

# How to Market Your Private Practice — The Ultimate Guide for Physicians





# What's in this ebook?

This ebook covers everything you need to know about marketing tactics for physicians to attract patients, tools to convert website visitors into patients in one click, and how to build your image and reputation as an expert.



## Table of content

Intro .....	3
Invest in your website .....	4
Publish expert content.....	13
Use online advertising .....	16
Claim online directories and local listings .....	19
Optimize your front desk .....	22
Expand your online presence .....	27
About ExpertBox .....	34





# Intro

As soon as you start a private practice, you wade into an ocean of specialists who offer the same service you do. You need to stand out if you want to get noticed by your prospects and receive a stable flow of new patients.

If you want to acquire more patients for your medical practice, you should go where potential patients spend most of their time – the internet. Patients are now using digital channels to proactively research their conditions and choose physicians they want to see.

While marketing your private practice, strengthening your online presence across all channels should be your priority. There are so many platforms that allow you to share your expertise and meet new clients, and you can choose all of them or cherry-pick the most appealing. Whatever you choose, make sure you make the best of it.

In this ebook, we've collected some tactics you can use in your digital marketing strategy.





# Invest in your website



# Purpose of a medical website

Your website is your online office. It shows your prospective patients what you can help them with, how you can help, what approaches you use, and other useful information.

## Three purposes of a medical website

- ✓ **Inform** prospects and patients about your services, how to access them, and how much they cost.
- ✓ **Encourage** prospects and patients to choose your services above others by providing testimonials, ratings, special offers, etc
- ✓ **Convert** prospects into patients via online booking options, chat, callback forms, or contact information.

*Approximately **96%** of your website visitors are not ready to book a visit. You need a website to book and show them how easy it is to become your patient.*

All elements of a website interact with and complement each other. If you don't have basic elements that work flawlessly, there's little chance users will stay on your site, let alone become your patients.



Let's go through the essential website parts, their functions, and what they should look like.

# Basic website elements



## Strong branding

Universal branding elements of a website include the logo, name, color palette, media, website theme, and layout. These elements should look professional and be consistent across all channels (website, social media, advertising, etc.). This will help your patients recognize you and encourage them to book an appointment.



## Clear message

Your headline or statement should be the top of your site near your logo so it's the first thing your website visitors see. A great working formula for a private practice is **Action/Profit + Target audience**. For example: Comprehensive primary care for your entire family.



## Clear navigation

Keep the number of navigation buttons to a minimum. For example, you might have Home, Services, Media, Blog, About me, and Contact me buttons. Make sure the copy on each button clearly indicates what page it will guide the prospect to.



## Visual content

Aside from ensuring flawless image and video quality, make sure the media on your site is relevant and illustrates what you offer. Don't add photos of upbeat people just for the sake of it. Sometimes it's better to have plain text on a neutral background.



## Social proof

Social proof is a strong indicator that people trust you. However, soliciting reviews is considered unethical for healthcare professionals in the US, which is why physicians have to opt for other types of social proof.

To show that you're a professional, you can add following to your website:

- Quotes from credible experts in your industry
- Media endorsements
- Quotes from third-party entities certifying you as a trustworthy source







### Success indicators

Show your awards, certificates, or letters of recognition to people. If you're a host of TED talks or a TV show or are an invited author at a magazine or online media outlet, add logos of the organizations you're associated with to add credibility to your brand.



### Website speed

A slow website results in page abandonment so it's crucial that pages load fast. To optimize your site for speed and performance, test it with [Google PageSpeed Insights](#). It will analyze your website content and suggest improvements.



# Key elements of a highly converting website

After you've ensured you have all the basic website elements working flawlessly, it's time to optimize your website with killer features.

Below is a list of the must-have elements of a highly converting website and how to use them.



## Booking widget

The ability to book a visit with a physician without back-and-forth communication is your unique selling proposition. A booking widget allows patients to book appointments with you at any time without having to call you.



