patients and Traffic from Facebook**

*(All on a shoestring budget)*

PDF Resource

# LEGAL NOTICE AND DISCLAIMER

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Hi, Dr. Matthew Loop here...

Thanks for downloading the *Ultimate Facebook Marketing Cheat Sheet for Chiropractors*. This powerful practice outreach system I've developed and refined has the potential to change your life for the better. It certainly has mine and thousands of clients over the years.

You're about to discover specific (and practical) strategies that can quickly build your center of influence in your community and position you as the most well-known doctor in town.

With over 1.7 BILLION users, Facebook is the perfect place to get your message of health to the masses. It's the #1 online marketing and new patient generating platform if done correctly.

Conventional "dinosaur" media like radio, TV, newspapers, phone books, and billboards cannot compete with the social network. I consult many clients who want to lower their monthly advertising budget and break their addictions from these dying mediums.

You can take 1/3 of any traditional media budget and reach 15-20x more people on the social network. We are living through the greatest communication shift of our time and must congregate where the attention is. The implications for chiropractic is enormous.

These advanced promotional methods you're about to learn have worked for thousands of chiropractors around the world. They can work for you as well regardless of your technique or style of practice. It doesn't matter if you're straight subluxation-based, have a pediatric practice, do personal injury, functional medicine, nutrition, decompression, offer weight loss, or have a strictly pain based clinic.

Facebook has been incredibly lucrative for me over the years. The recognition, traffic, new client referrals, and sales it's brought my brand is astonishing. We're talking multiple seven figures.

It wasn't always easy, though.

You can read about my story at <http://socialmediamademerich.com/about/> - I'm going to warn you, though. I get real personal. I wasn't a member of the "old boy's network" and didn't have any special handouts. I started from scratch way back in 2005, the Myspace days! Yes, we were attracting new patients in our office from Myspace, lol. A lot of them!

Quite a bit has changed since those days. Throughout the last decade I've trained over 7,700 chiropractors (as clients) on how to use social media to rapidly grow their practices. Ten thousand more have downloaded my other free blogging success blueprint online.

Here's the deal.

From working with so many doctors I can safely say that I've encountered ANY obstacle or challenge you will face with social media. I've got your back. You're about to discover

some lucrative shortcuts that help you multiply your community impact and monthly revenue.

You won't have to struggle or waste time and money "hoping" for something to produce. I've taken all the guess work out of growing your practice with the world's #1 social network, Facebook.

Right now, I'd like to share with you my proven strategies for creating a Facebook presence that makes you stand-out above the noise. When implemented consistently you become a trusted celebrity expert in your community.

Here's what you'll discover in this document:

- The fastest way to attract new patients from Facebook even if you're on a shoestring budget.
- The 8 BIGGEST mistakes many doctors are making right now on the social network right now (and how to fix them).
- Simple shortcuts to bypass most of the technical barriers that prevent most people from getting started. (I wish I would've known these when I first began. Would've saved me countless amounts of time and money)
- Quick and easy ways to get an overwhelming amount of local traffic to your Facebook page or website on a consistent basis. You'll NEVER have to worry about a dreaded "Google Slap" again once these are in place.
- The top Facebook strategies that are producing the GREATEST impact, creating the most influence, and generating the most practice revenue.
- How to position yourself as a leader locally. You'll get prospective patients to actually care about what you have to say, which will help you establish a very large viewing audience.
- Facebook promotional strategies that work like crazy. You could be the best chiropractor in the world, but if you don't know how to market your office with the social network, you won't build influence and attract new patients.
- And much more...

Now, let's dig in!

First, you need a personal Facebook account. Just in case you're one of the few that doesn't have one, visit Facebook.com and set one up immediately. It only takes a few seconds. After, fill in some personal details and add a photo to that page so you look like a real person.

In today's time, people trust you less if you don't have a large presence on social media. It's similar to how it was 25 years ago if you weren't in the yellow pages. Prospective

patients would look at you as suspect. Why? It's because every reputable chiropractor and business was in the yellow pages at that time.

As you know, communication has drastically evolved. Facebook is where your patients are! You risk being perceived as outdated and out of touch if you don't have a serious presence on the social network.

Moving on.

Once you've finished setting up your personal profile, then you can head over to [Facebook.com/pages](https://www.facebook.com/pages) and create a business fan page for the practice. You'll see a link in the upper right of the screen that says "create page." This is where we'll be doing all of our community outreach, promotion, and marketing.

