



15 ideas to get more clients to your Chiropractic Office on a consistent basis

by Social Sonja

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Although everyone nowadays can see that their local businesses can only benefit from using social media and digital marketing, not many of them are using it effectively. For this post I talk about **what chiropractors can do to amplify their online presence and win more customers**. But, first we'll need to discuss what some benefits that using social media and digital marketing can bring to your private practice are. Some of it include, but is not limited to:

- keeping patients informed,
- enticing new patients,
- educating about industry and
- providing health tips.

It's not easy to determine what exactly to post on your social media profiles and especially when it comes to determining what portion of the posts should be promotional. In that case you should follow the 80/20 rule which means that 80% of the posts should convey value to your audience via videos or blogs. Post should be educational, entertaining and inspirational. The other 20% should be offers that will encourage your followers to become your patients.

The 80/20 Rule is the cardinal rule of social media marketing. It states that **80%** of your social media posts should **inform, educate, and entertain** your audience, while only **20%** should directly **promote** your business.



Custom design all of your social media marketing material

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All too often I see small businesses using stock photos or even worse, just posting the pictures they find on internet. But, you must know that this will make you just another drop in the ocean of such ‘no social media strategy’ businesses. The first step in branding yourself on the social media would be having custom designed cover photos, profile pictures and all the related material. It will help your chiropractic office stand out. Just take pictures around your office and your stuff and share it. There is nothing better than seeing those familiar faces from Facebook and meeting them at the office.

Use Facebook Ads

There is one thing you don't want to pass on when you own a business TODAY and that is Facebook ads especially if you want to get more clients to your office. With right set up and use of ads you can target pretty much everyone because everyone is on Facebook. Cost to acquire new clients is 10x lower than actually paying for a billboard or sending out flyers.

With ads you can raise your brand awareness, you can easily target people within a certain geographical area of your business, you can easily promote coupons and offers, you can target patients who have bought from you in the past. There is never question if you should be using ads in 2017, but how will you use them. Just remember, if you are not using it – your competitors are.

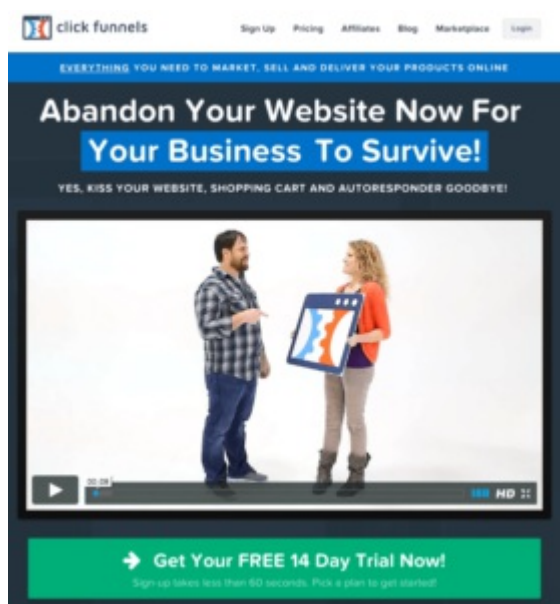


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Use Sales Funnels to Collect Emails

[Sales Funnels](#) and [Landing Pages](#) are places where your prospective clients land after they click on your ad. This is also the place where they input their email (just like you in order to watch this video) so you can stay in touch with them and nurture the relationship with them. You can use sales funnels to get them in your office and even sell them different services and products.



Use Pixel

You are probably asking : what is facebook pixel?

The **Facebook pixel** is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. It is easier than it sounds and has tons of benefits of adding pixel to your site. With the Facebook pixel, you can:

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- Reach the right people,
- Find new customers,
- Retarget people who have visited a specific page or taken a desired action on your website.
- Drive more sales

Set up automatic bidding to target people who are more likely to take an action you care about, like making a purchase and many more.

Create infographics

Visuals are being processed 60,000 times faster than text. This is a reason enough to start putting up some information relevant for your customers and potential customers and designing visually appealing infographics.

