

50b- Business:
Marketing + Website/On-line Presence:
“A New Wind for Your Sails”



The Essence of Marketing

–from *Business Mastery*, 5th edition, p. 350

- “**EVERYTHING** you do makes a statement about how you feel about yourself, your clients, and your practice.”
- “...marketing isn’t just about the outward activities you do, such as advertising and promotions; it also involves the way you relate to your clients, your ethics, and your professional demeanor.”
- “The more creative and natural your marketing techniques, the more successful they are, mainly because you enjoy doing them.”
- “Do what you love and the money will follow.” However, “Having a passion for what you do– and top-notch skills– aren’t enough to build a thriving practice.” You must **DO**.

The Lifetime Value of a Client Example

\$80 per session.

10 sessions per year.

\$80 products per year.

4 years average length of working relationship.

1 referral per year.

Money the Average Client Spends:

Sessions: $(\$80 \times 10) \times 4 = \$3,200$

Products: $\$80/\text{yr} \times 4 = \320

The Total Value (c) = $\$3,520$

Value of Client Referrals:

(d) $4 \times \$3,520 = \$14,080$

Total Lifetime Value:

$c + d = \$17,600$

Establish Credibility: the components

- ❖ Length of time in the field
- ❖ Hours of education and training
- ❖ Appearance and demeanor
- ❖ Communication skills
- ❖ Vocabulary
- ❖ Pictures
- ❖ Guarantees
- ❖ Professional affiliations
- ❖ Credentials
- ❖ Public image



Cooperative Marketing: consider joint marketing ventures



Same Service—Different Target Market

- on-site massage therapists: one works with hair stylists, the other with attorneys, the other with car sales people

Different Service—Same Target Market

- massage therapist, midwife, nutritionist working with pregnant women

Same Service—Same Target Market

- massage therapists working together to cover an entire sports team

Marketing Mix

Promotion

Activities and materials you produce to gain visibility (indirect costs).

Publicity

Building media awareness about you or your business.

Advertising

Business exposure that you pay for directly.

Community Relations

Goodwill activities that create a positive public image for you and your business.



Massage Marketing Mix

Advertising



A massage therapist wants to build her practice. She places an advertisement on bus stop bench outside the most popular cycling shop in town.

That's advertising.

Massage Marketing Mix

Promotion



She decides to sponsor a cycling team (offers team members discounts on her services and free pre- and post race sessions for major local events). She prints T-shirts with her name and number for the cyclists to wear. They wear the T-shirts while riding through town carrying a banner announcing their next big race. That's *promotion* (for both the massage therapist and the cyclists).

Massage Marketing Mix

Publicity



In their excitement, the cyclists topple three elderly gentlemen while riding through the park. A newspaper reporter just happens to be there and reports it. That's *publicity* (although not the best kind).

Massage Marketing Mix

Community Relations

The massage therapist gives each gentleman a 15-minute massage. They are no longer in pain and harbor no bad feelings toward the cyclists or the sponsor. The gentlemen come to the race to cheer on the team. That's mastering *community relations*.



Strategies

- Risk Reversal: ex. money back guarantee, emotional guarantee (like free initial assessment)
- Interrupt, Engage, Educate, Offer
- Call to Action: ex. “Call today for your free initial assessment!”
- Develop a consistent look, feel and message throughout your practice and promotion.
- Incorporate your USP (unique selling proposition) into every marketing item and interaction. Make sure the design of your materials is congruent with USP. (Have a consistent look, feel and message to everything you do.)
- Give Great Experiences
- Add Value to Every Transaction
- Never Stop Educating
- Give Road Maps
- Ethical Bribes: ex. offer something free in exchange for contact info
- Observe what people do and buy before purchasing your service; and after. Consider providing those things. Or cross-promoting with those that do (e.g. network with other health practitioners).

Strategies (continued)

- Cross-promote with other businesses
- Borrow Success Practices from other businesses
- Experiment small scale, before you commit to large-scale.
- Request referrals, Repeat the Request, Reward the Referral, Reciprocate the Referral
- Explore and regularly optimize each step of your interaction
 - Reaching them better. How do you contact them?
 - How do you facilitate them calling you?
 - How do you respond to their contact? How could you do that better?
 - Selling/converting better. How do you help them transition from potential to actual client?
 - Keep them longer. How do you develop the relationship over time?
 - Offering more services and more goods more often. How do you add value to what you offer them?
 - How do you stimulate their referring to you?

Tactics

- **Tactics** are specific actions you take that will actualize your overall strategies
- They need to be “**SMARTER**”:
Specific **M**easurable **A**ttainable **R**ealistic
Time-lined **E**nthusiastic **R**ewarding

Getting Your First Clients

- Talk with everyone about your profession.
- Share your enthusiasm for your work and the results it produces!
- Give to get.
- Hand out lots of business cards.
- Make emotional connections.
- Increase your visibility in your community.
- Attend networking meetings.
- Take classes.



Getting Your First Clients (cont'd)



- Write articles.
 - Hold open houses.
 - Give demonstrations.
 - Wear logo clothing.
 - Always carry your business cards with you.
 - Volunteer in your community.
- Get interviewed by the media.
 - Post your business cards and brochures wherever your target markets are likely to see them.

The Key to Word-of-Mouth Referrals



When it comes to word-of-mouth promotion,
the most important mouth is your own!