On the following screen you have the option to categorize your page. Choose the "local business or place" and fill in your practice details.

Once the practice fan page is created you should complete the profile in its entirety. Fill in as many fields as possible. You can probably copy and paste a bunch of it from your primary chiropractic website.

Don't forget to add a profile picture, a few photos, a video if you have one, and your best contact details.

Go to [Facebook.com/username](https://www.facebook.com/username) and select a vanity URL for your page. This can be your practice name (ex... [Facebook.com/GeorgiaSpinalWellness](https://www.facebook.com/GeorgiaSpinalWellness)) or you can use the city and your specialty (ex... [Facebook.com/PhoenixChiropractor](https://www.facebook.com/PhoenixChiropractor)). This makes your web address short and easy to remember.

### **Add a Compelling Timeline Graphic (AKA Cover Photo)**

This is your chance to stand out above the noise. The cover photo is the banner on the top of your Facebook fan page. What this image says about your practice is up to you. Choose wisely, though. Promotions and campaigns will come and go, but your cover image should stay on brand.

As your images change over time, you'll be both building an overarching theme and boosting your brand recognition. Some of the ways chiropractors can use their Facebook cover to promote themselves include:

- Promote a giveaway or free report. This is a great way to generate interest, new patient leads and responses.
- Publishing a fun fact. Why not share a tidbit that can attract a new patient?
- Introduce your team. I've seen some docs put their team on the timeline graphic.
- Feature your awards. Go ahead and toot your own horn. It's your page after all.
- Mirror your chiropractic website design to reinforce your practice / brand identity.

Above everything else, be clear and keep it simple. Even the most casual visitor should be able to determine immediately who you are, what service you provide, and why you believe your practice offers an advantage over other local doctors.

For more information, here's a great article on some dos and don'ts.

<http://blog.hubspot.com/marketing/facebook-cover-photos-best-practices-ht>

Before we progress here are four other key things I'd like to point out.

#### *Your profile photo.*

That can be a close up headshot of you, your family, or your entire staff. Don't just have a practice logo as the profile pic. That's lame and doesn't show a personal side to the practice. Spend the money to get professional photos take, too. This is the image you're putting out to the public. They expect doctors to look a certain way. When you meet expectations you build trust and credibility faster.

#### *The call to action button.*

At present you can find this on the right side of your fan page just below your cover graphic. Edit the button so you give prospective patients the opportunity to take action. "Call now" or "contact us" are used mostly. Then, you can set the URL (website address) of the page you want to direct that user to on your website.

#### *Your "settings" tab.*

There are many options in here but one in particular you want to fix. "Page verification." This is CRITICALLY important and directly affects your credibility and how visitors perceive your chiropractic office! Click the "edit" button to edit that section. Facebook will then ask you to either upload documents or they'll give your practice a call.

When you've been verified, you receive a blue checkmark on your fan page. This signifies to the public that you're a real, authentic business that can be trusted. Verification also helps your ranking in the search results.

#### *The "pin to the top" option.*

This allows you to feature an important post at the top of your Facebook fan page. This is a great place to offer a free report or ethical bribe. You can highlight a workshop you're doing or your most popular blog post, too.

Now that you have your foundation taken care of you'll be able to make a memorable first impression. This gets our foot in the door. At this point it's time to proactively market and aggressively get the word out about chiropractic, what you do, and how you can help the community.

In no particular order, this is what you must be doing each week on the world's #1 social network if you want to get more fans, make a bigger impact, attract more new patients, and grow your monthly practice revenue.



## **Post 3-4 Times Per Day on Your Facebook Fan Page**

Many docs post once per day (or less) and think that's enough. It's not. Remember, Facebook will show your updates to only a small percentage of your followers because of the news feed filter. In light of that understand this.

More posts = more visibility = more website traffic

Facebook wants you to pay for the increased distribution on your posts. However, you can still get more free exposure organically if you post frequently.

What should you post?

I recommend mixing it up. Post photos, videos, graphics, links to blog posts, health information, chiropractic content, regular text updates, stories, testimonials, and open ended questions.

Realize that your fan base consists of different personality types. Not everyone will respond or engage to the same information. Track on your Facebook fan page "insights" tab which types of content are getting the most likes, shares, and comments. This will clue you in to what you want to post more of.