## CTA buttons

A clear call to action (CTA) is an invitation to take a specific action. Be clear about what action your prospects need to take or what they'll receive as a result of clicking a button. For example, a CTA might be a button saying "Book a visit now," "Download a daily health checklist," or "Join a webinar."



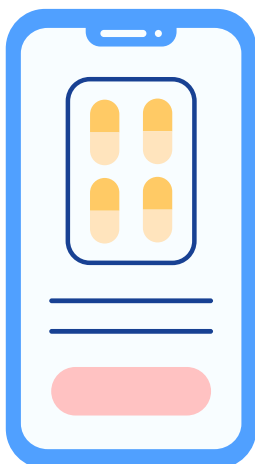
### Contact page and forms

Contact information and a contact form is the second most looked-for element on a website. Excessive form field requirements can deter users from contacting you, so only ask for information that you really need.



### Pricing page

The pricing page is the second page your prospects are likely to look for. You should clearly state the types of services you offer, their price, payment types and whether you provide superbills, what insurance providers you work with, etc. Don't forget to set a clear refund policy to avoid misunderstandings.





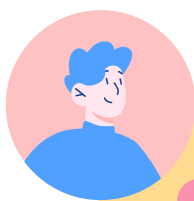
## FAQ

Collect questions your patients always ask during your answers in the FAQ section. If a prospect has a question while on the website, the FAQ section might give them an instant answer and dispel their concerns.



## Live chat

Prospects often have a lot of questions and concerns when looking for a physician. A live chat can help you answer their questions and take a step towards sealing the deal. You can answer all questions yourself or have a chatbot answer frequently asked questions for you.





# Publish expert content





When your potential patients search for solutions to their problems on the internet, you should welcome them and provide responses to help solve their difficulties. Creating expert content on your website and running a blog is a great idea since it helps to inform your patients and turn them into your advocates.

## On your blog:

- ✓ address patients' pain points and answer patients' questions
- ✓ tell about complex topics in an engaging and simple manner
- ✓ don't overcomplicate content with unexplained medical terms
- ✓ illustrate the concepts you're talking about
- ✓ make sure your content is easy to digest
- ✓ don't scare or intimidate your readers



To make it easier for your readers to find answers and navigate your posts, follow the blog structure illustrated below.

## How to structure a blog post

<H1> Title </H1>

- Use an attention-grabbing and clicky title.
- Keep it short.
- Include the main keyword.



- Add a relevant image to illustrate the content.

Opening

- Introduce the problem.
- Summarize what the article is about in 4 to 5 sentences.

Main body  
<H2> Subheading </H2>

- Use H2 subheadings.
- Include keywords.
- Use question-based subheadings like “What are the signs and symptoms of influenza?”

Content

- Give practical advice using the “how-to” approach.
- Avoid jargon and complicated terms.
- Use bullet points for lists.
- Illustrate content with images.

CTA

- Use a simple inline call to action like a “Click to Tweet” link so readers can share your article.

<H2> Conclusion </H2>

- Summarize the key points your readers have learned.

CTA

- Invite your readers to make an appointment with you if they’re experiencing the issue described in the article.

FAQ

- Provide short and concise answers to frequently asked questions on the topic.



# Use online advertising





Your prospects are most likely to look for you on the internet, so you should ensure your presence there. For example, you can use Google Ads which will pop up when prospects search for healthcare services similar to yours.

## Below are the benefits of Google Ads for your medical practice:

- ✓ **Any budget will do.** There's no minimum deposit, and you can get started even on a fairly low budget.
- ✓ **Pay-per-click approach.** You only pay when a prospect clicks on your ad.
- ✓ **Advanced targeting features.** Thanks to precise geotargeting, you can market your practice practice only in particular areas.
- ✓ **Keyword research.** The Keyword Planner allows you to tailor your message with relevant keywords, fight competitors, and increase the chances of your ad being seen by your prospects.
- ✓ **Metrics to optimize your ads.** Google Ads tools offer various metrics to track your performance, test hypotheses, and refine your results.

