



THE CHIROPRACTOR'S GUIDE TO facebook

EVERYTHING YOU NEED TO KNOW TO
SUCCEED ON FACEBOOK

introduction

BENEFITS OF FACEBOOK MARKETING

1 Improve Patient Retention

Right now, your patients are on Facebook. They are liking photos, sharing posts, and becoming fans of local businesses just like yours.

When you develop a Facebook page for your practice, you're building a channel that can be used to reach many current patients with the click of a button.

When you've built **a network of your patients on Facebook**, you get the unique opportunity to **stay fresh in their minds** with fun and engaging posts made on your page. This helps solidify your status as their go-to chiropractor *(and subtly reminds them to schedule their next appointment!)*.

2 Boost Referrals

Because you're connecting with so many of your patients on Facebook, you're putting your practice in a position to get more referrals. Why? Because the posts that you make on your business page have the potential to reach your Facebook

fans' friends, **people you aren't necessarily connected with yet.**

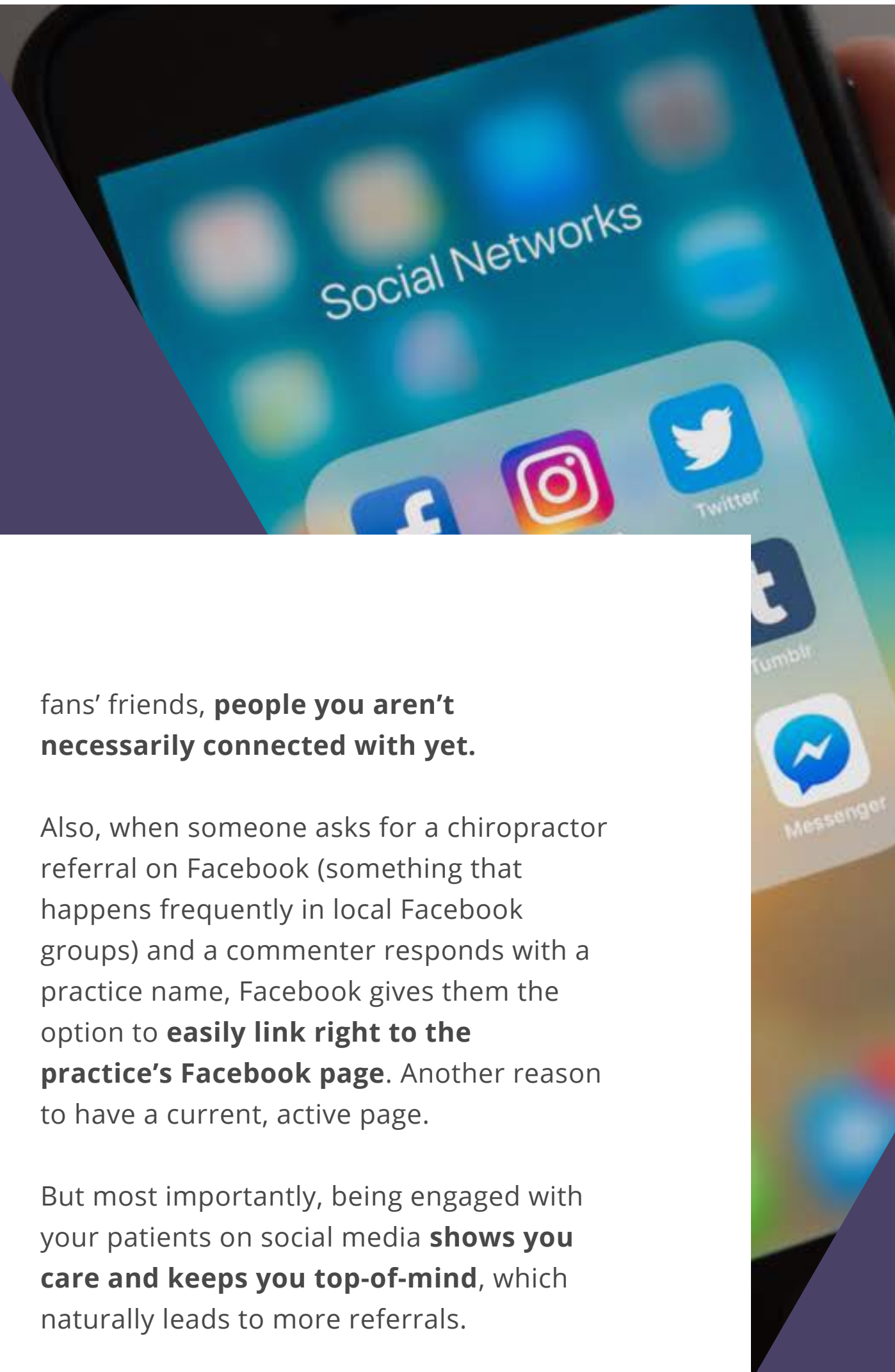
Also, when someone asks for a chiropractor referral on Facebook (something that happens frequently in local Facebook groups) and a commenter responds with a practice name, Facebook gives them the option to **easily link right to the practice's Facebook page**. Another reason to have a current, active page.

