

Title: Marketing Tools and Strategies to Enhance Your Mental Health Practice
Date & Time: Nov 15, 2023 01:00 PM Eastern Time (US and Canada)

APA: Hello and welcome to today's webinar, *Marketing Tools and Strategies to Enhance your Mental Health Practice*. This webinar is paid for by TherapySites. TherapySites integrates professional website design, hosting, and content that is HIPAA compliant. The all-inclusive solutions come bundled with tools that make it simple for practitioners to manage their websites.

Some important points before we get started. Mario Rios and Anthony Howe, the presenters on today's webinar have working relationships with TherapySites and internet brands.

As such, they have both a financial and intellectual interest in the content. The purpose of today's presentation is to provide a balanced view on practice marketing strategies. APA does not endorse any products or services. The content was created by TherapySites and does not reflect the views of APA, nor it's editorial staff. Please email advertising@apa.org if you would like to learn more.

Next, this program does not offer CE. However, we will email everyone watching live today, a Certificate of Attendees. Certificates will only be issued to those who watch for a minimum of 45 minutes. Also, TherapySites has generously offered to give a free 30-minute website consultation to four attendees that will be chosen at random. To qualify, you must stay for the full presentation today.

We will be recording today's webinar, and that recording will be emailed to everyone in about two weeks' time. That email will also include a copy of the presentation slides. During our time together, you will be on mute. You can communicate with us or ask questions to the presenters using the Q&A box located on your webinar screen. A link to the presentation slides is posted in the chat box, and if you miss them, we'll email them to you along with the recording.

With that, I would like to introduce today's presenters. Mario Rios, as a seasoned digital marketing expert with a decade of experience, has dedicated his career to empowering mental health professionals to reach their goals in their private practice. With an impressive track record of assisting thousands of mental health professionals, Mario's expertise lies in streamlining administrative tasks, crafting multi-state digital marketing strategies, unleashing the true potential of social media, and taking their practice to the next level.

Anthony Howe is the Senior Director of Operations and Digital Services Healthcare at Internet Brands. He has over 14 years of experience in search engine optimization, specifically in the medical and mental health field. He is not only a Google AdWords certified professional, but carries a Google Advanced Search Certification as the Senior Director of Professional Services for Internet brands. Anthony specializes in top industry trends and their applications to provide paid organic social media and other types of search services to thousands of medical and mental health professionals seeking an effective digital marketing presence for their practices. Welcome, Mario and Anthony.

Mario Rios: Yes. Thank you very much for the nice, warm welcome. My name, once again, is Mario, Website Specialist and Digital Marketing Specialist, of course, with TherapySites and over 10 years in the digital marketing field. Originally started with video games of all things to make the transition to the mental health realm over the past seven years has been an interesting course. We're both excited to be here.

Anytime we can partner with the APA and we, obviously, want to thank the APA and everyone for attending to learn a little bit more on some simple solutions that we can provide and that are out there for you guys as practitioners to help utilize your marketing strategies online to, at the end of the day, take as much of this work off of your guys' shoulders as possible. Knowing that trying to navigate a practice and entertaining clients and manage your day-to-day on top of trying to be relevant online is almost an impossible feat for a lot of practitioners out there.

Any information that we can provide to help you throughout this journey is going to be something that we take pride in being able to do for you. Thanks again. Sit back, relax, strap it down. We're going to go through the wild world [chuckles] of the internet. For some of you, this is going to be a refresh or recap of some stuff that you're doing and procedure that you're already taken care of. Things that you're already incorporating in your day-to-day so you're a step ahead. For some of you, this is going to be some pretty valuable information and some solutions that are going to help you as you progress and, hopefully, once again, to make this as easy for you as possible.

Some of the topics we want to discuss for this presentation as you can see, are marketing tools and strategies to enhance your mental health practice online. What we want to do is be able to provide you with some options that are going to help you save some time. A lot of this stems to not being able to have the allocated time to dedicate to certain aspects of the practice.

We also want to discuss social media mastery. I know there's two ends of the spectrum here when it comes to social media. You guys all have your individual views, but it's equally as important and then multi-state expansion. We're going to dive a little bit deeper into those three categories, and let's go ahead and get started.

Time-saving solutions for your practice. Now, these are going to be pieces or integrations of what you can do to help use technology as a resource. As opposed to 10, 15 years ago, most of these elements were done by you individually. That's no longer the case. You no longer have to utilize yourself to manage different aspects of your practice when you can utilize some of these tips and tricks with programs and solutions that are going to be available to each practitioner out there.

Some of those that we want to discuss today are going to be online appointment scheduling, secure emails and patient forms, patient reviews, and website widgets that will sync those together, online practice listings and cleanup services, insurance reimbursement software, and we'll probably tackle a few other along the way as well. Let's start with online scheduling.