To sum up, Google Ads gives physicians a lot of control: full control over the budget, the ability to target specific ads to specific areas and audiences, and the ability to diagnose problem areas in your marketing campaigns with the help of metrics.

Paid Google campaigns are a quick and effective way to drive traffic to your website, and they can be very useful if you target them correctly.

## Here are some useful tips:



Pay for clicks from potential patients by targeting your advertisements to a specific geographic area.



Select keywords carefully and include every term or phrase that your potential patients could use to find you.



Give your ads catchy headlines, a clear offer, and a strong call to action.



Make sure your website has a contact information and location page so visitors can easily find you.



Track results and regularly improve your campaigns to attract visitors to your website.

Include a paid search campaign on your online marketing list to make sure that the next time your prospect searches for a physician, they see your name at the top of the search results.

For better results and your convenience, we recommend hiring an expert who can help you with setting up your Google Ads account and launching a paid search campaign.



# Claim online directories and local listings





As you're building your online presence to bring in more potential patients, a good place to put some effort is directories. There are both physician directories and general business directories.

When used well, specialized sites can increase your online visibility faster than getting your site ranked on Google. Do your research and find directories that fit your area and specialty.

## Here is a list of the most popular professional directories for physicians:

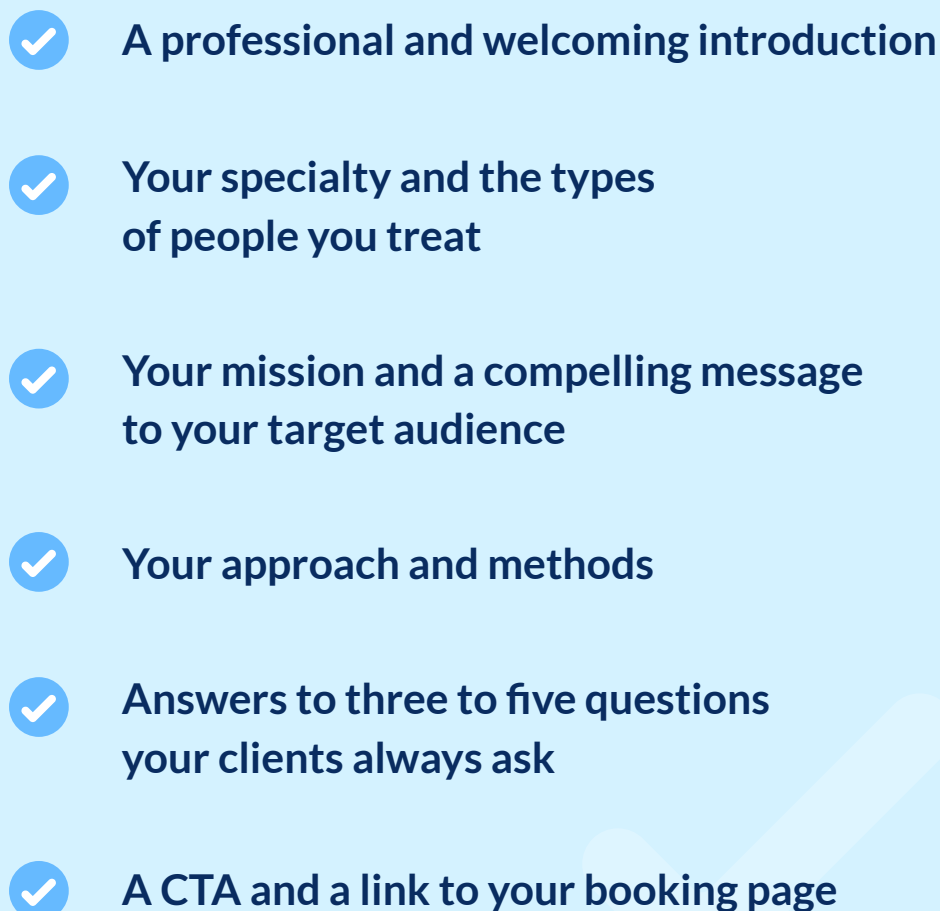
- ✓ WebMD
- ✓ AMA Doctor Finder
- ✓ Doximity
- ✓ Superdoctors

*Use a directory's trial period to see if the directory is worth your attention and money and brings you prospects. Set a reminder a couple of days before the trial ends to unsubscribe if you see no results.*



The success of your listing in a directory depends on many factors, including your profile description. Creating a page on a directory is the same as creating the home page on your site.