But most importantly, being engaged with your patients on social media **shows you care and keeps you top-of-mind**, which naturally leads to more referrals.

3 SEO Benefits

Sharing links from your website as posts on your Facebook page can help you gain **more qualified traffic.**

Even though Google does not advertise that a highly shared social media post that links to a webpage correlates with higher website rankings, we've seen this prove true time and time again.



part 1

BRANDING

It's important that the cover image and profile photo for your practice page is **consistent with your practice branding**. Your logo or a head shot of the doctor is often a good choice for the profile photo, while a photo of the staff/office or a graphic with your practice slogan works well for the cover photo.

Ultimately, you want to **create a seamless experience from your website to your social profiles**. When someone comes across your Facebook page, you want it to be obvious who you are and what you do.

"A brand is not just a logo, a website, or your business cards. It's an experience."

- Unknown



part 2

WRITING GOOD POSTS

The most important part of running a Facebook business page is making great posts – they should be insightful and **promote engagement** on the part of your followers. Here are three easy tips for taking your posts from ordinary to engaging:



1 Ask Questions

Instead of:
"Happy Monday, everyone!"

Try:
"We're making the most out of Monday! What are you doing to make today great?"

2 Encourage Interaction

Instead of:
"Don't forget to exercise today."

Try:
"Exercise helps reduce stress, improve brainpower, and keep your body in tip-top shape."

"Like" if you exercised today!"

3 Include a Call to Action

Instead of:
"We're running a referral special. Refer your friends today!"

Try:
"We're running a referral special. Refer 2 friends for a new patient consultation & get a free 60-minute massage! Visit our website www.practiceurl.com/special for more information."

Best Practices

- Share visual content.**
People love images, especially on social media. In fact, studies show that content paired with a relevant image gets 94% more views than posts without an image. Fun ideas include motivational quotes and images, humorous (but appropriate) chiropractic jokes, and patient testimonial videos.
- Include links to your website.**
Your website should be the hub of your online marketing efforts. Periodically share relevant links back to your website. If you frequently add new blogs to your website, sharing them on social media is a great way to achieve this.
- Aim to post once each day.**
If this seems like a lofty goal, our social media content and scheduling platform "Get Social" allows you to schedule posts to Facebook (and Instagram) in advance. Do this in your free time once a week and you won't need to remember to post every day. Or, see if a staff member can add this to their daily routine.

GET SOCIAL

[LEARN MORE](#) >>>

The social media service you've been waiting for! With fresh, relevant content added weekly and **a library of social media graphics**, you'll never run out of social media post ideas. Plus, you can **schedule them** to publish to Facebook *and* Instagram at the time of your choosing.

You can get all your posts scheduled for the month in just a few minutes!