Now, if I had to guess, most of you watching this are probably already using some sort of online scheduling as part of your practice. As a matter of fact, as of 2023,

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61% of mental health practitioners are using some sort of online booking agent to manage your day to day. A large chunk of those are probably going to be contributed through your whatever, EHR system that you're currently using to manage the rest of the solutions that you're using for your client management.

Why are practitioners utilizing this? Why is it important to be able to provide this as an option for a potential patient that may be looking to utilize your services? I think what it really boils down to is, we're in a world of technology. What that usually means for a lot of us consumers, and that's what we all are, is we're all consumers, is we want instant gratification. We want to be able to book an appointment now. We want to be able to start an engagement as soon as possible.

Just taking dentistry into account. When we're booking an appointment to get our teeth cleaned every six months, we want to be able to just go in, book our appointment, have it done, not have to worry about it again. It's being able to provide that convenience to patients. That's really going to go a step above and beyond than them trying to have to contact you and then have you manually look at everything to try to find an appropriate day and time that's going to make the most sense.

What you're going to find is most of these online booking agents are also going to send your appointment request and notifications and reminders out for you automatically. Using dentist, again, I'm sure you guys have all done this recently, where you're booking an appointment and next thing you know you're getting texts every day, every couple hours letting you know, reminding you you have an appointment coming up, getting those emails.

That's all valuable stuff. If you're anything like me, it gets put on the back burner for quite some time until it's the hour before. Then you're like, "Oh, yes. I have a dentist appointment." The same thing's going to hold true for your services. What we want to do is be able to help eliminate cancellations and having to reschedule by using an online booking agent. You had that opportunity to seamlessly send out text and email notifications to ensure that they're not going to miss the appointment, you're not going to have to schedule, which at the end of the day, it's going to save you as much time as possible. We still work with a lot of practitioners and I talk to a lot of practitioners that still do it the old school, pen-to-paper, locked file cabinets, and I totally get that. That is okay too. These are just solutions that you have and options that you have to help manage your day-to-day and take some of this work off your shoulders. If you're not using an appropriate EHR system, there are other tools and resources out there that you can explore for online booking agents that you can seamlessly intertwine with your website, right?

If you have an active website for your practice, how neat would it be to just be able to direct your clients and patients to your website to be able to book appointments, reschedule, that sort of thing? It really allows the flexibility and it gives that convenience factor to be able to just get to a website, book these appointments, and get those reminders along the way. Most of these programs are going to sync seamlessly to whatever calendar system that you're currently using as well. You can keep track of your entire day-to-day, not just what appointments you have booked for that day.

Moving into secure emails and forms. Now, HIPAA does require that a large majority of you need to have an end-to-end encrypted email service, right? Depending on the types of services that you're providing. If you're collecting PHI, if you're collecting prescription information, Social Security Numbers, whatever the case may be, that needs to be end-to-end encrypted in order to ensure your patient's confidentiality. To ensure that information's going to be secure, that only eyes from you or your patient are going to be able to access that information.

Traditionally speaking, most of these email options are going to be password or passphrase-protected to ensure that the right email's going to the right patient, to ensure that everything is transferred on a secure means. What's really neat about some of these platforms that you can utilize is that they also allow you with an adequate amount of email storage. As you know, there's certain things that you have to keep based on your licensing for certain X amounts of years, and you want to be able to have easy access to those records and that information as part of your day-to-day management.

Having one portal that's going to house this information it's vital for being able to save on time. What's really neat and [chuckles] the biggest hurdle that we have when we're working with practitioners that we hear quite often is, "How do I get my patients to fill out these darn forms?" I spend a good chunk of my day hunting signatures, whatever you need. Questionnaires, assessments, secure file transfers, a lot of time and a lot of effort is spent collecting this data and trying to get these signatures to proceed with your services.

What a lot of you don't know is for a good chunk of these encrypted email services do provide what we call digital forms. It's an e-signature. It's going to allow you to convert the forms that you're currently using or the forms that you need to have your patients sign, seal, and deliver to you. You're able to seamlessly do through these email services as well. Not only is it storing your emails in a secure area, but it's also going to give you access to all these forms that your clients can electronically sign. As you know, we want to make it as convenient as possible when needing to get these signatures to be able to complete the services.

Now, once again, a lot of your EHR systems are going to tackle a good chunk of this, but if you're not using an EHR system and looking for alternatives, there are plenty of options out there when it comes to being able to send digital forms on a HIPAA compliant metric. Keeping on top of the form side of things, there's plenty of resources and options at your fingertips, whether it be through Google directly.

They have a HIPAA-compliant fillable form feature, jotform.com. There's an ample amount of resources out there, find one that's going to best suit your needs. There's plenty of them that have preloaded forms that you can use right out the gate, so you're not necessarily going to be scrambling trying to figure out what's going to be the best solution for you.

