50b Business: Marketing

50b Business: Marketing

15 minutes	Break
5 minutes	Attendance, Breath of Arrival, and Reminders
50 minutes	Lecture- Marketing, getting clients, referrals, positioning, networking
15 minutes	Break
50 minutes	50b Marketing Strategies and Tactics
15 minutes	Break
40 minutes	Lecture- website/online presence, questions to consider
10 minutes	Discussion, clean- up, closing circle

3.4 hours Total with 10 minutes of flex time

50b Business: Marketing

ABMP Exam Coach

- "Access your ABMP account" using instructions on page A-74
- Familiarize yourself with the ABMP Exam Coach "Study Subjects" section
- Preview the preparation assignments for MBLEx Prep classes (74a, 75a, 80a, 81a, 84a, 86a, 87a)

Assignments:

- 50b Business: Marketing. B-55 for ABMP.com 'Website Builder' instructions
- 53a Internship Review Questions - due before class starts
- 55a Review Questions – due before class starts

Quizzes and Exams:

- 52a Kinesiology Quiz (brachialis, brachioradialis, flexor digitorum superficialis, and extensor digitorum)

Preparation for upcoming classes:

- 51a A&P: Nervous System - Autonomic Nervous System and Sensory Receptors
  - Salvo: Pages 586-592.
  - Packet E: 113-116.
  - RQ - Packet A-189

Classroom Rules

Punctuality - everybody's time is precious

- Be ready to learn at the start of class; we'll have you out of here on time
- Tardiness: arriving late, returning late after breaks, leaving during class, leaving early

The following are not allowed:

- Bare feet
- Side talking
- Lying down
- Inappropriate clothing
- Food or drink except water
- Phones that are visible in the classroom, bathrooms, or internship

You will receive one verbal warning, then you'll have to leave the room.

50b Business: Marketing

B- 53

The Essence of Marketing (BM p350)

"**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

$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 x 10) x 4 = $3,200
Products: $80/yr x 4 = $320
The Total Value (c) = $3,520

Value of Client Referrals:

(d) 4 x $3,520 = $14,080

Total Lifetime Value:

c + d = $17,600

Establish Credibility: 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: working with (i.e.) hair stylists, attorneys, car sales people

Different Service—Same Target Market

- Massage Therapist, Doula, Midwife, Nutritionist working with pregnant clients

Same Service—Same Target Market

- Massage Therapists working together to cover an entire sports team

Marketing Mix

Promotion

Activities and materials produced 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

Marketing Mix: Advertising

A Massage Therapist wants to build their practice. They place an advertisement on bus stop bench outside the most popular cycling shop in town.

That's ***advertising.***

What are some other examples?



Marketing Mix: Promotion



The Massage Therapist decide to sponsor a cycling team (offers team members discounts on services and free pre- and post race sessions for major local events)

They print T-shirts with the business name and number for the cyclists to wear.

The cyclists 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)

What are some other examples?

Marketing Mix: Publicity



In their excitement, the cyclists topple three elderly gentlemen while riding through the park. This is posted on many social media sites.

That's ***publicity***.
(although, not the best kind)

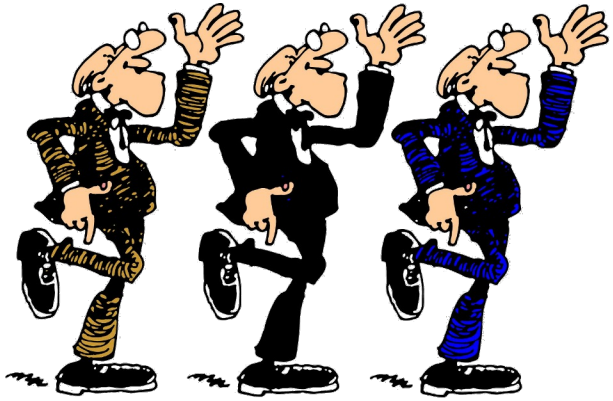
What are some other examples?

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.***

What are some other examples?



Marketing Strategies and Tactics

Explore how to optimize every step of your interaction:

- How do you contact potential clients?
- How do you facilitate them calling/contacting 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 clients?