## Here are things to include in your directory description:

- 
- ✓ A professional and welcoming introduction
  - ✓ Your specialty and the types of people you treat
  - ✓ Your mission and a compelling message to your target audience
  - ✓ Your approach and methods
  - ✓ Answers to three to five questions your clients always ask
  - ✓ A CTA and a link to your booking page



# Optimize your front desk





A positive patient experience and a personal touch is all it takes to get your patients to promote your practice. Below are four simple tactics you can use to drive positive sentiment towards your brand and foster meaningful relationships with your patients.

# 01

## Focus on the patient experience

Your goal as a physician is to provide the best care possible to your patients. While marketing strategies and tactics can help you get patients in the door, the patient experience will make them stay and recommend you to others.



## Here are some tips for improving your patient experience:

- ✓ **Have an online booking page.** One single tool makes you forget about back-and-forth communication with prospects and frees your time to deliver your services. For patients, an online booking page means they can book a visit with you at any time.
- ✓ **Reach out to your patients.** Follow-up messages or emails, feedback forms, newsletters, and selections of useful materials will keep you in touch with your patients even if they put their visits on hold or stop visiting your practice.
- ✓ **Collect and process feedback.** Patient insights will show your strengths as well as weak points you can work on to improve the level of patient satisfaction.
- ✓ **Learn to say no.** If you see that a prospect isn't a good fit for your practice and skills, don't waste their time. Tell them about it and help them find a proper specialist.
- ✓ **Introduce bonuses.** It's a good idea to offer something special to your patients, such as a discount and a thank-you email after they've been with you for a while. Your patients will appreciate such a gesture and feel more loyal as a result.



## 02 Send appointment reminders

While sending each patient a reminder manually is counterproductive, expensive, and time-consuming, private practice management software can do it automatically.

*Reminders can increase the attendance rate [by 23%](#).*

With reminders, you can inform patients about upcoming appointments without disrupting them with calls.

Finally, you can customize the text in reminder messages to show your care and leave a positive impression of your service.

## 03 Adopt email marketing

Emails are the bridge connecting you with patients even when they don't need your services right now. Use email marketing to send out routine information like appointment reminders and marketing materials like newsletters, updates, information about upcoming events, and health tips. Remember to include a booking link in your emails to be there when your patients need you.



# 04

## Respond to online comments and reviews

Show that you're eager to engage with your prospects by responding in a professional, thoughtful way.

However, remember to never have clinical discussions or debates on social media. The main idea of social media is that you can interact with people but not assist them. On social media, your aim is to prove your proficiency and build an audience.





# Expand your online presence



# Reach patients and prospects through social media

Social media is your mechanism to engage with potential customers and build your brand and reputation.

- **78%** of small businesses attract new customers through social media
- **80%** of US social network users prefer to connect to brands through Facebook

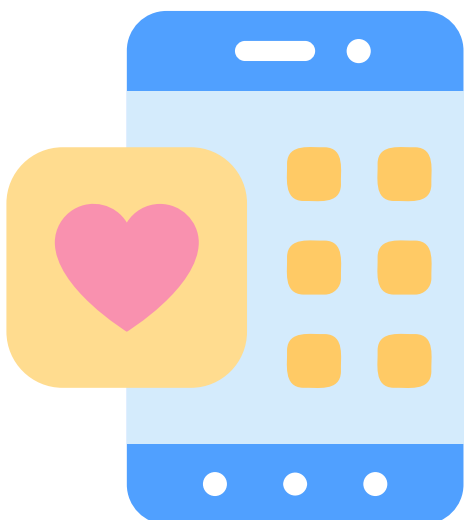
On social media pages, you can share content from your blog to attract and engage your followers. Always include links to your blog posts to lead your prospects to the next stage of the funnel. Facebook and Twitter can attract people who might be interested in your services, while LinkedIn is more about professional networking.