All right. This is a pretty hot topic in the mental health field, and this is one that I'm probably going to spend a nice little bit of time on. As we are already well aware of the fact and as the APA notes, reviews are a touchy subject because as a practitioner, you cannot solicit reviews or testimonials, right? It's not something that's

ever been done in the mental health field, and I don't foresee that changing in any way, shape, or form. We are also not advocating for that, let me promise you that.

One thing is for sure, that is not going to deter somebody from leaving a testimonial. The mental health field is transitioned quite well in regards to the way that people feel about mental health and the way that they perceive it. 10 years ago, it was taboo, right? It's not something that you talked about quite often. It's not something that you expressed, or it's not something that you initially engaged in conversation with saying, "Hey, I'm getting help."

Not just in the mental health field, but just in general, right? It's one of those things that you don't really want to talk about. 10 years ago, if you're getting reviews, it was very sporadic. It was very not at a top point where it was all that relevant, right? Things have shifted. It's now okay to not be okay, as they say, right? The mental health field has shifted in that regard where a lot more people are far more open and far more able to express that they're getting help because it's okay for them to be able to do that.

There's so many social media specialists, and there's so many options and resources out there for leaving reviews, that it's one of those situations to where now you have media attached to this. Media's making it a big point that the mental health field, it's no longer something that you have to be embarrassed about.

As you're driving in your car, as you're watching television or movies, you're seeing commercials for mental health, you're seeing better health commercials and good therapy commercials as people are trying to spread the message. With that sense of openness, there's a lot more indication and a lot more reason for someone to want to express that they're getting the help that they need and they're super happy with the end results. Rest assured, people are still [chuckles] going to be leaving reviews regardless of if you're asking for them or not.

Now, with everything regarding the mental health field, there are so many different resources for the reviews and testimonials. Just to name a few right off the top, you have Google, Bing, Yahoo, DocSpot. Let's see. I can probably name about 15 more. [laughs] Angie's List, Doctor.com, Healthgrades. There's so many different areas and resources for a patient to leave a review, both positive or negative, and that's okay, right? It's something that you can utilize as part of your day-to-day practice.

The most important piece here though, is to the awareness piece of it, okay? Now, we don't encourage responding to any reviews. We don't encourage engaging in those reviews because you can't acknowledge somebody as a client or a past client. You know that. Something that's neat here is that you can still be aware of what's going on, okay? It's equally as important on how people perceive you online as it is to how people are finding you online.

I know there's a lot of practitioners and a lot of companies that spend a lot of money on marketing ensuring that they're getting found consistently through Google and other search engines, and how frequently their website's being recommended and their practices being recommended, but nothing's going into what people are seeing once they find you. Now, I can assure you that most consumers are looking at

reviews before making decisions when it comes to specific fields. As a matter of fact, 83% of consumers are going to read a review before making a decision. They're going to go to those places, they're going to see what kind of reviews are in place. Even if you're being recommended as a practitioner, you're a referral from another patient and they recommended you, what's the first thing someone's going to do? They're going to Google search you, right? It's just human nature is what we part to do.

Out of that 83%, 92% of those consumers are going to base their decision on those reviews. Whether they're positive or negative. I can assure you, you're on Healthgrades, you're on doctor.com, you're on you DocSpot, you're on all these different resources, but there's one review and it's all negative reviews. It's really hard to warrant somebody to want to reach out and engage in your services when there's other practitioners out there that have multiple reviews that are all positive.

Now you're probably thinking, "Mario, that sounds all well and great. Well, if I can't respond, if I can't ask for these, what am I supposed to do?" What's really neat is that a couple little quick tips that I always share with our practitioners because there's very limited options, of course, but first and foremost how many of you have worked with a supervisor? How many of you are a supervisor? How many of you have conducted trainings or seminars of your own, or workshops? How many of you do coaching?

Hopefully, you're picking up what I'm putting down here is there's other ways that you can get reviews for your practice, working with peers, working with colleagues, ask them. If you look at a large majority of the reviews that you see online for mental health practitioners, you're going to see that. A lot of these reviews stem from peers, colleagues, supervisors, people that have worked with you that can attest to what you're able to do and how you're able to help.

That's how you can overshadow one bad review. Five, six, seven of those and guess what? Now you're not at a one star, now you're at 4.3. I can promise you, 4.3 looks a lot better than 1.2. [chuckles] It's just that the nature of the beast as much as we don't have many or you don't have many resources at your fingertips, rest assured that there there are some solutions out there, but the most important piece of this is being on top of it.

I don't know about you, but running my own business, I really want to know what people think and what people see about the business. As business owners, you guys should be feeling that same way. Wouldn't you rather know the instance somebody writes a review or a testimonial about you? Even if you can't respond, you still have that instant notification. Now you can see people what they have to think about you and your practice.

There are tools out there that allow that to happen. That where you can seamlessly be notified when someone is leaving a review or a comment on any of those platforms that I mentioned before which is an essential tool that you can utilize to understand and have a reflection on what people are saying. That way if somebody, a new patient comes along and they're asking you about something that they saw online, you're going to have a better idea of what they're talking about.

