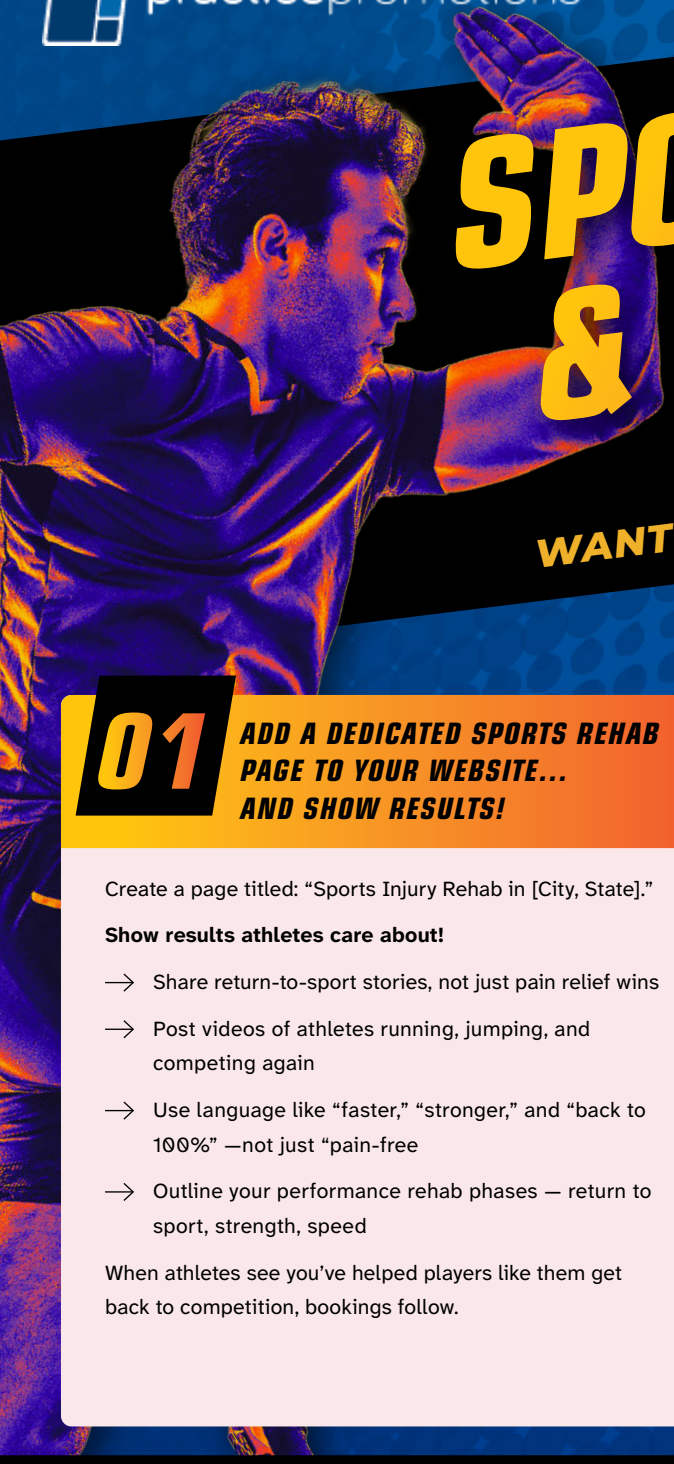
practicepromotions™



SPORTS PERFORMANCE & REHAB MARKETING

CHEAT SHEET FOR PTS

WANT MORE SPORTS INJURY & PERFORMANCE REHAB PATIENTS?

Athletes don't just want to recover—they want to perform better than before.
Here's how to position your clinic as the go-to for sports performance...

01 ADD A DEDICATED SPORTS REHAB PAGE TO YOUR WEBSITE... AND SHOW RESULTS!

Create a page titled: "Sports Injury Rehab in [City, State]."

Show results athletes care about!

- → Share return-to-sport stories, not just pain relief wins
- → Post videos of athletes running, jumping, and competing again
- → Use language like "faster," "stronger," and "back to 100%" —not just "pain-free
- → Outline your performance rehab phases — return to sport, strength, speed

When athletes see you've helped players like them get back to competition, bookings follow.

02 RUN GOOGLE ADS FOR SPORTS INJURY KEYWORDS.

Google Ads are the #1 way to boost patient volume. Our clients get new patient calls for less than $50 / a lead.

Target these key phrases:

- → Sports injury physical therapy near me
- → ACL/shoulder/ankle rehab in [city]
- → Return to sport physical therapy
- → Athletic injury treatment near me
- → Performance rehab clinic near me

Athletes and parents are already searching. You just need to show up.

PRO TIP: Spend about $500-$1000 per clinic location. It's OK to only run ads for one location at a time.

03 MARKET TO ATHLETES AND PARENTS.

First, appeal to the athletes...

- → Partner with high school and club coaches directly
- → Set up at showcases, combines, and recruiting events
- → Offer free performance screens

Speak to parents, not just athletes.

- → Parents control the appointment!
- → Emphasize safety, return-to-sport timelines, and college scholarship protection
- → Host a free parent info night: "Keeping Your Athlete Healthy & Performing"

If you want a TEAM of PT marketing experts working to get you more Sports Injury & Rehab patients... visit **PracticePromotions.Net** to view our marketing plans!

We're the PT Marketing Agency You'll Wish You Hired First. Claim Your FREE 2026 PT Marketing Kit Today at **PracticePromotions.Net/Kit**!