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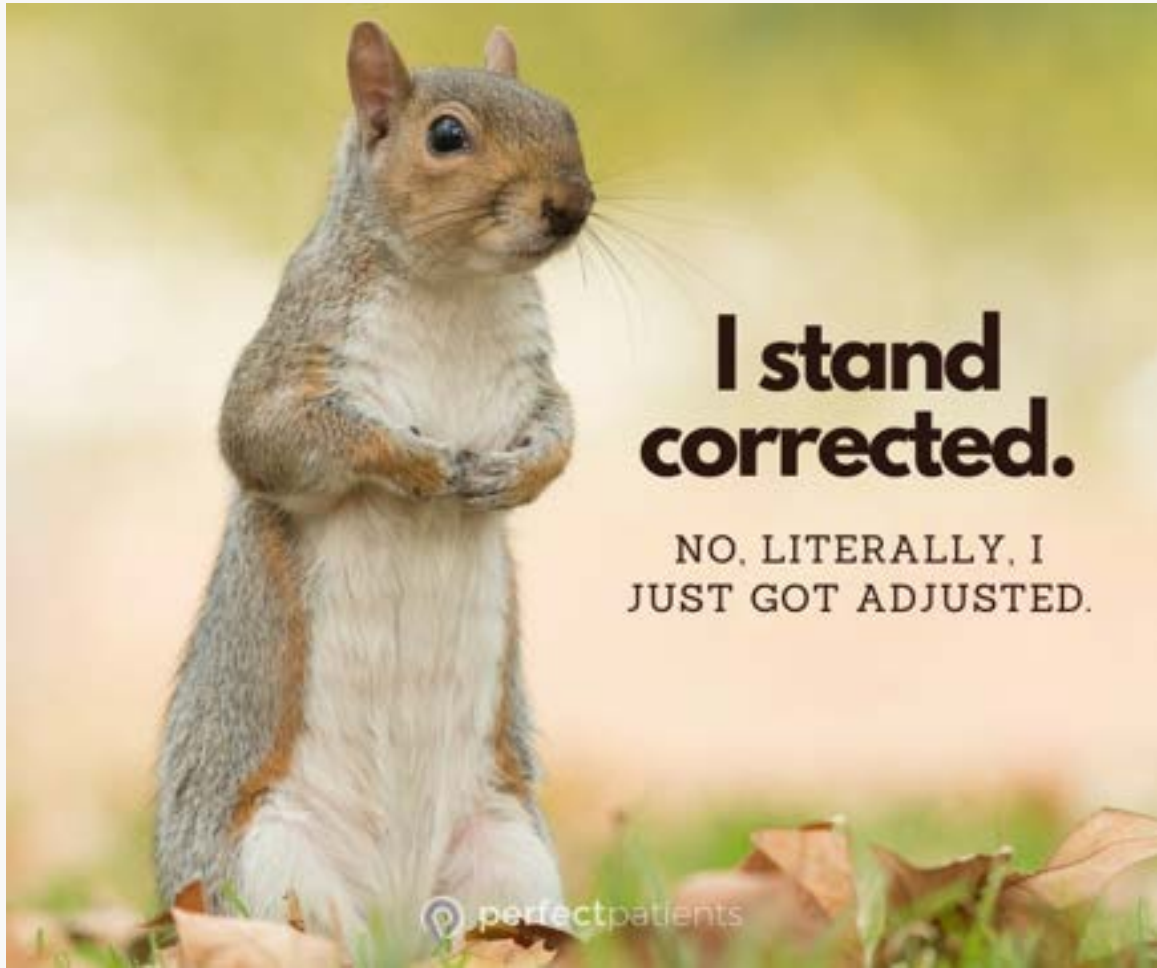
SOME FREEBIES TO GET YOU STARTED

Engaging patients online while running a chiropractic practice can be challenging, to say the least. We'd like to lend a hand. **Use these social media post ideas on your Facebook (or Instagram) today.** In doing so, you'll encourage followers to engage with your practice both online and offline. This is just a sampling of the content available with our [Get Social social media content and scheduling platform](#).