The Insights tab can also reveal patterns of engagement based on time of day. You might find you get more likes, shares, and comments in the early morning or at 3pm in the afternoon. Track and see if there's a correlation. If so, post at specific times where you know you have the best shot at reaching more eyeballs.

The more engagement any given Facebook post gets the more legs it will have. Meaning, you'll get dramatically more free visibility in the news feed!

This brings up another point, too. When you begin to get comments on a post, respond to them. If you don't have the time then empower an assistant in your office to respond to them. Why? A couple reasons.

One, it shows you're listening and that you give a damn about what people have to say. The second reason is that being responsive helps your post gain even more free visibility on the social network.

Comments give more legs to your posts and keep the discussion alive. This allows more and more fans to see your content without having to spend extra money.

## **Use Facebook's "Check in" Feature**

This is arguably one of the most powerful features for chiropractors on Facebook. However, very few docs implement this strategy and the ones that do typically get weak results.

When you go to update a status on the Facebook app in your phone, you'll see a little icon below that looks like a maps location marker or pin. Tap that and it will bring up all

the local businesses in the area. If you don't see your practice just enter the name and it should populate.

I have a start to finish video tutorial about the right way to do this in my flagship training for chiropractors called *Social Media Elite*.

If done right this strategy can get you tens of thousands of FREE impressions to your practice fan page each week. The average Facebook user has over 350 friends on their personal profile. When they "check in" a message posts directly to their profile telling their friends they're at your clinic!

I have clients that are attracting an extra 2-3 new patient referrals each week from this strategy. My recommendation is to have a contest in your office. Anytime someone checks in on Facebook, they get entered into a weekly raffle. If you see a patient three times in a week they can check in each time and get three tickets to the raffle/giveaway.

For prizes I've had docs give away gift cards to a popular local business, a complimentary adjustment, free massage, free cervical pillow, and a supplement bottle. It's up to you. Check with your chiropractic state board to see what is allowed. Our goal is to make this initiative fun for patients and have a worthwhile prize.

It's important to note that when a patient checks in, you cannot see their name on your Facebook fan page. You only see a number count. So, in your office, you might have your assistant keep an Excel spreadsheet of the patients who've checked in that week. When a patient follows through they should show your assistant their phone and personal Facebook profile so that you can verify they checked in.

Make this an ongoing protocol in the office. People are instant gratification oriented so the more immediate the prize the better. Don't do a monthly contest. Do it weekly.

### **Joint Venture with Other Local Business Owners**

Here's something SIMPLE you can do to get more local fans to like your Facebook fan page and to increase new patient referrals each month. If you own a chiropractic practice, chances are you have other business owners as clients. Why not approach them and ask if they have content that you could feature on your fan page?

For example, let's say you're a chiropractor in Miami and you frequent a local nutrition store for all of your supplements. Maybe they've created a blog post or video on their site that shares how to choose the best whole food multivitamin. Well, you could ask the owner and offer to post that content on your Facebook fan page, maybe even "boost" it as well.

What does this do? It gets the nutrition store (or other business) greater visibility, more local fans, and more customers via a direct endorsement. Then, after you've helped them out you say, "Hey, I have this great blog post called "5% of All Children Have Scoliosis. Is Your Child One of Them and You Don't Even Know It."

If you've went out of your way to help this other local business owner, it's highly likely they'll share YOUR content with their Facebook fans. Lead with value and give first.

Then, watch as others reciprocate. Practice growth and increased impact is inevitable when you form high-leverage relationships like this.

Make a list of all the business owners you treat in your office and approach a couple each week in a similar way mentioned above.

### **Do Facebook LIVE Broadcasts**

One of the simplest ways to get more free visibility in the news feed is to incorporate the use of Facebook LIVE video! It's a game changer when you dial it in. In order to access this powerful feature you have to be on your smart phone.

When you're about to publish a post, you'll see an icon that looks like a person's head with a pair of concentric circles around it. Tap that and it will bring you to another screen where you can input the name of your broadcast. This is kind of like an email subject headline that gives you a chance to hook the viewer in. Make it compelling.

When you have your headline done all you do is tap the blue rectangular "Go Live" button and you're now broadcasting live! In terms of content, you can do quick informative videos, ask questions, do critiques, talk about health problems, do ask the doc segments, shoot patient testimonials and discuss chiropractic.

