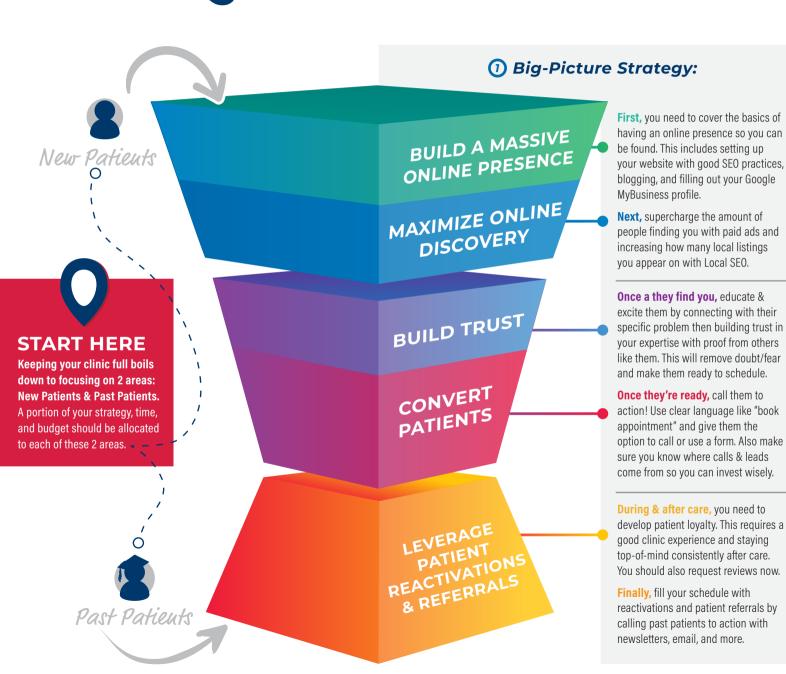
# THE ULTIMATE PATIENT **ACQUISITION STRATEGY**



### 2 Outcomes

High number of local visitors to your website & blog.

You appear in 2-3 places on page 1 of Google for several search terms.

High number of

front desk or

requesting an

people calling your

appointment online.

4 and 5-star online

High number of

reviews/testimonials

increase each month.

reactivated patients

on your schedule.

## Google Ads for



**Quality Online** 



Appointment Forms & Chatbot



3 Tools To Use Monthly:

**Online Brand** 

Presence

Ad

Google Ads

for Conditions

**Patient-Focused** Web Design





Blogging

Local Listings/

Local SEO



Generate & Track Phone Calls

**Email Blogs** 

& Newsletters

#### (4) Patient Experience:

Learn therapy can help their pain



Learn your clinic can help them



Gain confidence that you understand their pain & have helped others like them



Decide to try you and either call or schedule an evaluation



Have a good enough experience to leave a review or refer 1 friend



Get reminded about other conditions you treat so they return & refer others

## to Measure:



Your Therapy Type

Organic or

"On Site" SEO







**Patients Come** 



**New Patient** 



In-Clinic



Review Request Tools





Printed Newsletters





**Direct Mail** 

VISIT PRACTICEPROMOTIONS.NET/LEARN FOR MORE PRACTICE GROWTH ADVICE