

VALENTINE'S DAY

MARKETING CHEAT SHEET FOR PTS

Need new patients now? Frustrated by gaps in your schedules? Here are 3 heart-stopping marketing ideas that will FILL your PTs' schedule gaps this February!

01

SEND VALENTINE'S DAY POSTCARDS OR EMAILS.

Be seasonal! Here are just a few ideas:

- → Offer a **Valentine's Day special** on massage or cash-based services & promote with **email marketing**
- → **Post on social media** about your holiday party or staff volunteering!
- → Start a **"Share The Love"** challenge on social media with one exercise, wellness tip, or behind-the-scenes holiday moment each day
- → If you work with post cardiac surgical patients, **boost cardiac doctor referrals** by sending them a love-themed brochure!

02

SELL COUPLES' MASSAGE GIFT CERTIFICATES.

Promote your massage therapy program by selling gift certificates!

Get your PTs or front desk to ask patients, "Do you have a Valentine's Day gift yet?"

Then show them your massage gift cards!

03

FILL YOUR PIPELINE NOW BY **RUNNING GOOGLE ADS FOR "POST-SURGICAL REHAB."**

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.

practicepromotions™

YOU DESERVE THE MOST-LOVED PT MARKETING AGENCY IN NORTH AMERICA. CLAIM YOUR FREE 2026 PHYSICAL THERAPY MARKETING IDEAS KIT TODAY AT **PRACTICEPROMOTIONS.NET/KIT**!