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That's the most important piece here, is not to engage or not to ask for these reviews and testimonials, but just be aware of them. Have an understanding that they're there, regardless if you like it or not. It's one of those situations to where you're better served moving forward with this than trying to hide from it because at the end of the day, that's just not an easy solution for a lot of practices out there.

All right. Online listings cleanup. Now, just like there are ample places for your practice to be reviewed, there's equally as many, if not more places for your practice to be listed or highlighted. A large majority of these are going to be whatever directories or affiliations that you're a part of. Some of those I already mentioned, the directory services. Psychology Today, Care Share, Better Health.

There's a lot of resources out there and there's a lot of instances of your practices information being out there for the public. What's most important with this piece is to ensure that there's a 100% accuracy throughout the entire internet. Having any types of discrepancies, whether it be the hours that you're operating, the days that you guys are available, the phone number that's attached to the email address that you want on file, these are all very important when it comes to how you guys are getting found online.

What that search engine optimization is going to do, because as these search engines are gathering this information about your practice, they're taking all this information into an account. We want to ensure that we're not confusing the search engines with multiple different listings online. If you have certain areas that are showing that this is your phone number, this is your email address, or maybe all the information was from the group that you were with last year, you never changed it.

Perhaps you're now doing strictly telecons or teletherapy, you're not doing in office anymore, but you still have your address, your old office address on Google. These are all things that need to be corrected to ensure that level of accuracy in places that you don't really think about, but what about like Uber and Google Maps? There's so many different map options out there and to ensure that your potential new patient is going to make it to the right office is quite vital.

Being able to market yourself in different states, so there's going to be different solutions to be able to do that as well. You have to make sure that consistency is across the entire internet. What this is going to do, it's going to create a better patient experience as well. They're going to get the information that they need, they're going to see that it's consistent, and they're going to ensure that they're going to be speaking to the right doctor, going to the right office, et cetera.

Now, how you can manage this, it's quite simple. There's a lot of programs and tools out there, not only for like reputation management, but for listings management that will scour the internet, that will check all these various different locations to ensure accuracy. To ensure that everything is listed, including down to your licensing on each one of these listing services.

It's important to what we would call like to, at the very minimum, run an annual cleanup. Once a year you're running a program that's going to check your listings across the internet to ensure accuracy, to ensure that everything is in place and it's

in order. You're going to have plenty of options at your fingertips once again to look into, to explore to ensure that your listings are up to date, everything is accurate, and that there's going to be bad patient experiences.

Okay. Insurance claims with reimbursement software. Now, once again, a lot of this is taken care of from an EHR system that you're possibly using. Partnering with insurances, being on panels, things of that nature, it's vital. A lot of that's going to be taken care of via super bill and through whatever billing system that you're using. I understand that a good chunk of this is a large part of your day and some of the most cumbersome elements of being a practitioner, but it's part of the job.

It's one of those situations where it's nature of the beast and being able to provide day-to-day management and taking care of patients on a daily basis. Working with patients that are possibly out of network, you maybe don't have adequate insurance or insurance that you accept, or maybe you don't accept insurances at all. Well, guess what? They're still going to want to be utilize their insurance and to get reimbursed appropriately.

There are plenty of software tools out there that allow that seamlessly for your patients. There are little tools and widgets that you can add to your website that'll allow easy access for your patient to be able to file their claim without having to contact you. You get to be virtually hands free as the doctor, as the practitioner. They're, literally, going to go to your website, fill out the information, and it's going to initiate that claim for your patients, which is super neat when you think about it.

Because all of the information's already going to be loaded into this platform, this tool, and it's up to your patient to be able to fill this out. It's a great tool and a great solution for some of your patients that may be looking for resources, because when you think about it that may have been the reason why you did not get that particular patient. Maybe you don't take their insurance, but if they have an option in their back pocket, "Oh, okay, I can still see the best doctor for what I'm looking to do, and I can still get reimbursed from my insurance, that's going to be the best of both worlds."

Let's dig in a little bit to social media mastery. Now, I know this is another topic that a lot of practitioners have opinions on. Some are all for it. Some are anti-social media. It's okay to be on either end of that spectrum, but just know that with Facebook alone, 2.4 billion users a day using Facebook. Let that sink in for a little bit. That's a lot of people on a daily basis using Facebook as a tool.

Let's just say 1% of them are or have been searching for anything mental health related. Maybe they're using Facebook to look for groups, maybe domestic violence groups or groups relating to depression or whatever the case may be, there are an ample amount of resources, groups, operations on Facebook that are going to provide, not only information, but provide some tangible opportunities for businesses to be able to market their practice using Facebook as a resource. We're going to dig a little bit deeper into Facebook advertising and ways that you can utilize Facebook as a tool, not just utilize it for personal use, right?