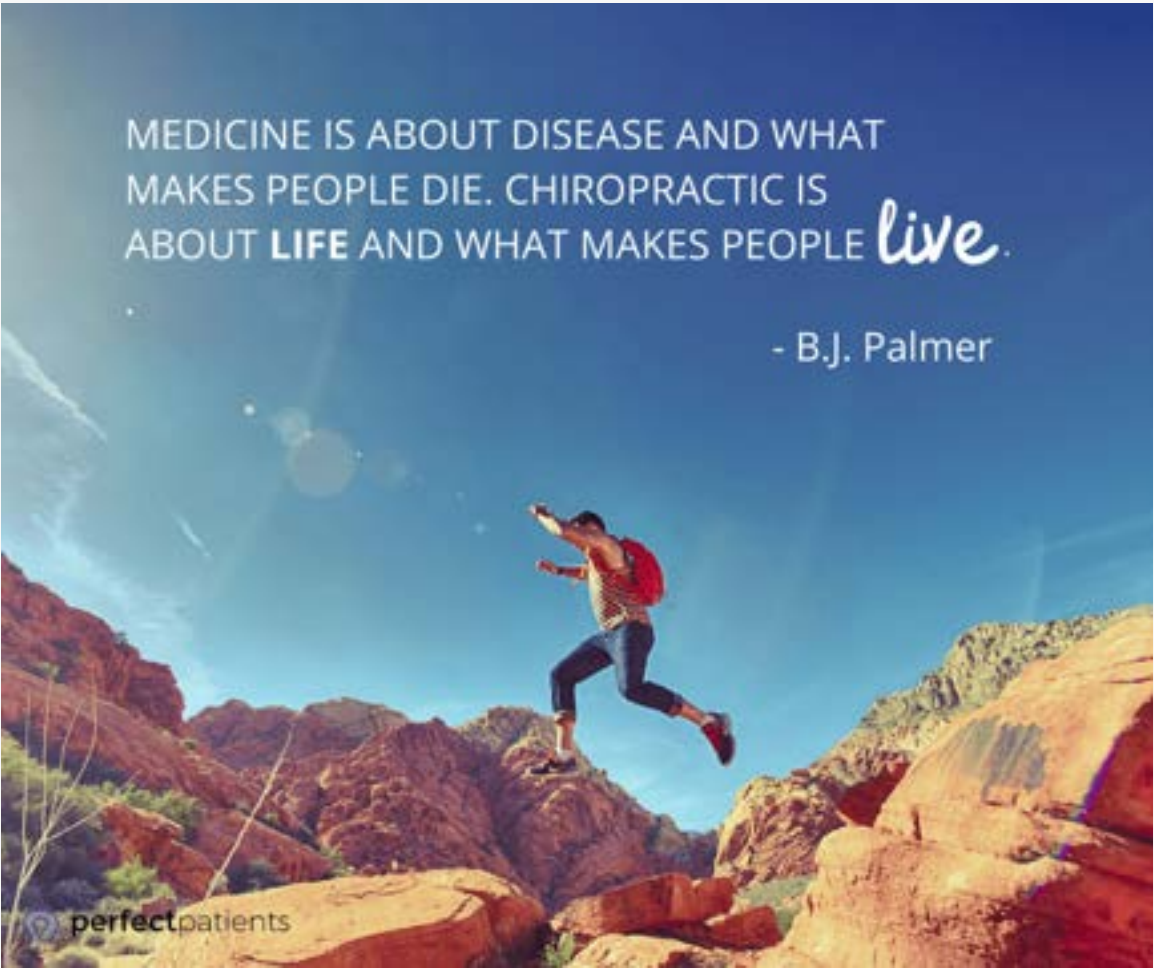
(Tip: Click on the image to open it larger in your browser. Right click, select "Save image as," and save to your computer. You can then upload to your Facebook page.)



