

Welcome to the webinar

3 Marketing essentials to help restart your clinic.



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We will begin momentarily.



VN

Veronic Nadeau (Host)



SB

Scott Belfer



Q&A

Viewing Russell Ingleton's A...



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Participant video feed showing a woman and a name card for Scott Belfer with initials SB.

View control menu with icons for gallery, side-by-side, and full screen. A callout box points to the side-by-side view icon.

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Q&A

All (4)

My Q&A (2)

Type your question(s) here

Ask: All Panelists

Select a panelist in the Ask menu first and then type your question here. There is a 256-character limit.

Send



Jon Morrison, MA BTh

- Live in Abbotsford, B.C.
- Studied at Oxford, BIOLA and Ambrose Universities
- TEDx speaker
- Lead consultant, Get Clear Consulting
- Co-founder, Clinic Sites





3 marketing essentials to help restart your practice

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TELUS[®] Health



COVID-19 is one of the biggest
disrupting forces in our lifetime.

The problem with marketing your clinic.

- You're working hard to help patients
- You're busy enough running your practice
- Most clinicians struggle with marketing themselves
- Most marketing is a waste of time and money





Here is some good news:

COVID-19 has provided an unprecedented opportunity to get a fresh perspective and start.



Thrive after a restart.



1.

Leverage the power of story to create a clear message that connects with your ideal patient.



2.

Develop a strong online presence leveraging the best tools available.



3.

Become a resource to your community with a proven content marketing strategy for clinics.



1. Thriving clinics have a clear message.

- Leverage the power of story
- Know your ideal patient/client
- Understand their pain points
- Be personable and authoritative
- Cast a vision for their best outcome
- Call them to action



What can you do?

- Read 'Building A Story Brand'
- Get clarity on your ideal client, their struggles, why they should trust you, and your call to action



2. Thriving clinics have a strong online presence.

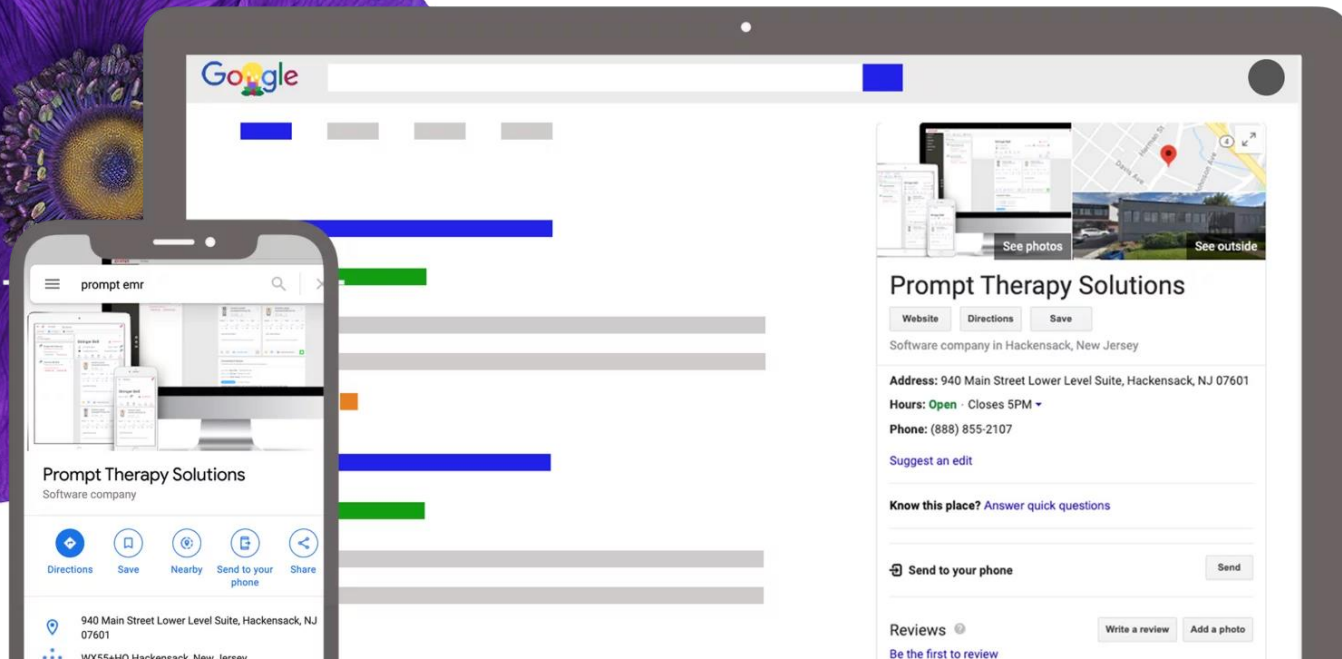
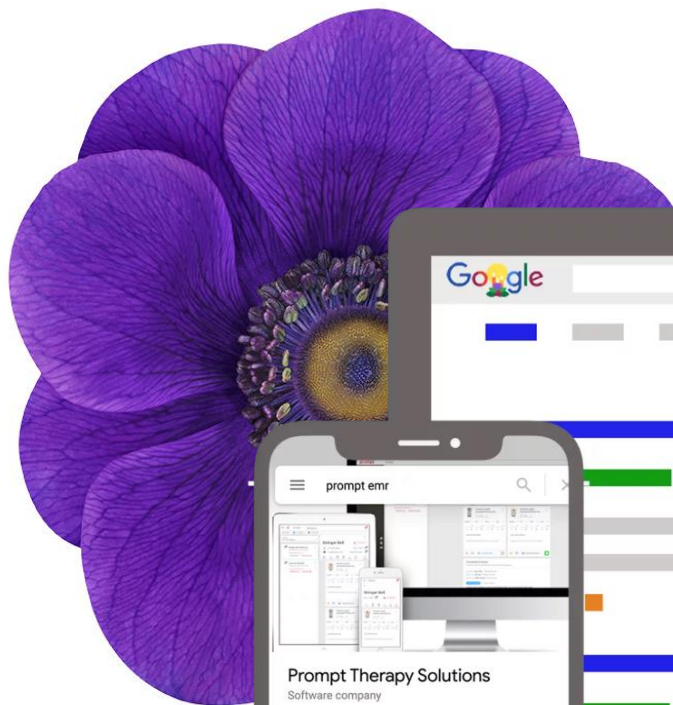
They optimize online tools to connect with their ideal patients.