Word-of-Mouth Referrals



- ❖ People prefer to receive wellness care from someone they know.
- ❖ The second best option is working with a professional who has been highly recommended from a friend or family member.
- ❖ The most effective way to build word-of-mouth referrals is to cultivate relationships.
- ❖ Developing a solid reputation and fostering goodwill is pivotal, and it's even more crucial if you reside in a small town.

Positioning

Carefully consider the following questions:

1. What does your business do?
2. What needs does your business meet?
3. Which problem(s) does your business solve?
4. How do your clients benefit psychologically?
5. How does your business differ from others in your market?

Write a statement that summarizes what makes you unique.

Define why your clients work with you.

Describe how potential clients will recognize your differential advantage.

Direct Referrals



Request the Referral: ask clients to refer friends and family

Repeat the Request: send thank-you note to referral source, always appreciate their referrals

Reward the Referral: ex. a free session for every 6 referrals

Reciprocate the Referral: refer a client, use their service, etc.

Indirect Referrals

Compile a list of referral sources who value your work.

Ask the sources to write down contact information of people whom they think could benefit from your services.

Send those prospects a mailing:

Personalized letter of introduction.

Your brochure.

A discount coupon or referral card.

Keep track of which people respond to your letter.

Call the rest within a month:

Offer additional information.

Invite them to an open house or workshop.

Offer a free consultation.

Book a session.





Build an Effective Network



- ❖ Who are your sources of business and practice related information?
- ❖ List the people who could be centers of influence.
- ❖ Who are the people who actively refer potential clients to you?
- ❖ List the experts whose services you use and can refer to others.
- ❖ Who keeps you informed of events and opportunities?
- ❖ List the people who genuinely care about you, listen to you and support you.

Build an Effective Network (cont'd)



- ❖ Who are your mentors?
- ❖ List your role models.
- ❖ List the kinds of support you would like to have right now.
- ❖ What additional types of support do you need over the next year?
- ❖ Who would you like to add to your network?
- ❖ List at least 10 goals for improving your network.
- ❖ GO to the TLC Job Fair!



Marketing with Newsletters

by Jon Lumsden of Massage Marketing

- ❖ Mail or email your newsletter to potential clients.
- ❖ Encourage your clients to share their issues with others.
- ❖ Mail to selected professionals with a cover letter.
- ❖ Use it as a handout at health fairs and public presentations.
- ❖ Leave copies with willing merchants.
- ❖ Use as inserts in community newspapers.
- ❖ Mail to nearby residents.
- ❖ Use with a cover letter and mail to new neighbors with a first-visit discount.
- ❖ Provide issues to services like Welcome Wagon.
- ❖ Use in place of business cards.



Consider this for your message...

COMPEL, DON'T SELL!

- Ex: “TLC– We know what’s waiting for you”

Basic Marketing Materials Checklist

Business Cards

Coupons

Educational Pamphlets
and Handouts

Appointment Cards

Brochures

Client Forms

Stationery

Newsletters

Greeting Cards

Website

Gift Certificates



Building a Website & an On-line Presence

“If you’re not online, you’re out of line.”
– Michael Port, author of *Book Yourself Solid*

Terms

Domain name: identification string that defines a realm of administrative autonomy, authority or control within the Internet. It's the “.com, .org, .net, .en” in a web address

URL: Uniform Resource Locator, aka, “web address”

SEO: Search Engine Optimization is a process of maximizing the highest number of visitors to your website by ensuring that your website appears at the top of the search results list on search engines (such as Google, Bing, Yelp, Facebook, YouTube, etc.)

Website options

Pre-designed or Template sites: “build your own”

Advantages:

- “drag and drop” websites are user friendly and don’t require special coding
- can go live quickly
- cost effective/less expensive than custom-built sites

Disadvantages:

- don’t allow for much customization (ex. on-line scheduling plug-ins may not work)
- is the content on your website yours and transferrable?
- search engine optimization (SEO)– does it link to your website or the company’s website address?
- who owns the URL?

Website options (continued)

Custom built site: “somebody builds it for you”

Advantages:

- professionals can guide you through the process of writing content that “reads well” and generates more traffic
- trends change– professionals are up-to-date on the changes in how users experience content, how SEO changes might impact your website
- support for any questions

Disadvantages:

- more expensive
- hosting fees? cost for extras? SEO package? email? support?
- URL ownership? transfer of information?
- you still are required to provide the content

Building a Website

Things to consider

Planning

What is the purpose of your website– is it simply a way for people to find you? to answer questions? to define a target market? a marketing tool? to schedule? to sell products?

Determine/write your content; consider the “feel” of your site in light of your practice; how many pages do you need?

On–Page SEO: Carefully choose:

Keyword Tags: short phrases or words specific to a given page on one’s site to enable search engines to find and list it.

Page Name: used to generate the page URL as seen in the address bar. Should be short (1–3 word) description of the page and content.

Description: the sentence that will appear on search engine results under your listing

An On-line Presence

in an ever-changing world

Social Media Marketing

Facebook, YouTube, Instagram, Twitter, Snapchat, Google +, etc... how and when to use them

Blogs

Wordpress, Medium, Brevity, etc...

Videos

YouTube, Vimeo, etc.

What's next?!

Have your content drive traffic to your website to improve your position for SEO! (use hashtags, etc.)