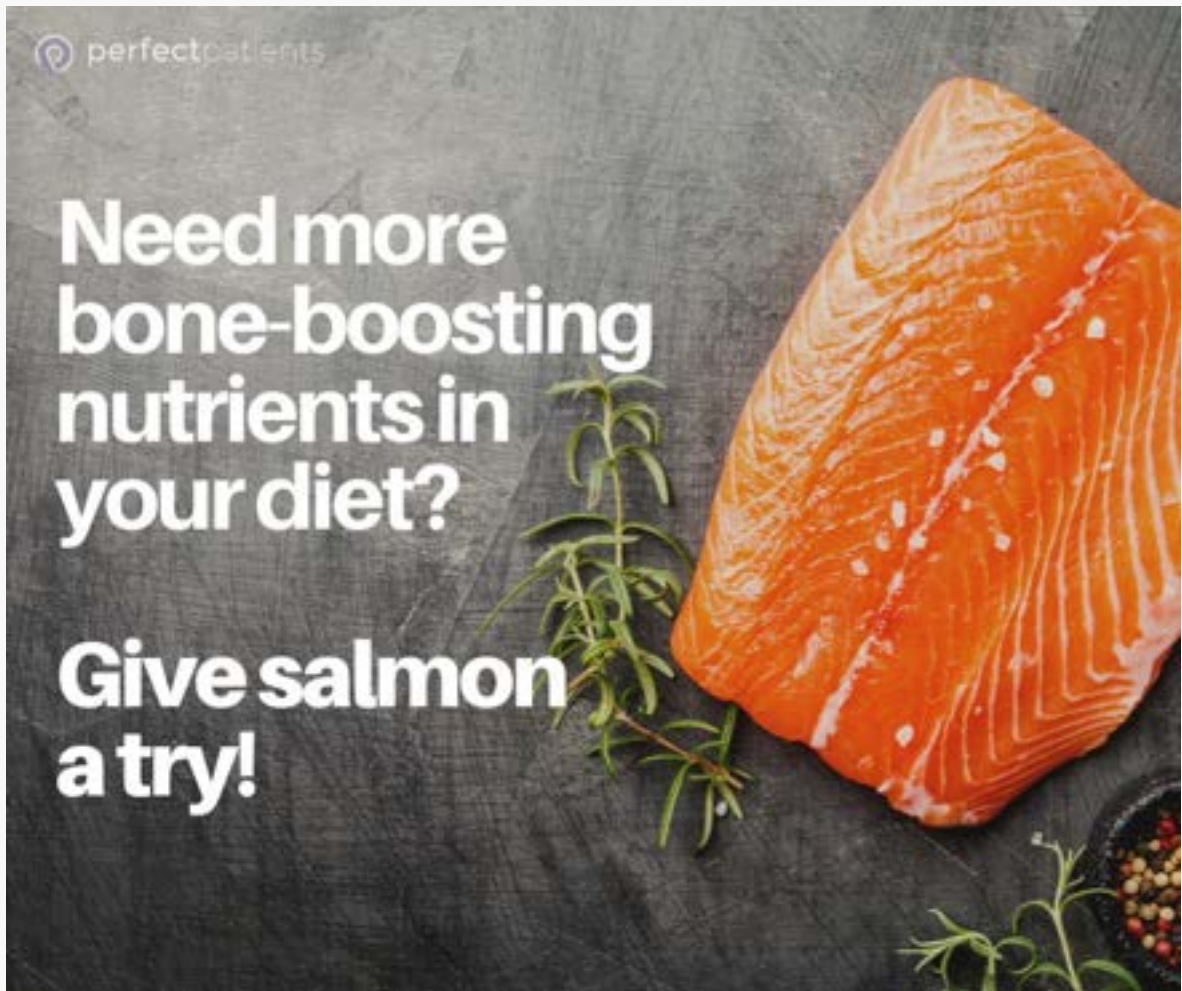
Text: Are you standing this tall today? If not, give us a call... quick! #chiropractic