Your practice needs:

- A beautiful, simple-to-use website to be the hub of your online activity
- An optimized Google My Business listing to be discoverable





Your practice needs:



1.

A beautiful, simple-to-use website to be the hub of your online activity.



2.

An optimized Google My Business listing to be discoverable.



3.

A social media strategy to engage in online conversations.



What can you do?



1.

Look at your website from an outsider's perspective (Whose story does it tell?).



2.

Try the "\$1.80" strategy for a week.



3.

Do an "incognito search" of your main service and your area.



3. Thriving clinics are a resource to their community.

They are viewed as
an authority by
creating valuable,
engaging content.



Build authority as a resource.



Emails



Write helpful
blogs



Create
engaging
videos



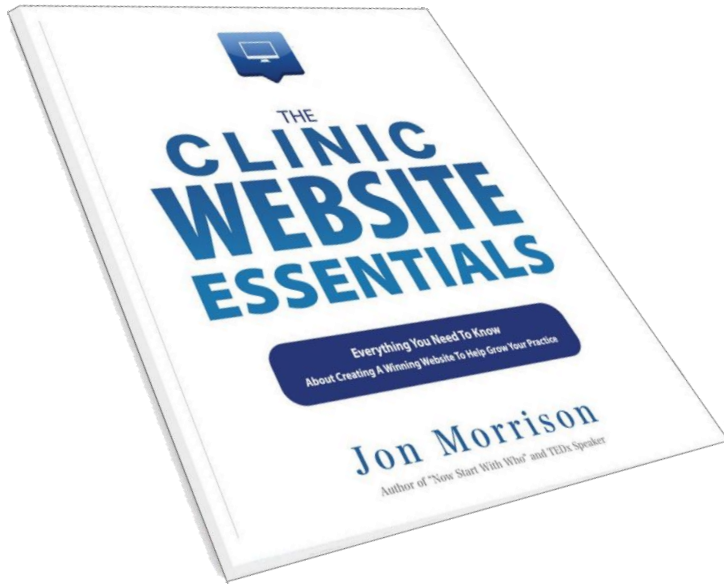
Podcast



Leverage
news media



Resources to take you from overwhelmed to optimistic.



1. Download this eBook for website tips
2. Schedule a marketing clarity session
3. Need a new website?



How to thrive going forward



1.

Leverage the power of story to capture attention.



2.

Build a strong online presence with a strong website, optimized Google My Business page and engaging social media.

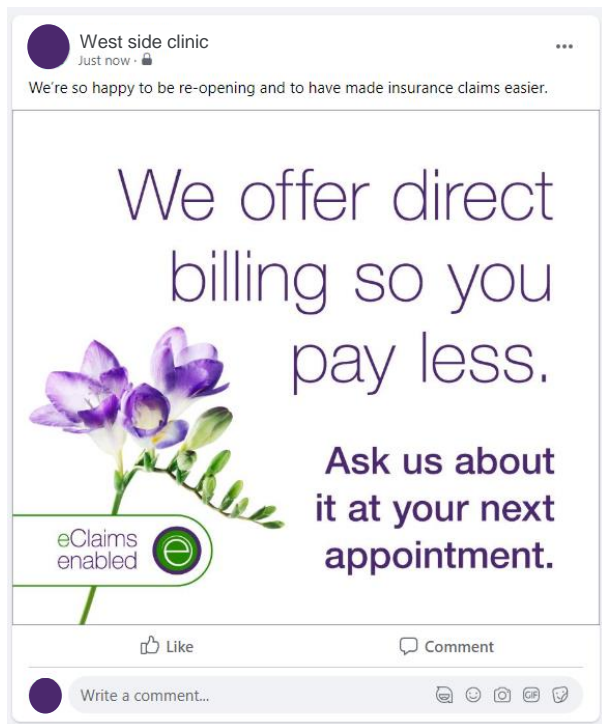


3.

Become a resource to your community to add value and build authority.




Weaving eClaims into your story




West side clinic
Just now · 📍

We're so happy to be re-opening and to have made insurance claims easier.

We offer direct billing so you pay less.



Ask us about it at your next appointment.

eClaims enabled 

Like Comment

Write a comment...



Let us submit your insurance claim on your behalf with eClaims.

This **free service** reduces out-of-pocket expenses and is supported by the following insurers*:



eClaims  Ask us for details or learn more at telus.com/eclaims



4872904-01-2020

1. All features, functions, eligible professions and related benefits are inherent to the TELUS Health eClaims platform but may not be supported by all participating insurers.



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Two ways
Phone: Dial 01
Chat: Use the Q&A box

Questions?



Thank you.