First, creating a Facebook business page for the practice, and there are a lot of tools and options at your disposal to be able to handle this. If you're familiar with

Facebook, it's not a big task to be able to create a business Facebook page. At the end of the day, it's pretty easy. You can probably have your grandkids do it for you if push comes to shove. I know that's a trick that you get to have as well.

Some of the advantages of using Facebook for your practice, a lot of this comes from being able to provide updates about your practice. Maybe the office is closing early today. Great. Let's go ahead and post that on our Facebook page so that we can let our current patients or potential patients that may be on our Facebook page know that the office is going to be closing. There's going to be options for you to be able to stream this seamlessly to your website.

All of your updates will stream to your Facebook page, it'll also stream to your website but using Facebook as a tool to be able to provide your patients with pertinent information, educational pieces, resources for them based on your practice. There's plenty of tools that will provide you with what we would call a blog-type material that you're able to provide on a weekly or biweekly basis to keep your Facebook page active, that's a big piece of this.

It's one thing building the Facebook page, but managing and maintaining it and keeping it active is equally as important. If someone gets to your Facebook page and the last post was from 2019, it's going to be clear to them that there's no updated information on here. At the end of the day, that's going to be the most important element here, is to use Facebook as a tool, be able to provide information to clients and patients so that they understand not only what's going on with the practice, but they can use some of the tools and resources that you're using by providing them with articles.

There are plenty of companies out there that will handle and manage your Facebook metrics for you. There's other elements that you can utilize for the practice, like Instagram that's seamless with Facebook as well. A big piece of this, which is relatively new in structure, is the potential for using Facebook advertising. You're all probably familiar with this as it's very similar to Google advertising.

When you get to Google or you're just doing your traditional shopping and maybe you're out looking for a toaster at some point, next thing you know, you're on your Facebook page, and now you're seeing advertisements for toasters all over the place. It's scary to think of, and in some cases it feels a little invasive, but it's the same algorithm that Google uses to help advertise and market for companies, and your practice is no different.

When someone's going to Facebook and they were doing any type of searching for mental health, whether it be through Google or different resources, Facebook's going to pick up on that, and then they're going to be able to market your practice through an ad. It's going to be campaigned and directed towards a specific demographic, picking up on specific keywords that they were using to at least have a little ad placement to show that you are there, you're relevant. It's just putting that little spark in the back of their mind.

The next thing, they're going to Google looking for a practitioner, they're going to remember, "Oh, I saw that person on Facebook. Let's see what they're all about."

Now they found their way to your website. As much as Facebook gets a bad rep and social media is a bad rep when it comes to any of the medical, mental health field, doesn't matter, it's still a vital tool that you can utilize to really help grow the practice and be able to provide current information to your patients and keep up to date with technology as well.

Now, what's really great about Facebook and some of the programs that they can use is that we can actually stream all of these Facebook posts. Anything that you're posting to your Facebook account goes seamlessly streaming to your website. It's called a social feed, which not only benefits your patients, but it's also going to benefit your search engine optimization. It's going to ensure that your website is being active with updated information that's all going to be relative to the mental health field.

Once again, there's plenty of programs and plenty of services out there that allow you to do this. That gives you the opportunity to be able to utilize this as a tool to not only help with your online presence with social media, but to help with your search engine optimization using your website as a tool as well.

Multi-state expansion. Now, this is a fun one as it wasn't as popular pre-pandemic. Now, post-pandemic, if I had to venture to guess that with SIPAC, there's a large majority of you that are licensed in multiple states. More and more, as we were engaging with mental health practitioners, we realized that so many more practitioners are interested in being licensed in multiple states. What we want to do is provide a little bit of feedback, tips and tricks on how you can utilize this as a resource and really use this as a tool to help with expansion.

First side is the Telehealth side of it. Now, ultimately, if you're looking to do multi-state licensing, you're going to have something in place to be able to interact with your patients. Sure, you can do telephone, we have a lot of practitioners that still do telephone, but let's be honest, it's 2023. We want to be able to use technology to the fullest, and there are an ample amount of HIPAA-compliant platforms that are at your disposal that you can utilize as a tool to see your clients, to book your appointments, to collect payments, take notes, fill out forms.

Just to name a couple of these services, you have a HIPAA Compliance Zoom, you have DOXY, you have WeCounsel. There's a lot of different resources and tools that you have, and each one of these tools comes with their own sets of pros. They have built-in features that are designed and developed for the mental health field to allow for that easy transition, to allow for that easy day-to-day to ensure that it's not just a HIPAA-compliant way for you to see your clients, but there's a lot of tools and resources in there, whiteboard, note-taking.

This is all vital when it comes to transitioning your patient or graduating your patient and being able to provide a service that is ultimately something that you can provide in every state in which you're licensed. What this will also do for your current patients or your current state, besides reach, being able to market to your entire state, it's going to help prevent cancellations as well.