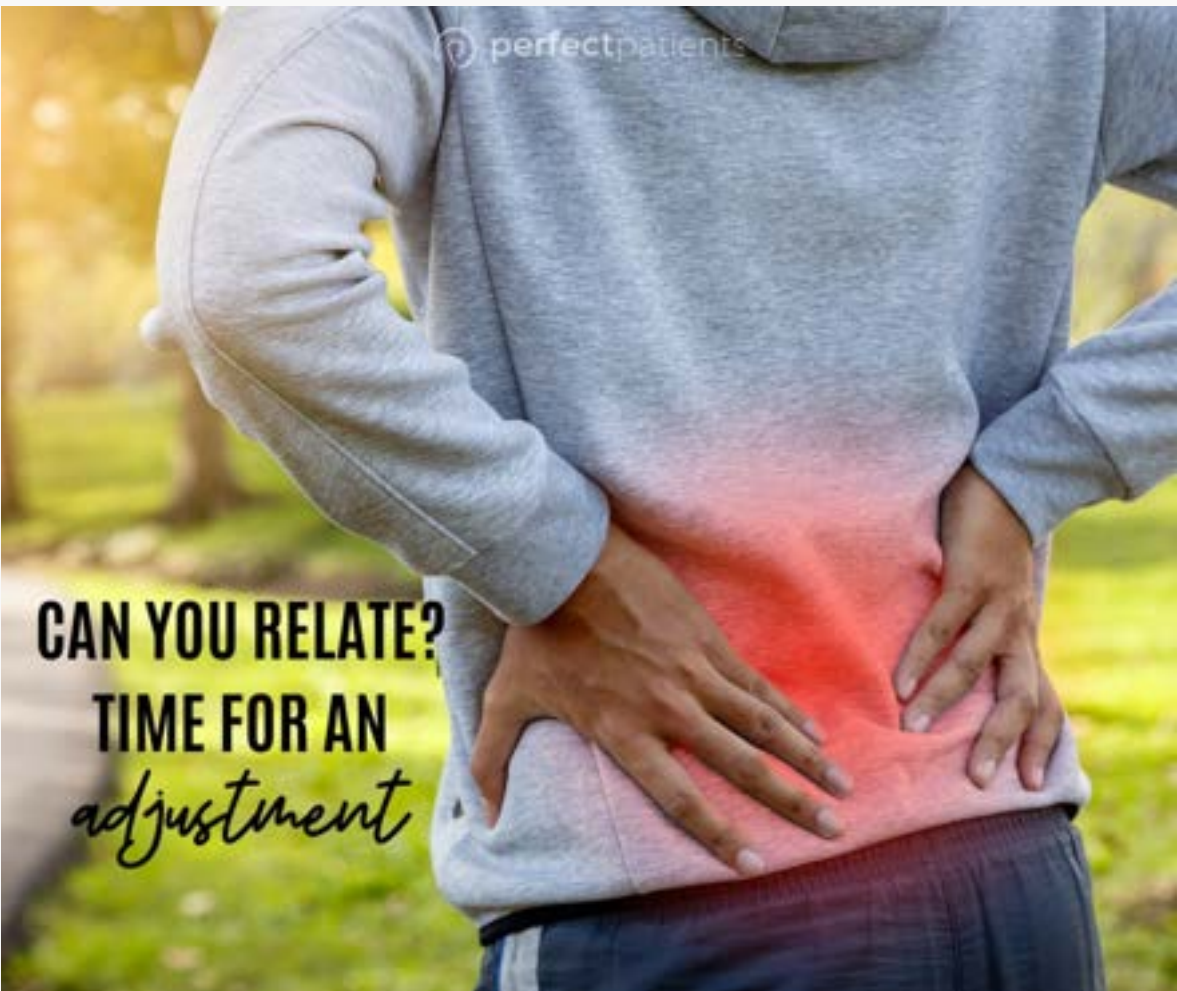
Text: Experience chiropractic and experience LIFE. #chiropractic



Text: Have a favorite salmon recipe? Share it in the comments below!



Text: If low back pain is getting you down, schedule an appointment today!



part 3

FACEBOOK CONTESTS



Why contests?

People love to win. They also love to support businesses that actively engage with them. That’s why Facebook and Instagram contests are a great way to **boost engagement** and **build good-will** with your followers, while **expanding your reach to new followers**.

Plus, they’re *fun*!

This list will provide you with **25 specific contest ideas** for Facebook (and Instagram) to help you get started, as well as point out a few best practices to make sure your contests are set up for success.

Set it up for success

It’s important that your contest is well thought out to avoid any confusion, a lack of entries, or disputes over the prize. You’ll want to make sure your contest post includes the following:

A call-to-action (CTA) - A CTA is a phrase that tells the reader exactly what you want them to do (i.e. “Click here to enter” or

“Comment below”). Don’t leave your followers guessing.

Incentive - Your followers need a reason to enter your contest, so offer something that will be appealing to most people.

End date/time - Set a specific end date and time for your contest so that your followers know how much time they have to enter and when a winner will be selected.

