



# AI MARKETING 101

## FOR PHYSICAL THERAPY OWNERS

Does ChatGPT recommend your physical therapy clinic? **If no...does that bother you?**

The PT practices who invest in SEO and AI Search Services will be the ones to get found, win, and dominate in 2026. Here are the 3 basic things PT Owners need to know...

01

### PATIENTS ALREADY USE AI TO FIND PHYSICAL THERAPY

**17% of U.S. adults** are already using AI chatbots at least once a month to search for health information.

There are two main places where patients use AI to find healthcare services...

**1) AI Chatbots**, like...

- ChatGPT
- Gemini
- Copilot
- Claude

**2) Google AI Overview:** the summarized answer at the top of Google.

*You want your clinic to appear in both places.*

02

### AI SEARCH PULLS FROM TRADITIONAL SEO

ChatGPT pulls from traditional Search Engine Optimization (SEO) to give answers!

So if you're #1 on Google, you're probably #1 on ChatGPT.

Invest in the basics of SEO...

- Optimize your website speed & mobile design
- Use the right keywords
- Add FAQ schema & backlinks
- Optimize your meta titles and tags
- Have individual pages for each condition

**It's more important than ever to invest in professional SEO services!**

03

### GET READY FOR PAID ADS WITHIN AI SEARCH IN 2026

In 2026, your clinic needs to be ready for **paid ads within** AI Chatbots & the Google AI Overview.

- You will be able to run Google Ads within AI summaries
- ChatGPT will likely launch ads in 2026

*So which should you invest in first?*

90% of informational searches are still on Google. So we recommend you invest in Google Ads first.

Do not DIY this. Invest in a professional Google Ads agency who can keep up with the changes in AI.

# WE'RE THE PT MARKETING AGENCY You'll Wish You Hired First

Are you tired of hiring marketers or agencies that underdeliver on promises, waste your time micromanaging them, and burn your hard-earned profit? Most agencies just don't get physical therapy.



## FULL-SERVICE DIGITAL MARKETING SERVICES, BUILT BY PTS, FOR PTS

Practice Promotions provides full-service digital marketing services for physical therapy clinics. We work best with clinics that have 5 or more providers and make over \$750,000 a year. Our main goal? To help you get more new patients and grow your clinic. Here's what we'll do for you...

- ✓ SEO & AEO Services
- ✓ Google Ads PPC
- ✓ New Website Design
- ✓ Social Media Marketing
- ✓ Email Marketing
- ✓ Digital Newsletters
- ✓ Monthly ROI Reporting  
(includes *REAL* patient names)

### YOUR TEAM:

- Customer Success Manager
- Website Designer
- Patient Engagement Specialist
- Google Ads Specialist
- Graphic Designer
- SEO Specialist

## WHY CHOOSE PRACTICE PROMOTIONS?

### WE'RE OWNED BY PHYSICAL THERAPISTS

Neil and Amy Trickett owned their own PT clinic for 8 years before starting Practice Promotions.

### WE'RE EXPERTS

15+ years of experience in PT marketing - which means you get better & cheaper results.

### WE GUARANTEE OUR WORK

If you don't get at least 20 qualified leads / month, we'll return your money.

### WE SHOW YOU DATA

You deserve to see the results of your marketing. We report on your data every month.



Schedule a PT Marketing Strategy Call at [PracticePromotions.Net!](https://PracticePromotions.Net)