The main goal with these broadcasts is to build a relationship and spark engagement.

Facebook users love live video because it's unscripted. It has more of an authentic feel to it. You don't have to be perfect, just get in front of the camera and deliver value to viewers. Ask them to comment, like, and share. All that activity affects the visibility of your post. If you don't ask you don't get.

The great thing about this function is after you're finished Facebook automatically posts the video to your timeline so followers can view the replay. If you want, you can also save the video to your phone and repackage it by uploading to YouTube, etc.

Get in the habit of doing these broadcasts at least a couple times per week. If you're really smart, you'll do one per day.

"But I'm camera shy."

That's a frequency objection I hear from many docs. Look... I get it and have been there before myself.

When you venture on camera for the first time, you probably won't like the way you look, sound, or act. You might just flat-out suck, too. It's fairly common, and I can certainly empathize. In 2006, I felt very uncomfortable and was my worst critic.

My first couple videos were terrible!

I cringed when I heard my voice and thought, "My God, do I really sound like that?" However, I knew that this communication medium was the way of the future and wanted to capitalize on the enormous opportunity at hand. I jumped all in.

One of the many great things that came from me stepping out of my comfort zone and getting on camera was that I observed my excessive hand gestures and that I said “um” sometimes. This experience helped me “decrease the blah” in my communication, which only distracted others from the important message I was trying to convey.

Now, if you’re feeling a little timid, here are seven proven, effective ways to overcome camera shyness quickly.

*Focus intently on your message.*

You have a purpose for doing your videos. You want to deliver value and help as many people as possible achieve a desired result. Once your purpose is stronger than your fear, nothing can stop you.

*Relax.*

You are the expert. You know exactly what you’re talking about. Be confident in your ability to explain the topic of choice. All we’re trying to do is take the knowledge you communicate daily offline and put it in an online video so we can expand our reach and our impact.

*Practice beforehand.*

Repetition is king and breeds familiarity. The more you practice, the easier it gets. For some, it’s difficult to speak to an inanimate object and maintain enthusiasm and focus. That’s why you need to do it a couple times before you record.

*Speak to the camera like you’d speak to a friend.*

Imagine your mom and dad are in front of you and you’re carrying on a casual conversation with them. This can help ease your nerves.

*Don’t use a script.*

This might seem counterintuitive, but hear me out. It’s okay to have an outline so that your bullet points are in order. However, the last thing you want is to sound scripted. If you talk like a robot reading your lines verbatim, you’ll turn people off immediately.

I find that when people who are new to making online videos and try to use a teleprompter, the final product typically doesn’t come out as planned. (That’s not to say you can’t use one in the future as you get more comfortable.)

The thing is we’re creating content around a topic that we know very, very well. You probably talk about these things all day long anyway. You just need to have a few bullet points to keep you organized.

Keep it simple. You don’t want to rant on different tangents or get sidetracked. Stick to the topic and your notes.

*Exercise prior to filming.*

The more exercise you do, the more oxygen gets into your system. This has a calming effect after you've worked out and had time to sit for a bit.

If all else fails ...

*Have a glass of wine.*

Let's not get carried away on this one ... if you know what I mean. But for many, one glass before taping is great for relaxation. Hey, whatever it takes 😊

## **Get Reviews on Your Facebook Fan Page**

This speaks for itself. If you were searching for a chiropractor would you rather go to a doctor that has 0, 5 or 50 reviews? The answer is obvious. You're going to select the one that has the most positive feedback EVERY SINGLE TIME. That's how the human brain works. If you have zero reviews, you don't look review worthy. Is that a good or a bad thing? If you have a negative review then you need to respond professionally and bury it fast.

In terms of popularity, the #1 review network is Google Maps. Yelp comes in a strong second. Facebook is the third most influential. It's still important, though. You want to have at least two to three times the amount of reviews than any local competitor.

If a patient is feeling enthusiastic about chiropractic and work you've done, ask them to leave a review right in your office on their smart phone. If you want you can give a special incentive if your state board allows.

Make it a goal to get 5 reviews every week. Make sure your office staff is on the same page with this protocol, too.

## **Upload Videos Directly to your Facebook Fan Page**

Face it. Most people would rather watch a video than read a long article or text status update. Facebook is showing favoritism to video as well. They feature it more in the news feed so we must capitalize while the opportunity is there. It's relatively simple to shoot and record videos this year.

