

DRY NEEDLING MARKETING CHEAT SHEET FOR PTS

Want to get more dry needling patients...but they're too nervous? Here are 3 simple tips to market dry needling, get more patients to try it, & boost revenue to your practice...

01

TRAIN YOUR STAFF & CREATE IN-CLINIC BROCHURES.

First, train your staff on how to explain...

- Benefits of dry needling
- Why it costs more
- What to expect

Second, don't leave your staff empty handed! Give them a brochure or rack card to hand patients that goes into even more detail!

That way, when the patient goes home to think about it, they have a resource to refer to.

View some example rack cards at PTMarketingStore.Com!

02

ADD A PAGE ON DRY NEEDLING ON YOUR WEBSITE.

Most PT Owners don't know this, but to rank on Google for dry needling, you should add a separate page on "**Dry Needling in [City, State]**" to your website. That will help with SEO!

On this page, include

- Active treatment images
- Videos
- Testimonials about dry needling

These will all help patients picture themselves getting dry needling, and will help alleviate fear.

Visit kaizenseattle.com to see an example page from our client, Kaizen Physical therapy!

03

RUN GOOGLE ADS FOR "DRY NEEDLING."

Google Ads are the **#1 most cost-effective way** to get new patients online—and dry needling campaigns really work!

Our clients 2x or even 3x their patient calls once they add on Google Ads.

Here are 3 tips to choosing the RIGHT Google Ads agency for your clinic...

- Ask if they've worked with physical therapy clinics before
- Ask if they understand HIPAA
- Ask what cost per conversion they get (aim for below \$75 per call)

We run Google Ads for 300+ PT Clinics, feel free to reach out for a Strategy Call.

REMEMBER: PATIENTS WON'T TRY DRY NEEDLING UNLESS YOU MARKET IT TO THEM!