

Marketing Checklist



Marketing your practice doesn't have to be overwhelming. Follow this step-by-step checklist to build a strong marketing foundation, attract new patients, and retain loyal ones.

Define Your Brand & Message

- Identify your core values and mission.
- Develop a unique value proposition (UVP) that differentiates your practice.
- Create a consistent brand identity: logo, colors, fonts, and tone of voice.
- Craft a patient-focused brand message that answers: "Why should someone choose your clinic?"

Optimize Your Online Presence

- Create or update your website for a modern, user-friendly experience.
- Ensure your site is mobile-friendly and loads quickly.
- Add clear call-to-actions (CTAs) like "Book an Appointment" or "Schedule a Free Consultation."
- Optimize for SEO with relevant keywords like "physical therapy near me" and "sports injury rehab."
- List your practice on Google Business Profile and relevant healthcare directories.

Develop a Content Marketing Strategy

- Start a blog with patient-focused topics like "How Physical Therapy Can Help After Surgery" or "5 Tips to Prevent Running Injuries."
- Create educational videos demonstrating exercises or explaining treatment options.
- Share patient success stories (with permission) to build trust.
- Develop downloadable resources like eBooks and tip sheets to capture leads.

Leverage Social Media Marketing

- Choose 2-3 platforms where your ideal patients are active (e.g., Facebook, Instagram, LinkedIn).
- Post consistently with educational, engaging, and inspiring content.
- Showcase staff spotlights, patient success stories, and clinic updates.
- Use paid ads to target local audiences with offers like "Free Injury Screening."
- Engage with followers by responding to comments and messages promptly.

Implement Email Marketing

- Build an email list by collecting emails through your website and in the clinic.
- Create a welcome email series for new subscribers.
- Send regular newsletters with health tips, success stories, and special offers.
- Automate patient reminders and follow-ups to stay top-of-mind.
- Track open rates, click-through rates, and conversions to measure success.

Establish Community Relationships

- Partner with local gyms, sports teams, and healthcare providers.
- Offer free workshops or webinars on injury prevention and recovery.
- Sponsor or participate in community events to raise awareness.
- Join local business groups and healthcare associations to network.

Track & Analyze Performance

- Set clear goals like "Increase new patient appointments by 20% in 6 months."
- Use tools like Google Analytics to monitor website traffic and engagement.
- Track the performance of ads, emails, and social posts.
- Adjust strategies based on data to maximize ROI.

Ready to Take Your
Marketing to the Next
Level?

If you're feeling overwhelmed or need expert guidance, I am here to help.

👉 [Schedule a Free Marketing Consultation](#)