Marketing Strategies and Tactics (cont)

- Keeping them longer - how do you develop the relationship over time?

- Offering more services and goods more often - how do you add value to what you offer them?

Tactics - How might you accomplish any one of these strategies? Tactics here are smarter goals for successfully promoting yourself to your target markets. They need to be specific, measurable, attainable, realistic, time-lined, enthusiastic and rewarding.

Marketing Ideas and Strategies (BM p 487-490)

Give great experiences/Client retention

Excel at customer service, use high quality products, run your practice in a manner that demonstrates your concern, take a client-centered approach, make your office comfortable and inviting, pamper your clients, make them feel special

Promotion

Business cards, brochures, flyers, open houses, festivals, volunteer events, client surveys, confirmation calls or reminders, develop a consistent look, feel and message throughout your practice and promotion, in everything you do.

Publicity

Make personal connections, network, emails/newsletters, biographies, photos, pitch, podcasts

Marketing Ideas and Strategies (BM p 487-490)

Freebies

Bags (recycled), clothing, pens/stationery, holiday cards

Fun/Creative

Zodiac, themed weeks, holidays, raffles/give-a-ways, gifts, food drives/donations, contests

Add value to every transaction

Take more classes, trade with other LMTs, personalize every session, don't take your regulars for granted

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)

- Write blogs.
- Hold open houses.
- Give demonstrations.
- Wear logo clothing.
- Always carry your business cards with you.
- Volunteer in your community.
- Leave your business cards where your potential clients are located.

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

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 for contact information of people whom they think could benefit from your services.

Contact those prospects. Include:

Personalized letter of introduction
Your website/social media information
A discount coupon or referral card

Follow up:

Offer additional information
Invite them to an open house or workshop
Offer a free consultation
Book a session

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)

- 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.

Marketing Materials Checklist

- Business cards
- Educational pamphlets and handouts
- Brochures
- Stationery
- Greeting cards
- Coupons
- Appointment cards
- Client forms
- Newsletters
- Website
- Gift certificates

Marketing Strategies and Tactics Assignment (1 of 2)

- Can be completed in classmarker or on B: 15-17**. Due before the end of class.**
- **Explore at least 5 Strategies and 2 Tactics for each Strategy.**
- Some of these may be specific to your Target Markets, but they will also include general promotional activities.
- You may utilize the strategies listed or you may come up with your own.
- Strategies will describe general marketing ideas, whereas your tactics, like your goals.

Marketing Strategies and Tactics Assignment (2 of 2)

- Can be completed in classmarker or on B: 15-17**. Due before the end of class.**
- **Explore at least 5 Strategies and 2 Tactics for each Strategy.**
- You should follow the S.M.A.R.T. anagram, being **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime-lined. Refer to BM pp. 487-490 to help generate ideas.

Examples of Strategies and Tactics:

Strategy: Show Support for Local Businesses.

Tactic 1: I exclusively use and sell Austin People's products for my sessions.

Tactic 2: I join a networking group such as Choose Austin First and attend monthly meetings to seek out other local businesses to partner with.

You may also have time to begin working on assignment **64b Executive Summary.** It is due before the start of class 64b. Packet B: 21-22.

Building a Website and an Online Presence

'If you're not online, you're out of line."
-Michael Port, author of Book Yourself Solid

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?

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 Locater, 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.)

Terms

Page name – appears as the page name in your navigation and is used to generate the page url as seen in the address bar. Should be very short – 1-3 word description of the page and its content.

Title - This text shows as the large bold heading appearing above the page content.

Keyword tags – short phrases or key words specific to a given page on one's site to enable search engines to find and list it.

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

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

An online presence in an ever-changing world

Social Media Marketing
Facebook, YouTube, Instagram, Twitter, Snapchat, TikTok, 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)

Consider this:

The following are thought provoking questions a client might have that you could potentially answer on your website, in your brochure, or paperwork. (Inspired by an article in David Palmer's The Bodywork Entrepreneur; edited and prepared by Ben Benjamin.)