Most smart phones have amazing capability. Just make sure you have good lighting on location and a tripod. The last thing you want is a shaky hand behind the camera. That just looks unprofessional.

Don't sound scripted either! It's ok to have an outline on the back wall but don't read verbatim. You'll bore people. Bored viewers don't become new patients.

The five video types you should be shooting regularly are ones with you in them talking about chiropractic or a condition, patient testimonials, treatment style videos where you're working on patients, power point slideshows, and case studies that tell a story over a series of weeks.

I recommend at least one of your Facebook posts each day be a video. This can be either a LIVE video or one that you film with your phone or a professional camera.

The video should be uploaded directly on your chiropractic Facebook fan page and NOT just a link copied from YouTube. This is important. Facebook and Google are competitors. Google owns YouTube so the social network purposely limits distribution of their content.

Pump out at least two videos per week so you can put them on your fan page.

### **Create a Facebook Group Around a Hot Topic**

This is an underutilized method but it can be highly influential. You'll want to pick a hot topic to build a Facebook group around. For example, let's say you practice in Seattle and your chiropractic office focuses on treating kids. You can easily create a group called "Seattle ADHD Support."

The great thing about this is that people are already searching for support groups on Facebook around specific topics. You'll attract targeted local people to this community organically without having to spend money. You can also run specific ads to your city to further build up membership quickly.

A powerful feature of Facebook groups is that whenever a comment is posted, it pops up like an instant message on your screen. Many people will see your message in a matter of seconds. Also, group posts stay higher in the news feed longer so you get increased visibility to your status updates.

I have a doc right now that has over 10,000 local people in his group! When he posts something an avalanche of traffic ensues. You can make a big impact as you build your numbers and become a trusted expert.

Let me point out something obvious. Your newly created group should NOT be spammy or promotional. You want it to be a resource for people. Have useful articles, links, and discussions. Answer questions regularly and do Facebook LIVE video with them.

If you do a workshop or lay lecture once a month definitely invite the members to attend.

### **Use Facebook Advertising (Static Native Ads)**

After spending over \$500,000 of my own money and managing over a million dollars for clients I can tell you this. Facebook advertising is the HOLY GRAIL of chiropractic practice promotion right now. You can literally flip a switch and target anyone with laser like precision according to specific interest, keywords, schools, age, zip code, hobbies, purchase behavior, other popular fan pages, and much more.

Why are Facebook ads so effective, and why can they produce such low costs per click (CPC)? It's because the most powerful (and effective) ads on the social network appear

in the newsfeed. Statistics prove this is where the majority of users spend the most time reviewing status updates.

Some call this “native” advertising because it’s hard for a Facebook user to differentiate it from a regular status update of a friend.

In terms of CPC, you’ll want to make sure you’re getting below thirty cents per click. Anything above that means something is wrong with the ad or that you haven’t split-tested enough. That’s worth reading again.

You might need to change the title to call out your audience better, alter the description to make a better case as to what’s in it for them, or just upload an image that sticks out better. The image you select is responsible for over 65% of the reason why a prospective patient clicks the ad. It has to stop people in their tracks.

The best static ad I ever ran garnered a staggering six cents per click! So that gives you an idea of what’s possible.

Five types of advertisements I recommend running are ads to an ethical bribe (free report, quiz, etc) that connects to a squeeze page, ads to blog posts where you’re delivering great content, ads that promote lunch or dinner workshops, reactivation style ads that go to existing patients, and video ads.

There is a right and wrong way to run each of these promos. For years I’ve helped private clients craft their ads so they can knock it out of the park on the first try.

To get started setting them up just visit your Facebook ads manager ([Facebook.com/ads/manager/](https://www.facebook.com/ads/manager/)) and click the green button that says “create ad,” the campaign options you’ll select and run the most are the following:

- Send people to your website (AKA website clicks)
- Boost your posts (AKA page post engagements)
- Get video views
- Increase conversions to your website

Once you select the appropriate option above you can name your campaign then choose the geographic location, targeting info, daily budget, placements, format, links, and ad design which includes the title, description, and image.

My strongest recommendation is to have some form of Facebook advertising going non-stop all the time even if on a minimal budget. This is a system that can work in the background to produce website traffic and new patients while you focus on other things.

