



PatientPartners

100+ POINT MARKETING CHECKLIST FOR CLINICS



**EVERYTHING YOU NEED TO KNOW TO
GROW YOUR CLINIC QUICKLY**



INTRODUCTION

Before we get started...

In today's highly competitive healthcare industry, physiotherapy clinics face the challenge of standing out amongst the crowd.

The marketing landscape for clinics has evolved drastically, with an increased focus on digital platforms – from maintaining a strong online presence through professional websites, to utilising social media for reaching out to potential patients, and leveraging online reviews and testimonials to build credibility.

But still, traditional marketing strategies like word-of-mouth referrals and networking with medical professionals continue to hold significance.

Effective marketing is not just about attracting new patients but is also crucial in retaining existing ones. By establishing strong relationships with their patients, physiotherapy clinics can ensure a steady flow of repeat visits and referrals, thereby contributing to the clinic's growth and longevity.



- *Isaac Justesen*

PatientPartners Founder & CEO

SEO & Website

1

Google Business Listing

- ☐ Claim or create a Google My Business listing
- ☐ Verify your listing to prove it's for a legitimate business
- ☐ Setup users with proper access to your account
- ☐ Optimize your information (name, address, phone, hours, categories)
- ☐ Add photos, videos and virtual tours
- ☐ Add products and services as appropriate
- ☐ Pre-populate Q&A on your listing
- ☐ Use Google Posts regularly
- ☐ Link your GMB listing to Google Ads and /or Google Merchant Center
- ☐ Encourage, monitor and respond to reviews
- ☐ Check and update your listing regularly

2

Website & SEO

- ☐ Plan your website structure
- ☐ Use a descriptive URL structure
- ☐ Install an all-in-one SEO plugin
- ☐ Set up Google Search Console
- ☐ Set up Bing Webmaster Tools
- ☐ Create and submit a sitemap
- ☐ Make sure your site is indexable
- ☐ Add schema markup to your homepage (or 'about' page)
- ☐ Make sure your site is mobile-friendly
- ☐ Make sure you're using HTTPs
- ☐ Make sure your site loads fast
- ☐ Install an image compression plugin
- ☐ Build backlinks to your website
- ☐ Fix broken pages
- ☐ Refresh declining content
- ☐ Do a content gap analysis
- ☐ Check for other technical issues
- ☐ Find a primary keyword to target
- ☐ Assess search intent
- ☐ Create content to answer common questions or topics
- ☐ Optimize headings and subheadings
- ☐ Edit your copy for simplicity

2

Website & SEO

- ☐ Link to relevant resources
- ☐ Optimize your images
- ☐ Add schema markup for rich snippets
- ☐ Add internal links to the new page
- ☐ Improve readability by breaking up your content with images
- ☐ Set a compelling title tag and meta description
- ☐ Set an SEO-friendly URL slug
- ☐ Add a table of contents (blog posts only)

3

Conversion Rate Optimization

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Feeling overwhelmed? Let us handle your marketing

We're a marketing agency specifically for physio clinics. Get a free website and marketing audit.

[GET A FREE AUDIT](#)

4

Email Marketing

- ☐ Send monthly or quarterly newsletters to your patient list
- ☐ Add useful content, clinic updates, and health tips in your newsletter
- ☐ Use a mobile-friendly email design
- ☐ Use UTMs to track links
- ☐ Optimize the day/time of when you send emails
- ☐ Use variable fields to personalize emails (ex. first name)
- ☐ Tag patients with relevant interested or areas of injury to further personalize outreach (ex. back pain, sports injury, etc.)

5

Analytics & Reporting

- ☐ Connect Google Analytics to your website
- ☐ Connect Google Tag Manager to your website
- ☐ Integrate your patient management app to Google Analytics (ex. Jane or ClinicMaster)
- ☐ Create custom events for all key conversion actions (online bookings, call, contact form fills)
- ☐ Create a monthly scoreboard to track your key marketing metrics
- ☐ Monitor your highest performing channels and conversion sources
- ☐ Track your monthly new patient numbers

6

Social Media

- ☐ Create pages for your clinic on Facebook, Instagram, and LinkedIn
- ☐ Take it a step further by creating YouTube, TikTok and Twitter accounts
- ☐ Complete your profile with a description, links, and logo
- ☐ Create on-brand content for your social media
- ☐ Share tips, educational videos, and helpful content
- ☐ Share clinic and team updates, and fun content about your team
- ☐ Use a content calendar to stay organized
- ☐ Use content templates to help you save time
- ☐ Research and collect a list of relevant hashtags
- ☐ Schedule your posts ahead of time
- ☐ Schedule your posts when your audience is most active
- ☐ Repurpose your highest performing content
- ☐ Like and respond to comments
- ☐ Follow other local businesses and pages
- ☐ Encourage your employees to create content for your page
- ☐ Ask your employees to like and engage with company posts

7

Google Ads

- ☐ Complete the advertiser verification process within 30 days
- ☐ Connect your conversion actions from Google Analytics
- ☐ Create an account-level asset with your clinic phone number
- ☐ Create an account-level asset with your clinic location
- ☐ Direct ads to the most relevant landing page
- ☐ Create an account-level asset with your business name and logo
- ☐ Create campaign-level assets with relevant sitelinks
- ☐ Set your ad schedule to your business hours
- ☐ Create compelling ads with a variety of headlines & descriptions
- ☐ Watch your CPC/CPA and optimize low performing campaigns

8

Community Building

- ☐ Get listed on your local business directory (also benefits SEO)
- ☐ Reach out to businesses, schools, organizations in your area
- ☐ Offer value first, before asking for a partnership
- ☐ Find groups or events that connect to your clinicians' interests and clinical specialties
- ☐ Sponsor local events and causes
- ☐ Host free workshops on various clinical topics
- ☐ Set up a booth and offer free assessments, taping, or treatments at local sporting events

9

Print Marketing

- ☐ If your building allows it, have signage out front of the clinic
- ☐ Put up a sandwich board with a catchy headline or offer
- ☐ Have print ads sent out to home addresses within 1-3 km of your clinic (this can be expensive)
- ☐ Create on-brand print marketing assets
- ☐ Be sparing with words and generous with white-space. Make sure the design isn't too cluttered.

Want these strategies implemented for your clinic?

At PatientPartners, we work with dozens of physiotherapy clinics to implement marketing strategies like the ones in this list to consistently and reliably grow their clinic.

But if you're looking at the list and feeling overwhelmed – I get it.

Not only can implementing all of these tips be complex and difficult, but you're also busy running your clinic.

That's where we can help. Let us review your clinic marketing and provide you with a free website and marketing audit.

You'll know where your biggest marketing opportunities are and how to prioritize your efforts.

There's no risk, no cost, and no obligation. I simply want to help your clinic succeed.

If you're interested, we can also discuss how PatientPartners can handle your marketing for you.

So click the link below to request an audit and we'll reach out to book a time to review your results and findings.

I WANT A FREE AUDIT

PatientPartners