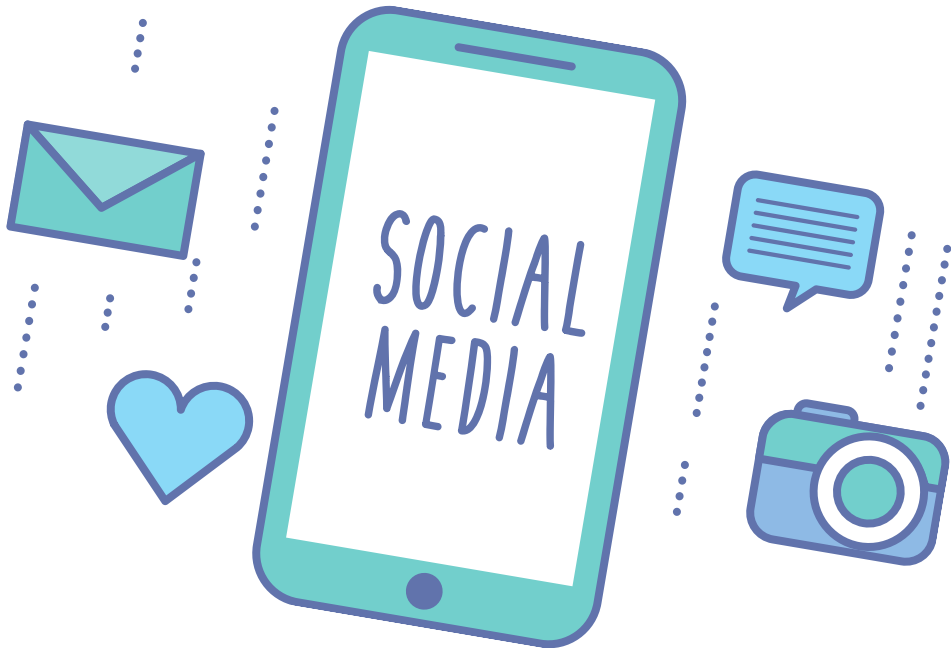
Rules/regulations - To avoid any complications, make the rules and regulations clear from the start. For example, “Entrants must follow us on Facebook and comment on the post to be eligible. Winner must contact us within 24 hours of the announcement to claim the prize or another winner will be selected.” State what they need to do to be eligible to win and how and when to claim their prize. Also, refer to Facebook’s guidelines for running contests [here](#).



part 3, cont'd.

FACEBOOK CONTEST IDEAS

- **HOLIDAYS** - Is there a holiday coming up? Holiday-themed contests are always a good idea. Think: Halloween costume contest, ugly Christmas sweater contests, or “Guess how many Hershey’s kisses are in the jar” Valentine’s Day contests.
- **BIG TICKET GIVEAWAY** - To really get people’s attention, give away a big ticket item. For example, Trailhead Family Chiropractic set a goal to reach 10,000 followers on Instagram. To reach this goal, they announced they’d be giving away a \$2300 Peloton bike! Here’s the original contest post with details:



- **FOLLOWERS GIVEAWAY** - Looking to grow your followers on Facebook or Instagram? Set a followers goal and give away an awesome prize when you reach it.

For instance, tell your followers that you will be giving away [INSERT SIZABLE PRIZE HERE] when you reach 2,000 followers on Instagram. To enter, they must share your contest post in their Instagram story and in their feed and tag you. Their friends will see the contest post and start following you so they can enter to win as well. Your following will grow and odds are, a good percentage of your new followers will be local friends of your current patients. Those are quality new patient leads right there!
- **EXTRA ENTRIES FOR TAGGING FRIENDS** - Ask your followers to tag their friends in the comments of your contest post as a way to earn extra entries. More people seeing your contest post, means more opportunities for new followers.
- **POST A PHOTO IN THE COMMENTS** - Get your followers really involved by asking them to post a photo of something specific to be entered in the contest. For instance, a picture of their crazy hair for a chance to win a gift certificate to a local salon. Or a photo showing why they’re stressed for a chance to win a free massage.
- **DRIVE TRAFFIC TO YOUR WEBSITE** - Create a landing page on your website with the contest details and an entry form. The traffic boost to your site sends good signals to Google. And if you really want to take it to the next level, you could use that traffic to build an audience for Facebook retargeting ads.



For more Facebook contest ideas, examples, and prize suggestions, read [25 Facebook Contest Ideas for Chiropractors](#)



part 4

FACEBOOK ADS

Facebook offers highly targeted, cost-efficient advertising opportunities. With Facebook ads, you can place your ads in front of your ideal demographic. Because people spend so much time on social media, it's an effective avenue for increasing brand awareness and promoting special offers.

Facebook ads include Instagram ads, further expanding your reach.



THE PERFECT PATIENTS FACEBOOK + INSTAGRAM ADS STRATEGY INCLUDES:

