

HOLIDAY MARKETING CHEAT SHEET FOR PTS

GAPs in your PTs' Schedules? Want to get more new patients before holiday cancellations *come to bite you?* Here are 3 brilliant holiday marketing ideas that will FILL your PTs' schedule gaps!

01

SEND HOLIDAY POSTCARDS OR EMAILS.

Be seasonal! Here are just a few ideas:

- → Offer a Christmas special on massage or cash-based services & promote with email marketing
- → Post on social media about your holiday party or staff volunteering!
- → Start a "12 Days of Movement" challenge on social media with one exercise, wellness tip, or behind-the-scenes holiday moment each day
- → Connect with local gyms or senior centers and give branded goodie bags

02

TRAIN YOUR FRONT DESK NOW.

Think this isn't marketing? *Think again.*

Holidays are coming, which means LOTS of cancellations.

Train your front desk NOW on how to handle objections & get your patients coming in for care.

We recommend Dee Bills with Front Office Guru.

Listen to her hottest tips on our Practice Marketing Podcast episode: "Prevent Holiday Cancellations!"

03

FILL YOUR PIPELINE NOW BY **RUNNING GOOGLE ADS.**

Google Ads are the #1 most cost-effective way to get new patients online.

Our clients 2x or even 3x their patient calls once they add on Google Ads.

Here are 3 tips to choosing the RIGHT Google Ads agency for your clinic...

- → Ask if they've worked with physical therapy clinics before
- → Ask if they understand HIPAA
- → Ask what cost per conversion they get (aim for below $75 per call)

We run Google Ads for 300+ PT Clinics, feel free to reach out for a Strategy Call.

REMEMBER: HYPE THE BENEFITS OF FEELING BETTER AND ENDING THE YEAR HEALTHY AND READY FOR A NEW YEAR!

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