- Type of Services
- Training and Experience
- Appointment Policies
- Client/Practitioner Expectations
- Fees
- Sexual Appropriateness
- Recourse Policy

Types of Services

- What style of bodywork do you practice?
- What is this particular style good for?
- What are its limits?
- Do you work with pain and other medical problems or do you provide a stress reduction relaxation massage?
- Do you specialize in working with any particular group, for instance the elderly or athletes; or specific problems like headaches and back pain?
- Are there certain people that you don't work with such as pregnant clients or people with certain medical conditions?
- Do you have a referral network of related professionals that you utilize?

Training and Experience

- Are you licensed in your town or state?
- How long have you been practicing?
- Did you attend a school to learn your profession?
- What school did you go to?
- How long was your training?
- How many classroom hours did that entail?
- Were there additional courses or internships that you did?
- Is the school you went to approved by any professional organization or government accrediting agency?
- What other educational background do you have?
- Have you had any additional training since you began practicing? If so, in what areas?
- Do you belong to any professional associations?
- Have you been an active member in any way?

Appointment Policies

If you understand the practitioner's policies with regard to appointments then you can avoid disappointment or surprise. Clear policies ensure a basis for a good working relationship.

- How long is each session?
- Do you do house calls?
- What is your work schedule? Which days and hours?
- Is the first appointment longer than others?
- How do you deal with emergency appointments?
- How often do you suggest that clients come for a massage session?
- What is your cancellation policy?
- What happens if a client is late for an appointment?
- What happens if you are late for an appointment?
- Can I eat before I come for an appointment?
- Should I restrict or alter physical activity before or after a session?
- How soon do you usually return calls?
- Can you be reached at home or only at the office?
- If it's at home is there any time you would rather not be called?

Client/Practitioner Expectations

What can you as the client expect? Since there is generally some anxiety about a stranger touching your body for the first time ask in detail about what happens in a bodywork session.

- Does the first session start with an interview or medical history?
- Will there be papers to fill out? How long will the session last and does that vary?
- Does the client get fully undressed or partially undressed for the session?
- Is the client covered and draped during the session? Do you start with the client face up or face down? What parts of the body do you work on and in what order?
- Do you use oils? Do you clean the oil off of the client? Can clients shower before or after? Does the client do anything special during the massage session, i.e. certain breathing, eyes closed, etc?
- Is there much talking during the session? What happens if something feels uncomfortable during the session?
- Will there be low light or music? Are there any reactions I should expect during or after a session?
- Does your profession have a code of ethics and behavior? Can I get a copy?
- What is your policy on confidentiality? Can a friend or relative accompany me during the session?

Fees

Money is an emotional issue for most people. Be sure you understand the practitioner's fee policies before you begin your therapeutic relationship.

- What is your fee structure?
- How often do you raise your fees?
- Do you have a sliding scale for any particular group?
- Do you take cash, checks and/or credit cards?
- Do you bill?
- Do you take insurance?
- How often does insurance cover your services?
- Can clients get longer or short sessions for a different fee?
- Can clients purchase a series of sessions for a discount?
- Do you pay any referral fees for new clients?

Sexual Appropriateness

Sexual behavior on the part of the therapist toward the clients is always unethical and inappropriate. It is always the responsibility of the therapist or health professional to see that sexual misconduct does not occur.

- How do you feel about practitioners who date their clients?
- What is your opinion of client/practitioner friendships and intimate relationships?

Recourse Policy

What happens if you are not satisfied with your session? Is there anything you can agree on or should know about that you can do if that happens?

- If I am unhappy or not satisfied with the session I receive do you offer me my money back or part of it? Do you offer a free session?
- If I am not satisfied with the way you handle the situation is there a professional organization or licensing board with whom I can register my complaint?

Upcoming Business Classes

- 64b: Taxes and Bookkeeping
  - **Homework due at start of class: Executive Summary, sections 1-3 (completed in classmarker; part 4 completed in class). B: 19-24.**
  - Setting Fees
  - Bookkeeping/Record-Keeping
  - Taxes
  - Cash Flow forecasting

- 65b: Meet the Employers
  - Consider bringing business card, resume or dress for hire!

50b Business: Marketing