- 1

Integrated Marketing Strategy

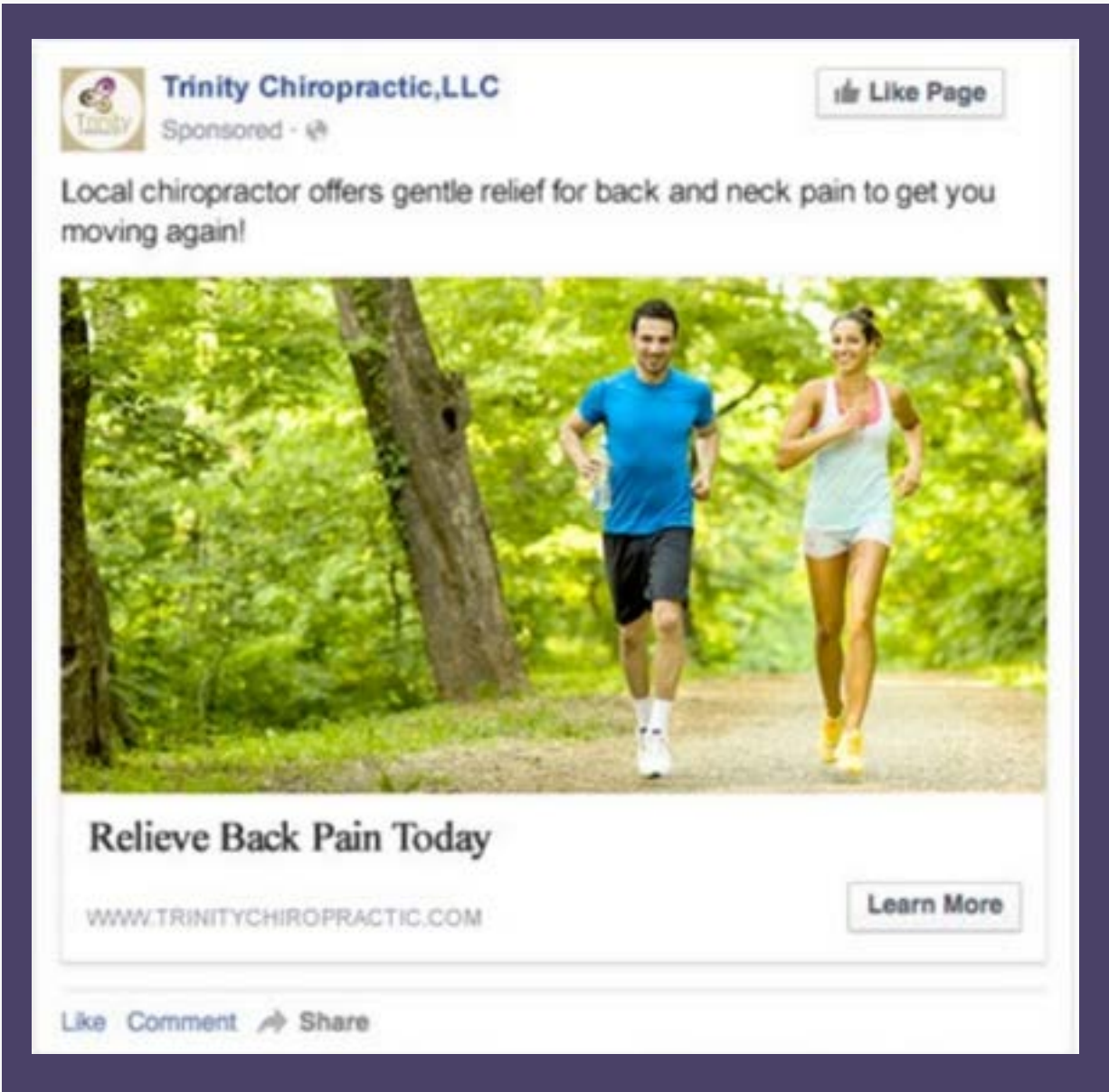
We sync your organic SEO efforts with your paid traffic campaigns to develop a far-reaching web marketing strategy.
- 2

High-Converting Landing Pages

We engage your web visitors with customized landing pages that address patient concerns and drive your ad campaigns.
- 3

Custom Content

We specialize in chiropractic content with professional writers who understand the behaviors of patients and the types of services you offer.



[Learn more about how you can reach new patients with Facebook Ads.](#) 

conclusion

FACEBOOK: ONE COMPONENT OF A SUCCESSFUL CHIROPRACTIC MARKETING STRATEGY

Is your marketing strategy working? Concerned there might be gaps keeping you from reaching your **new patient potential**?



Request a no-obligation **digital marketing evaluation** with one of our chiropractic marketing experts. You'll get actionable tips for improving your strategy and generating more new patients.

**REQUEST YOUR FREE
EVALUATION TODAY**

