





MULTI-LOCATION

MARKETING CHEAT SHEET FOR PTS

Opening your 2nd or 3rd clinic location? Have 1 clinic location that always struggles? Here's how to use marketing to attract more physical therapy patients to your new clinic location...

01 ADD YOUR NEW LOCATION TO YOUR WEBSITE & GOOGLE BUSINESS.

Cover the basics!

- **List your new location** on the bottom of your website
- **Create a location-specific web page** titled: "Physical Therapy in [City, State]" for your new clinic – this gets you found on Google & ChatGPT.

Here's an example of our client Salmon Bay PT's 3rd location page.

- Create a **Google Business Profile** for the new location – each location needs its own profile, with its own Google Reviews, etc!
- At Practice Promotions, we also submit the new location to other online directories like Yelp and Yellowpages.

02 RUN A GOOGLE ADS PPC CAMPAIGN FOR THE NEW LOCATION.

This is the #1 tip on the sheet.

Run a location-specific Google Ads campaign for the radius around the new clinic! Aim to spend about $500 per month for each new location.

If you've got your ads set up right, you should get **qualified appointment requests for just $25.**

At Practice Promotions, we run Google Ads campaigns for 400+ physical therapy clinic locations across North America. In 2025, we generated $27,000,000 in ROI for our clients.

If you want advice on your Google Ads, reach out to us at PracticePromotions.Net for a FREE marketing growth plan!

03 LAUNCH A POSTCARD CAMPAIGN!

You've already got patients who know and love you, or else you wouldn't be able to open a 2nd, 3rd, or 10th location!

Pull a list of your past and current patients and send out a postcard that advertises your new location!

- → Include the new address & where it is on the map
- → Add friendly photos of the new location's staff
- → List the location's specialties, like aquatic therapy, pelvic floor therapy, or sports performance!

Kickstart your postcard campaign by ordering at PTMarketingStore.Com!

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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**!