If you're in Central US or on the East Coast, and as you know, as we're approaching the winter months, there's going to be an ample amount of snow on the horizon. One of the biggest reasons for cancelations is, "Oh, we got a foot of snow, we can't make it into the office." Well, great. Good news. We'll do our session today virtually. A car breaks down, babysitter cancels. It's always nice to have this in your back pocket.

Even if you're not doing multistate licensing, or you're doing a majority of your sessions in office, it's still great to have this as a resource to be able to see them in a pinch. Now, one big question we always get is, "Okay, I'm licensed in multiple states. Well, how do I get found in multiple states?" That's a great question. That is something that a lot of companies are still working on perfecting. This is still relatively new in structure post-pandemic. Now, good news is, there are a lot of metrics in place that are helping with this process.

Even if you're licensed in 30-odd states being able to at least drop a seed, so to speak in that state so that your name is in the hat when someone is looking for a practitioner. There are plenty of things that you can do as a practitioner to ensure that you're getting found in those locations, especially with Google. It's important to ensure that we can index you for specific locations in that state. We have to make it look like you're an entity in that state in order for Google to be recommending your service to a potential patient who is online doing a Google search.

A lot of that comes with a term called search engine optimization. In a nutshell, what that is, it's how frequently Google is going to recommend your website when someone is looking for X, Y, and Z, in your case, mental health-related topics. What we have to do is help ensure that you are optimized for those states because that's what's going to give you the opportunity to start garnering traction from those specific states to help grow your practice internally in multiple states that you might want to target.

With SEO, it gives you the opportunity to target specific keywords in those states that you feel that your patients may be searching for to get to your practice. Well, I have a feeling a good majority of the questions that we're going to be taking on here at the end of the presentation are probably going to have to do with search engine optimization and multi-state, so I do want to give Anthony some time to answer those for you, but this is a vital, vital piece.

Not only growing your practice internally for the states in which you're licensed but multiple state licensing. It's going to be super important that you focus on how you're getting found online, and there are plenty of tools and programs companies that help with search engine optimization, so you're going to have plenty of options at your disposal.

Key webinar takeaways. Time-saving solutions is a big piece of this. At the end of the day, we want to be able to provide an all-in-one, one-stop shop for your patients. We want them to be able to find your website, get to your website, book their appointments, fill out forms, conduct their billing with most of this work coming off of your shoulders. I think that you would all agree that's going to be the biggest end game here, is to allow you to see more patients by spending less time per patient and less time doing office work, dedicating days for the office work.

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What we want to be able to do is find solutions that you can use, that you can help integrate for your website into your practice. Focus on using social media as a tool. Let's not be scared of social media. Let's integrate social media in the ways that we can work with companies out there that are partnered in this, that are experts in this so that you don't have to focus on it. We're not asking you guys to be social media experts. There are people out there that are going to take care of that for you.

Multi-state expansion as very new hot commodity in the mental health field. If there's one positive to come from the pandemic time is that teleconsing became such a vital force something that's still being used today, and it's not going away anytime soon. Also, SEO being imperative we want to ensure that your practice can be found. We want to ensure that you can get found in multiple states, that people are easily able to find you, but most importantly, what they see when they do find you as well.

To tie this all together here, in conducting these webinars over the years, we usually start with, this all stems from your website. It's usually the first slide we go over, but we feel that it's in 2023 most of you know that having a website is a key piece of this. Having a funnel for all of us, all this information, for all of the tools and resources that you can use, the power of the internet to help make your patient's day as seamless as possible.

It all stems from your online marketing solution, using your website as a resource and a tool. With SEO, your website is your car, your SEO, your search engine optimization. How you're getting found is the fuel. It's great to have a Lamborghini in your driveway, but if you've got no gas to drive it around, nobody's going to see it, so what's the point? Now, I know I went over a ton of stuff, and some of this can seem daunting and overwhelming. Well, rest assured there are plenty of options at your disposal.

We at TherapySites we take pride in being able to take all this work off of your shoulders. Everything that we covered today, we're able to help you out. We'll at least provide you with options and point you in the right direction, so if anybody is looking for these types of resources, anybody is looking for help, you're not alone. You can partner with the team to take care of this for you. I assure you, we are here. We are ready. With TherapySites, we currently have a pretty awesome promotion for everybody in attending today that you can see on the screen.

Take advantage of that number you can call or text that line that'll get you to me directly. If you have specific one-off questions, things that you want to discuss don't hesitate to reach out and we'll be more than happy to see what kind of options we might have for you. That is the end of my side of things here, so I want to thank you once again very much for allowing the time today. What we want to do now here, I think as we're going to jump into some Q&A, so I'm going to let Anthony tackle some of this.