**IMPORTANT NOTE 1:** When setting up a Facebook ad, after the text box in the ad creation section, you’ll see an option to incorporate a call-to-action button. I usually don’t use one because one of the goals of the ad is to BLEND IN to the newsfeed so it doesn’t actually look like an ad.

In our testing, I’ve discovered this gets us a lower cost per click. If you put a call-to-action button in your ad, Facebook users immediately know it’s an advertisement. So

many will not click the post. This might vary based on your market, but it's something to consider and split test.

**IMPORTANT NOTE 2:** There's a blue link below the text box and call-to-action option that says "show advanced options." When clicked, it opens up and gives you another field to populate called "newsfeed link description."

Make sure you fill in this field anytime you create an ad where you're sending clicks to your website. If you don't, then your ad will appear in the newsfeed without a text box description. That's a conversion killer! Don't make that mistake.

Many times we simply will just copy and paste the words from the text box or ad description in there. Other times you may want to add more text since it gives you up to 200 characters.

**IMPORTANT NOTE 3:** You'll want to periodically review Facebook's advertising guidelines as the social network is getting a bit stricter these days. Sometimes they'll change the terms of service and this can affect how your ads perform. Visit the link below to see what Facebook does and does not like:

[https://www.facebook.com/ad\\_guidelines.php](https://www.facebook.com/ad_guidelines.php)

For more information on increasing website clicks, enhancing conversions, and attracting a steady flow of new patients with Facebook advertising see the step-by-step video trainings in *Social Media Elite* at <http://DCincome.com/go>

## **Do Facebook Video Advertising**

How would you like to promote one of your videos and get real video views for a penny each? If you think it's too good to be true, think again! Our best clients get UNDER a penny per video view on the social network. If you compare that to radio, TV, or newspaper, there's absolutely no comparison. Facebook video advertising is arguably the most bang for the buck if done right.

For a tiny fraction of the cost of conventional media advertising you can hit critical mass in any local market. When that happens you'll receive new patient referrals hand over fist because you'll be looked at as the #1 chiropractor in the city. This is the power at your fingertips.

Initially, keep your videos under four minutes. People have short attention spans these days. As you get better in front of the camera you can go longer.

Ideally, you'll want to promote a video for a week using Facebook's "get video view" campaign option in your ads manager. You should start with a low \$5 per day. We'll know after a week whether the video is hitting the sweet spot ratio of at least 2 shares for every 10 likes. That's the minimum you want to shoot for.

Our best video ads flip that ratio on its head and draw more shares than likes. If your video is not hitting the mark, it's time to stop promoting that one and test another.



The five video types you should be shooting regularly are ones with you in them talking about chiropractic or a condition, patient testimonials, treatment style videos where you're working on patients, power point slideshows, and case studies that tell a story over a series of weeks.

Every market is different in terms of response. You'll want to test which videos are pulling the best and run with those. In many cases videos without all the bells, whistles, and effects pull better. They look more authentic and unscripted.

What results are possible with a good Facebook video ad? I have clients right now that are attracting one patient for every \$7 spent on the social network's video ads platform. The ROI is over 120:1 in many cases. That means for every dollar they spend they get 120 in return!

Even if you had to spend \$50 to acquire one patient, that's still going to be an incredible ROI. It's important to know your numbers.

This next tip is real important. If you run a video ad and don't see a new patient schedule after you've spent \$75, it's time to turn off that video promotion. Don't think it was a waste, though. You were branding at a very inexpensive cost.

The best video ads will give you a direct, immediate response and you'll get the benefit of long term branding. You want to strive for the best of both worlds here.

### **Periodically "Boost" Fan Page Posts**

After you publish a post to your practice Facebook fan page you'll see a blue button below the post to the right. It will say "boost post." To get extra visibility to your status updates you can spend a couple dollars to boost.

We can utilize Facebook's specific targeting to promote the post to our local city and by specific interests that prospective patient has.

DO NOT spend \$10, \$20, or \$100 right out of the gate to boost! Start at \$5 and see how that post does in terms of likes, shares, and comments. Then, based on the response you can make the determination to spend more money to reach an increased local audience.

There's no getting around it. If you want more than just a low percentage of your fans to see your content you're going to have to spend the money and boost some posts. Facebook now considers themselves an advertising network and they want you to pay to get good distribution. Start by boosting 3-4 posts per week and track your stats.

