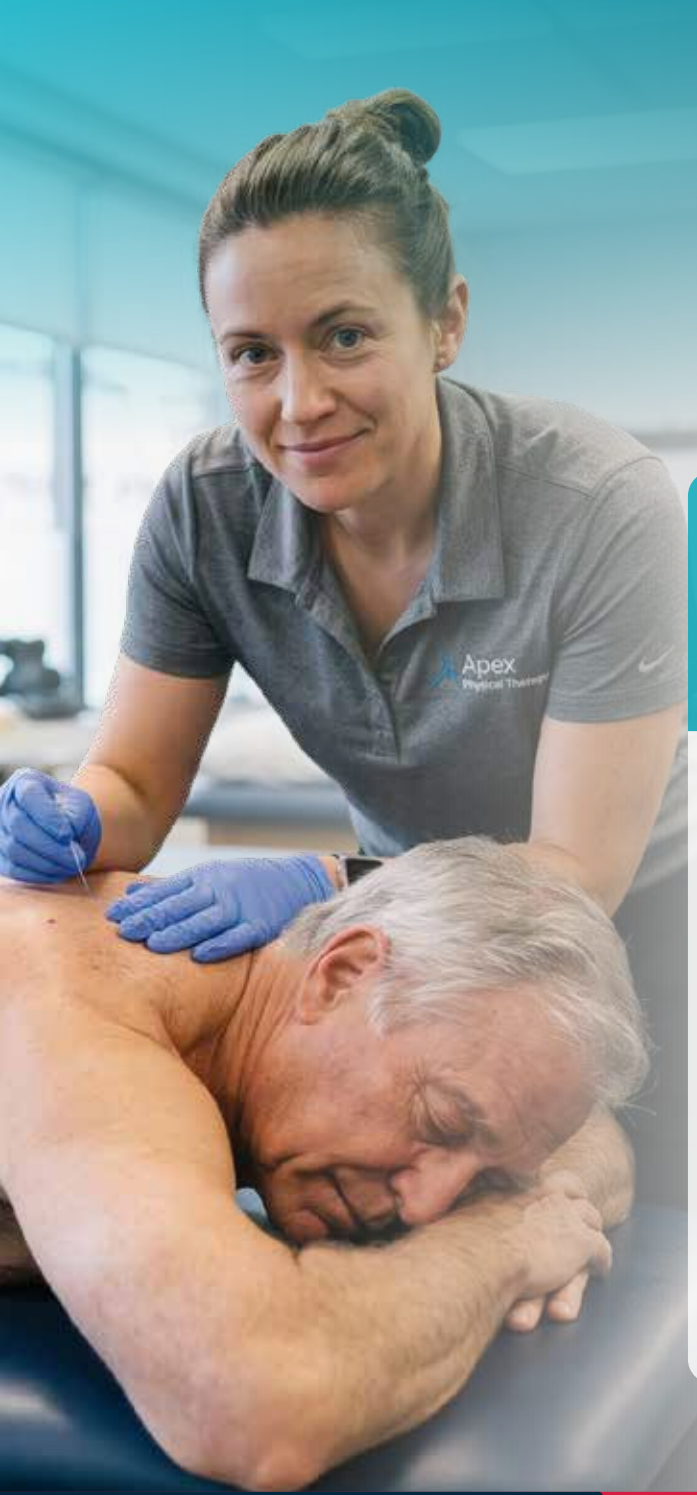


DRY NEEDLING MARKETING CHEAT SHEET FOR PTS

Want to get more dry needling patients...but they're too nervous? Here are 3 simple tips to market dry needling, get more patients to try it, & boost revenue to your practice...

01

TRAIN YOUR STAFF & CREATE IN-CLINIC BROCHURES.

First, train your staff on how to explain...

- → Benefits of dry needling
- → Why it costs more
- → What to expect

Second, don't leave your staff empty handed! Give them a brochure or rack card to hand patients that goes into even more detail!

That way, when the patient goes home to think about it, they have a resource to refer to.

View some example rack cards at PTMarketingStore.Com!

02

ADD A PAGE ON DRY NEEDLING **ON YOUR WEBSITE.**

Most PT Owners don't know this, but for SEO you should have separate pages on your website for...

- → **"What We Treat"** — like back pain, neck pain, sciatica
- → **"How We Treat"** — like dry needling, manual therapy, electronic stimulation, etc

This helps you appear at the top of Google for both conditions and specialities.

So add a page about dry needling to your website! Click here to see an example from our client Kaizen Physical Therapy.

03

RUN GOOGLE ADS FOR "DRY NEEDLING."

Google Ads are the **#1 most cost-effective way** to get new patients online—and dry needling campaigns really work!

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: PATIENTS WON'T TRY DRY NEEDLING UNLESS YOU MARKET IT TO THEM!

practicepromotions™

WE'RE THE PT MARKETING AGENCY YOU'LL WISH YOU HIRED FIRST. CLAIM YOUR FREE 2027 PHYSICAL THERAPY MARKETING IDEAS KIT TODAY AT **PRACTICEPROMOTIONS.NET/KIT**!