Anthony: Great, thank you, Mario. I think you went over some great content, so we appreciate that. I've been chatting with some of you in the question bot, so hopefully you got some good answers there. I wanted to hit on some of the questions though that come up most frequently. I think there were some in the preliminary questions,

and also there's a couple that are in the bot there that I think would be good from a Q&A perspective.

The first question and it's in regards to SEO, let me go through it here. Sorry, here. One second here. Okay. What's the best way to market as a new therapist? I think one of the first things there is just really having a solid SEO presence, so if you're starting out and you have basically a new business, so you're a therapist, you have a new business. It's really important to make sure that you're starting out organically, so you're looking at a couple of key different things.

You're looking at, am I going to have a website and what am I going to have on that website? Then you also have your local SEO component, which is going to be your GBP or Google profile, so when somebody looks for you on Google do you have that and is the profile correct? Some of the chatbot stuff that I had going back and forth there, a little bit of talk about reputation management. This is where SEO and reputation management meet really.

It's just making sure that, do you have a quick way to see if people are leaving feedback? People are going to leave feedback whether we want them to or not, so I think just being aware of if people are leaving that feedback is really important and you absolutely have to have a Google My Business profile, I think. I mean, yes, you could do grassroots marketing and you could have a referral business obviously, and not have something on Google, but I'm sure we can all agree that having a Google profile is really important just to make sure people can even find where you're at.

Again, going back to the SEO component, having a website, having a Google Business profile, and writing genuine content to what you offer, what's your unique selling point? I'm sure you've all heard this before. This is like the marketing 101-type stuff. What do you offer differently than everybody else? What does your business do differently than everybody else? These are all things that you should be thinking about and trying to incorporate into your content.

Lastly to go along with that is, you created the website, you have your business profile set up. The next thing that you're going to want to do, just to start to actually get the actual rank for your website is to start generating content on a consistent basis. Making content about the things that you do, the services that you provide. The services that you provide, why are they important?

These are all things that you want to do and have to be able to create content about what you do and have fresh content on the website, which is going to be recognized by Google and start to build that organic rank as you go forward. One of the other questions that came up, I thought it was pretty good is, where'd it go here? How do you decide whether to do social media in-house or outsource it? I think this is great. This is more for, you've established your base of clients or your patients. What do you do now?

Do you do the social media yourself or do you outsource it? There's a lot to be said. It is a job in itself. When you're starting off, you have just a few patients, it's easy to do it yourself I think. Provided you have the right management tool and you're not spending a ton of time checking it manually, but if you're starting to really build your

social media presence, that is where you're doing posts. I was going back and forth in the chat bot about the kinds of posts and should you have comments on and whatnot?

I would recommend that you want to have comments on. You don't necessarily need to respond to them, but maybe other people will be responding and that's how you create a buzz. I am sure you've heard of virality, so if you do a really cool post, in order for that to go viral, basically, let's say you find the perfect meme, everybody's looking for the perfect meme, if you find that, the only way for that to go viral is really to have comments and to have engagement, to have likes, to have all that stuff. If you inhibit that, it's not going to necessarily be in the post's best interest, basically, so I would definitely recommend that.

Going back to, "Okay, so what do I do, Anthony? Do I do it in-house or do I outsource it?" It depends on the time you have. If you have the time to do it, do it. I would be posting maybe once a week or something like that or at least once every couple weeks, few weeks. That is where that time comes in. Are you researching the market? Are you seeing what posts are working? What posts are not working? All that stuff and. What's your flavor? What kind of posts do you do? Are you trying to do fun posts? Are you trying to just do educational posts? Are you trying to do posts that you're trying to create engagement?

These are all questions that you need to be thinking about as you're thinking about, "Well, do I do this in-house or do I outsource it?" A lot of times when you're working with different vendors, whether it's us or anybody else, these are the kinds of questions that we're going to be asking you and following with you on to make sure that we're hitting on that, in that way.

Mario: Yes, I'm going to interject really quick, if you don't mind.

Anthony: Sure.

Mario: Touching on comments, if you decide to leave comments on, you want to be very, very careful because you can't dictate what people are going to be posting on your page and with HIPAA compliance, you want to ensure that-- there's certain guidelines that you have to be very careful of. In some cases I do encourage a lot of the practitioners to leave comments off.

A lot of times there's a way to funnel those comments directly to you so that it's not an open forum. The last thing you want is someone to go to your Facebook page and write a big, huge novel about the current issues that they're having because we know that that's not something that we can allow to happen, so you'll have to manage it quite a bit more frequently than you would if you have the comments turned off. Just keep that in mind in the direction that you go, is you'll have to manage it basically on an hourly basis to ensure that people aren't being too obtrusive online.

Anthony: Great. Yes, thank you for that, Mario. Looking at some of the questions. I'm going through the chat bot here, can you explain if a simple and effective way to utilize search engine optimization? It's not really simple, but it's a simple strategy and

that's where basically, as I mentioned before, you're going to want to create a website. You're going to want to think about a content strategy.