### **Target Inactive Patients with Facebook ads**

Did you know you can upload your email list of patients to Facebook? This is such a wonderful feature. Simply download your current email list in Excel format and go to your ads manager (Facebook.com/ads/manager/) then visit the "audiences" section. Once there, click the blue button on the left that says "create audience." You'll then see a drop

down. Select the “custom audiences” option and it will take you to another screen. Choose the “customer file” listing.

I’ve had private clients reactive a flood of patients on a shoestring budget with this method. One doc that comes to mind practices here in Atlanta. He spend \$30 and reactivated five patients! Even if you get one for that amount it’s going to be worth it.

At the same token, if you’ve done screenings or lectures in the community for years and have accumulated an email list of prospective new patients. You can have your team compile that list into an Excel spreadsheet then upload it to Facebook. Those individuals have basically raised their hands for more information.

In *Social Media Elite* I have an in-depth video tutorial on how to do this and even show you a sample high converting ad to run.

You’ll want to make this an ongoing campaign, too. Spend a couple bucks per day to keep your message and face in front of your current and past patients. The return on investment (ROI) is always phenomenal with this strategy.

### **Retargeting Prospective Patients with Facebook ads**

There are a couple ways you can do this. One is through the Facebook pixel option and the other way is to contract a third party service like Perfect Audience or Adroll. This can be a little too advanced for most chiropractors. It’s not needed to be successful but can certainly help you attract more patients.

Pixels can be used to track conversions. For example, let’s say you’re offering a free report titled, “5 Questions You Must Ask Before Choosing a Chiropractor.” You (or your webmaster) can place a pixel on the “thank you” page so you can track how many people entered their name / email and received the report.

If you know your website traffic numbers and use an email management system, you can also look and see how many people opted in to your list.

Another way to use Facebook’s pixel function is so that you can re-market to people that hit certain pages of your website. If a prospective patient came to your site or landing page they’re obviously interested in what you have to offer. Facebook cookies their computer and can show your ads specifically to them multiple times.

More follow ups equals a better chance that person will come to see you or take the action you want.

The cool thing with a company like Perfect Audience is that the retargeting targets users anywhere they go online, not just on Facebook.

So, let’s say a person that hit your page yesterday is on CNN, FOX News, or MSNBC today. They might just come across your banner asking them to take some form of action. How does that make you appear? More credible? You bet! You’re on major news website for Pete’s sake. We can further shape perception this way and make that person more likely to take the action we want.

## **Mistakes NOT to Make on the Social Network**

1) Making your Facebook fan page your “home.” Here’s the deal. We don’t control what the social network does tomorrow. When they changed their news feed algorithm and post visibility dropped to under 10%, many chiropractors were devastated! Now, if you’re lucky, on any given post only 5-10% of your fans / followers will see it.

A big lesson here is to NEVER place all your eggs in one basket. Don’t become so preoccupied with Facebook that you lose sight of all the other pillars of online marketing. It’s important but it’s only one form of outreach. You must have a diversified approach on the web. Furthermore, you will need to pay to advertise or boost some posts if you still want to use Facebook with success.

2) Thinking that simply having a Facebook fan page for your practice is proactive marketing. It’s not. It’s what you do with the page that matters most. It’s similar to having a beautiful website. You can have the best site or fan page in the world but if no one knows about it, then it doesn’t matter. We must proactively drive traffic to all of our web based properties.

3) Getting caught up in the latest “shiny object” promotion tactic and not focusing on core fundamentals. Certain social media strategies have worked like magic for years and will continue to work. Traffic generation and building relationships hasn’t changed as much as fly-by-night gurus want you to believe. If you’re not getting the new patient results you want, it’s probably not because you’re missing the latest and greatest tactic. Focus on the foundational principles.

4) Expecting Facebook page fans to automatically convert to paying new patients. The truth is, you must build relationships with most prospects first before they’ll ever do business with you. Now, there are direct-response methods that you can use to dramatically accelerate this process, but the majority of doctors don’t use them.

On this same note, the number of fans you have is not directly proportional to the paying clients you can expect. Too many “gurus” have pushed this nonsense for years. There is certainly value in growing your fan base which is why we have a dedicated tutorial regarding this in *Social Media Elite*. However, it’s not the pinnacle of what you should strive for.