When it comes to **chiropractor practice** these can be about common injuries, ways of prevention and everything that can educate your followers. You don't have to do this by yourself, you can outsource things like this and it is very affordable to do it.

Leverage YouTube to share Educational videos

Creating videos might seem like something that takes tremendous amount of effort to create, but it doesn't have to be. Nowadays even smartphones we use on an everyday basis could be used to create videos with decent quality. Ask your friend, a spouse or a team member for a little bit of their time if you need an assistant and start making great educational videos in your very own office. Get a stand for your phone or camera. The best and the most simple you can do is going LIVE on Facebook. Facebook will reward your effort by sharing your **LIVE video 10x more in newsfeed** than your regular post.

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Use relevant hashtags

[Hashtags](#) are a concept that is often overlooked by small businesses such as chiropractic. Although, it seems pretty straightforward there are few common mistakes you should avoid. Don't use too many hashtags as this might come out as a desperate attempt to receive some attention. Also, don't go to the other end and not use any, either. You also need to find a balance between being too specific and too broad. For instance, some of the best hashtags for chiropractors could be (if your office is in Philadelphia, PA) **#chiropractorphilly**, **#chiropracticphilly** and others like this.



Source: Wix.com

Monitor brand mentions

Monitoring social media brand mentions can help you understand how the customers and potential customers perceive you as a chiropractor. Or in other words what is your image. This way you can also see what can you improve in your service and also what you have been doing great in so far. You can start with [Google Alert](#), it is a free tool and does wonders for spying what is being said about your or your competitors.

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Write a blog

Having a blog on your business website is one of the best ways to get more people to your website and also to convert them to your customers. If you take time at least once a week to write a blog post about a topic relevant to the chiropractor practice and educate people on how to protect themselves or treat themselves from the injuries, it is highly likely to help you get more customers.

In addition to having something more to post on your social media profiles it will also help you get more visitors from search engines as you will be able to rank for multiple relevant keywords.

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Get people to your website

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Your goal should not only be to keep your followers engaged on the social media. Remember, people are not on social media to buy stuff, but rather to entertain themselves. It is up to you to think of a way to convert them to your customers. The best way for this is to send them to your website where they are in your environment and where it is more likely they will convert. When you do that make sure you send them to specific page and not just a home page. Good page would be the page that explains how you help them and has your contact information.

Schedule your social media posts

Being a chiropractor while managing your own social media channels can be difficult and it can often happen that you won't be able to post at the time you were planning to, when is the best for your customers. Therefore, make use of some of the scheduling tools that are out there, such as [PostPlanner](#) and Meet Edgar and schedule all the posts for the week.



Use keywords in your posts

As of recently Facebook reports having 2 billion searches per day. This means that you should be optimizing your Facebook page for its search engine from now on in order to be sure you are capturing this market. Make sure your about sections are 100% complete and full of keywords relevant to your business and stressing on the physical location.

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Comment on blogs and other page's walls

This might seem as an old school and a very inefficient technique for getting more people to follow you, but it still works. The key is to think of a comment that will be helpful for the readers. Bear in mind that all great comments are being pushed towards the top where others will see it as well which further brings visibility to your page.

Post your advice in groups

As a chiropractor you can identify groups that might seek answers which you might have. Those can include groups where certain athletes gather, specialized chiropractors in your county and many more. Most of them will have questions posted on which you can give an expert answer in form of a comment.

Additionally, if you can't find any such groups you can start making your own, which can require effort to build them and gather audience, but it definitely pays off. ([Join Talk Of the Town Facebook here](#))

You shouldn't wait anymore and start building an online presence and brand yourself as a chiropractor on social media.

If done right, your business will excel and soon enough you'll be needing an extra pair of hands to keep up with the demand.

It does sound like a lot, but what I would do first is to make sure you have facebook page and website, start with some content and set up your pixel on your site. Then run ads to invite your new clients to your office. Ads will definitely help you get new clients on a consistent basis, raise revenue for your office and you will shortly become the “**Talk of The Town**” and be the Top Chiropractor in area! Would you like that? I will assume YES.

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