Here's the content that I'm going to have on my website. Am I going to create, again, a Google business profile that you're going to tailor, make sure that it has a proper formatting for your address, make sure that you're including all the things that you need to in terms of your branding and things like that and then coming up with a good, overall content marketing strategy as far as what kind of content are you going to be creating over time.

The next one that came up here is, let's see here. Oh, the questions are moving around and we're getting a lot of great questions here. It's moving around on me. I had a good Facebook question here. Let me see if I could find it. Well, here's a quick one. Does TherapySites also build websites? Yes, absolutely we do. Mario, I don't know if you want to talk about that just for a second while I try to get my orientation here on these questions again?

Mario: Yes, absolutely. Even well before the digital marketing side of things were so prevalent, back in 2007, TherapySites started with just traditional website hosting designed specifically for the mental health field. A lot of what Anthony's talking about now is stuff that you don't necessarily have to worry about. We've already taken care of that side of it. Our websites are designed for your field. The content that we're providing is designed specifically for your field, so you're going to have a tremendous headstart in the event that you are looking at options for a website host.

You don't need to look at Squarespace to do this on your own. You don't have to look at Wix to do this on your own. Absolutely, we have all elements covered for you. We provide a full infrastructure.

Anthony: Great. I have a good one and, Mario, maybe I can have your help on this one. How should we manage cries for help on social media comments and is there a liability in not responding? Obviously the liability is usually to respond and then in not responding, so you're having somebody that's crying for help. What are your thoughts on that?"

Mario: I'm sorry. What was that?

Anthony: Somebody's in social media, they're responding to some posts or they have a cry for help basically, that, "Hey, I need somebody to help me. They're having thoughts." What do you recommend in those situations?

Mario: Traditionally, if you're managing it on your own, that's going to be up to you to handle. You ultimately want to funnel them to a resource. In most cases, you want to funnel them to your website to be able to schedule an appointment. Now if you're partnering with a company that's managing the Facebook side of things, that's what they're there for. They're going to take care of that for you.

If you have comments turned off, their only option is to message you directly through Facebook and what'll end up happening is it's going to be a seamless stream, or they'll set it up to where it's an automatic reply saying, "Thank you so much for your

interest in the practice. I'm going to direct you to our website." We can funnel them directly to your website so you can talk to them firsthand, but once again, going back, that's why sometimes comments is traditionally something that I would recommend turning off to avoid that. Otherwise you're going to have to manage it quite more consistently and being able to monitor what they're typing is something that's almost impossible to do.

Anthony: Got it. Great. Thank you for that, Mario. That's one of those gray areas. For Facebook posts, this is a question that came up a few times so I thought it was important to mention this in terms of advertising on Facebook. The question is, is it basically better to use a call to action or use Boosts? I saw that question a few times. In my personal, professional opinion, it's a lot better to do ones that have call to action, so you're actually creating a lead funnel.

Boosts do have their place and it's really about creating brand awareness and again, it has its place, brand awareness, so the next time somebody's thinking about a particular thing, they're thinking about you, but if you're really trying to generate leads and you're trying to move people through a funnel, I would say that doing the Facebook ads is probably a better way.

Then I saw another question here. What was it? Social media isn't as good for a marketing tool as Google Ads?" Basically, the question is a comparison of is Facebook ads as Google Ads?" Again, I think they both have their place. In our experience, we see a lot more lead generation for Google Ads, but that could be part of a whole funnel, so basically they're seeing maybe you're on Facebook and then they see you on Google Ads. It's good to be everywhere.

I would say if you're going to do it the right way, you want to do a little bit of your budget in all these places. A little bit in SEO, a little bit in social, a little bit in PPC and hopefully all that culminates and then you're getting a good funnel of leads coming in. Again, this is after you've thought about, "What is my SEO and what does my website look like and what is my GMB profile and how does that play into that? Making sure that you have all these different components set up much like what Mario was talking about a little bit earlier. Let's see here. We're up on the hour. Did you want me to hand it over to you, Jennifer?

APA: Yes. I'll go ahead and jump back in. Thank you so much, Anthony. Thanks for handling the Q&A and thank you, Mario, for your wonderful presentation. Thank you to everyone on the line for your great questions and your participation today and a final thank you to TherapySites for making today's webinar possible. As we mentioned, at the top of the hour, TherapySites will be choosing four people who stayed for the entire webinar today to receive a free website consultation, so please keep your eyes peeled on the email you used to register for today, and they'll get in touch if you are one of the winners.

With that, a recording of the webinar will be emailed to everyone within the next two weeks and that email will also include a copy of the presentation slides if you were not able to download them today. As soon as the webinar has ended, a short survey will appear on your screen. We ask that you take that survey and give us your

feedback for our future programs. With that, thank you to everyone again for your attention, and we hope you all have a wonderful rest of your day.

[01:00:04] [END OF AUDIO]