5) Inconsistent communication, outreach, and promotion. This is the kiss of death. When you stop and start, you lose traction. If you’re a doctor, this makes you appear less engaged and vulnerable. There are proven ways to seamlessly delegate in-office without spending a lot of time, money, and effort. Remember though: “busy work” does not necessarily constitute strategic outreach.

6) Thinking Facebook and other forms of social media are optional for your chiropractic practice. Would you believe there are still doctors that are hardly (sometimes not even at all) doing Facebook! It’s 100 percent necessary now. If you don’t use social media and have an OVERWHELMING presence online, people view you as suspect. Translation ... they trust you less because the perception is you’re outdated and out of touch. Research has proven this time and time again.

This year and beyond, you **MUST** master the art of social media outreach or you're in for a rude awakening as times change. Each day that passes is an opportunity missed. Act fast, act now!

7) Hiring a social media manager and expecting growth. This should be painfully obvious, but many docs fall into this trap. Managers manage. It's unreasonable to expect a manager to have the mind of an entrepreneur in order to grow your practice.

You need strategies that develop relationships, grow your influence, make an impact, create buzz, generate goodwill, and multiply revenue. There's a time and place for a manager once you have proven yourself and bankable promotion methods are in place.

As a chiropractor and social media revenue strategist, I have over a decade's worth of experience helping doctors like yourself uncover new opportunities so you can reach, serve, and earn more. I also train you on the tactics, tools, and resources that are working now to produce rapid growth.

8) Thinking you can do everything alone without professional guidance

You're a chiropractor, not an experienced social media expert. Know your limitations and when to get help. This can save you headaches, frustration, and wasted time and money.

If Internet promotion were easy, every doctor would have a **BOOMING** practice. If you look around, you'll see this is far from the case. The window of opportunity is shrinking as the web evolves.

The question is, are you evolving with it?

If you're ready to get serious in regards to attracting an avalanche of local fans, new patients, greater practice visibility, and more recognition from social media, we need to connect.

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I hope you found a tremendous amount of value from this free resource. The strategies will help you hit the ground running fast so you can **MAXIMIZE** your impact and profitability with social media.

This powerful document is applicable to any type of chiropractic practice. If you're new to marketing your office or a seasoned veteran, apply what you've learned here and prepare to be blown away! Remember, slow but steady always wins the race.

With that said, I'd like you to be totally honest with yourself. If you need additional help I'm here for you. Please see the step by step programs below.

Dedicated to your Success,

Dr. Matthew Loop

**PS** – Like this content? As the old saying goes... “You haven’t seen anything yet!” Please SHARE this Facebook practice growth blueprint with chiropractic colleagues you want to see prosper this year.

Online success online is predictable when you do certain things in a certain way

If you own a brick and mortar chiropractic practice I want to personally invite you to join over 7,700 that currently use our famous *Social Media Elite* internet marketing program. This training comes with over 55 VIDEO TUTORIALS that hold you by the hand.

Our top chiropractic offices attract well over 40 new patients per month from sites like Facebook, YouTube, Google, Twitter, Pinterest, Instagram, etc. A few clients are bringing in over 100 new patients per month just from social media!

This shows you what’s actually possible once all online marketing systems are in place. Depending on your average case value per new patient, this can skyrocket your monthly revenue.

Facebook is just ONE PILLAR of many that should be constantly feeding your office.

*Social Media Elite* works with any type of practice and comes with a six month money back guarantee. See what 34 doctors have to say about this program and learn why so many are raving at <http://DCincome.com/go>

**PPS** - If you’re an online entrepreneur, author, coach, consultant, speaker, or sell anything on the internet, you might qualify for one-on-one mentorship. This is for those seeking step-by-step guidance from an experienced entrepreneur that’s built a 7 figure business online.

The one-on-one training comes with an aggressive marketing plan and accountability to ensure your success. Due to popular demand, there’s a 3 month waiting list for private coaching.

Complete the application found on the following page and you’ll be contacted for an interview once a new spot opens-up. You can find more details at <http://DCincome.com/blog/coaching>

If accepted as a client, you’ll receive complimentary access to all of our best-selling programs. Weekly calls are recorded as well. Our average coaching client recoups their investment within the first 30 days.

If you’re ready for the ultimate VIP / custom experience and want to partake in our most advanced training program here in Atlanta, check-out the exclusive *Total Immersion Day* at this link <http://DCincome.com/blog/total-immersion-day/>

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