You can leverage the power of social networks to both inform people and stop the spread of false information. Considering the statistics above, having a strong social media promotion strategy is crucial for every physician.



Here are some helpful and timely social media tips to grow your online audience and extend your influence as a healthcare services provider:

- ✓ Define your target audience and your ideal patient
- ✓ Focus on your audience's network(s) of choice
- ✓ Share content that is valuable for your audience
- ✓ Publish regularly
- ✓ Respond to comments and questions in a timely manner
- ✓ Showcase your brand in unique ways
- ✓ Raise awareness of your new services, events, etc



# Do guest blogging

If you don't want to have your own blog or want to reach a wider audience, you can be a guest author for another specialist, website, or publisher. Guest blogging can help you improve your image and authority and broaden the audience who might potentially be interested in your services.

Make sure that specialists or publishers for whom you write guest posts have similar specializations but aren't direct competitors. You should be like cousins, not twins.





# Create your own podcasts



Podcasting is trending, and what's appealing is that it's less competitive than blogging. Due to the pandemic, it's the perfect time for a physician to start a podcast. Using this medium, you can educate potential patients and share your expertise.

*As of April 2021, there were just over **1.75 million podcasts** compared to over **600 million blogs**.*

*In 2020, **37 percent** of US adults had listened to a podcast within the last month, a figure which has more than tripled over the past decade.*

While podcasts allow you to extend your geography, market your private practice, and even improve your public speaking skills, you can also monetize them. A podcast is generally not a stable and considerable source of income, but you can invest earned money into promoting your practice.

Consider inviting colleagues or other professionals in the field to co-host your podcast or be guest speakers to have an engaging conversation with several points of view. Besides, this will help you increase your audience and attract new prospects.





# Create video content



Thanks to video blogging, you can share your expertise worldwide and help people who can't book a meeting with you for various reasons.

While marketing your private practice, you can start an educational blog covering complex topics or create a video blog (or vlog) for answering popular questions. Just find your fit with your audience and your specialty. Here are the types of videos you can consider creating:

- ✓ How-tos and tutorials
- ✓ Educational videos
- ✓ List posts
- ✓ Q&A videos
- ✓ Interviews with specialists
- ✓ Webinars
- ✓ Live streams







# Key takeaways

To effectively market your private practice and attract more patients, take the following steps:

- ✓ Develop and optimize your website to make it user-friendly for your audience
- ✓ Create expert content for your blog and distribute it on the internet
- ✓ Invest in advertising on Google and social media
- ✓ Claim and optimize your listings in online directories and on local websites
- ✓ Use emails to promote your practice
- ✓ Enhance your patient experience and collect feedback
- ✓ Harness social media to spread the word about your practice
- ✓ Use private practice management software to automate routine tasks





# About ExpertBox



ExpertBox is private practice management software that empowers medical practitioners to deliver high-quality virtual care to their patients. It provides a complete solution for caregivers to streamline the medical delivery process via advanced scheduling, appointment management, secure HD video, clear audio, payments, and HIPAA compliance.

## Reasons to use ExpertBox



### **Personalize the booking process**

to let patients book healthcare services in seconds.



### **Gain meaningful insights**

to improve patient outcomes.



### **Reduce operating costs**

and maximize your medical practice revenue.



### **Automate your billing**

and get paid instantly 100% of the time via Stripe.



**Improve your private practice workflow**  
by automating time-consuming administrative tasks.



**Build long-term cooperation with your patients**  
to keep them coming back.



**Achieve a high level of patient satisfaction**  
with HD video calls, clear audio, video recordings,  
and secure chat messaging.



**Reduce no-shows and cancellations**  
with automated reminders and a refund policy.



**Start your [free trial](#) now**  
**to see ExpertBox in action**  
**and discover how the software**  
**helps streamline the entire**  
**remote care delivery process.**