GOLF MARKETING CHEAT SHEET FOR PTS



Want more golf injury & performance patients? Golfers are passionate, loyal, and willing to invest in their game. Here's how to position your clinic as the go-to for golf performance and injury rehab...

1 BUILD A GOLF-SPECIFIC ONLINE PRESENCE.

Create a dedicated page titled "Golf Rehab & Performance in [City, State]." Include:

- → Your golf simulator (if you have one)—video walkthroughs perform extremely well
- → TPI certification badge and what it means for their game
- → Testimonials from golfers— "Added 20 yards to my drive" beats "back pain resolved"
- → Target keywords like "golf physical therapy near me" and "TPI certified PT in [city]"

When golfers see you speak their language—swing mechanics, hip rotation, club speed—trust goes up instantly.

2 CREATE A GOLF MEMBERSHIP OR PERFORMANCE PACKAGE.

Golfers respond to structure and value. Offer:

- → A "Golf Performance Program" — 6 or 8 sessions with movement screen, simulator analysis, and strength training
- → Monthly membership with unlimited tune-ups and priority scheduling
- → Early-season and late-season package promotions tied to golf calendar

A clear package removes the "how much will this cost me?" barrier and increases commitment.

PRO TIP: View a great example at Practice Promotions' client CoastRehabNJ.Com!

3 GET IN FRONT OF GOLFERS IN YOUR COMMUNITY.

- → Partner with a local golf club or driving range to host a free workshop: "Play Better, Hurt Less"
- → Send branded postcards to zip codes near local golf courses
- → Run Google Ads and social posts targeting golfers in your area
- → *Bonus:* If TPI certified, lead with it everywhere—website, ads, social bio, signage. It's a major credibility differentiator that most PTs don't have.

The bottom line: Golfers don't think of themselves as injured — they think of themselves as athletes who want to play better. Market to that identity.

If you want a TEAM of PT marketing experts working to get you more Golf Performance partients... visit PracticePromotions.Net to view our marketing plans!



"[Since joining Practice Promotions], it's got to be a 10% increase in patient volume and revenue. There's no doubt about it. I've seen so many more golfers since we added Practice Promotions."

LUKAS DELORENZO, *Owner of Coast Rehab NJ*

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WE'RE THE PT MARKETING AGENCY YOU'LL WISH YOU HIRED FIRST. CLAIM YOUR FREE 2026 PHYSICAL THERAPY MARKETING IDEAS KIT TODAY AT **PRACTICEPROMOTIONS.NET/KIT**!