

TOPICAL WEBINAR FOR APA MEMBERS

An Educational Resource from TherapySites

Creating Digital Brand Consistency for Your Practice

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ATTENDANCE

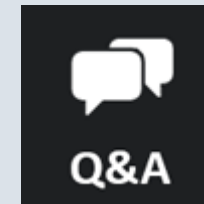
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

RECORDING

- A recording of this presentation will be emailed to everyone in 2 weeks' time.
- The recording will include the presentation slides.

HAVE A QUESTION?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.





Mario Rios

PRESENTER

■ Mario Rios

Digital Marketing Expert, TherapySites

As a seasoned Digital Marketing Expert with a decade of experience, Mario Rios has dedicated his career to empowering mental health professionals to reach their goals in their private practices. 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.

Introduction

It takes time to establish a brand, attract patients to it, and earn their trust so they become repeat patients. But you can significantly reduce the wait by creating a consistent brand for your practice online and ensuring your message resonates on your website, your social media presence, and the content that you create to engage patients.

Become One with Your Message

Your unique value proposition sets you apart from other psychologists. Have you clearly identified what makes your practice distinct? Why would a potential patient choose you over someone else? It's essential to communicate this message effectively across your online platforms—whether that's your website, social media channels, or Google Business Profile.



Become One with Your Message

Additionally, are you consistently developing the core elements of your message? This includes sharing relevant content that highlights your services and expertise. As each new year presents unique challenges for your patients, it's important to refresh your message and keep it aligned with their evolving needs.



Consider the User Experience

When it comes to attracting patients, the user experience is everything. Can potential patients easily find you on Google? And once they do, are they impressed with what they see? A strong first impression matters.



Consider the User Experience

Once visitors land on your website, how easy is it for them to navigate? Can they contact you in just a few clicks? This simplicity is key in ensuring they don't get frustrated and leave your site.

EMBRACE HEAL THRIVE

Your journey. Our Compassion

Book Consultation



Welcome to Sample Therapy Clinic



Consider the User Experience

Also, ensure that your site is both ADA-compliant and HIPAA-compliant. These legal and accessibility considerations help build trust and make sure you're serving your patients properly.



WELCOME TO OUR PRACTICE

Welcome to Sample Therapy Clinic, where healing and growth begin. We understand that life's challenges can sometimes become overwhelming, and seeking support is a courageous step toward achieving balance and well-being. John Doe is dedicated to providing a safe and compassionate space to explore your thoughts and emotions, gain valuable insights, and develop the tools needed to navigate life's complexities. Whether you're dealing with stress, anxiety, depression, or facing relationship issues, John Doe is here to support you on your journey to personal growth and emotional healing. I look forward to helping you discover your inner resilience and potential for positive change.

SERVICES



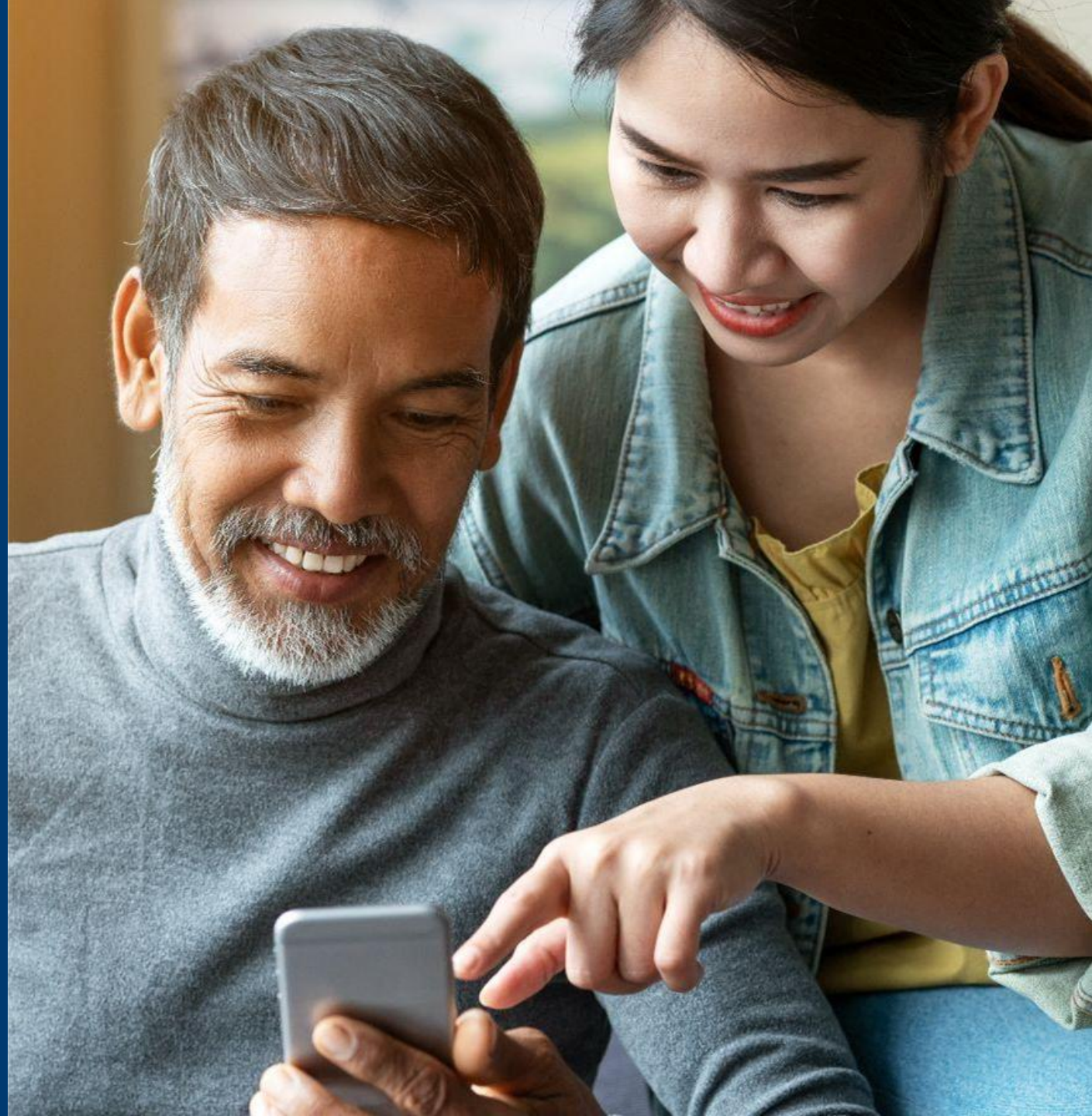
Be Seen for Maximum Impact

In today's digital age, having a presence on social media is crucial. Do you have a Facebook business page that aligns with your practice's brand and message? Is it easy for patients to find, and do they have quick access to the information they need to contact you?



Be Seen for Maximum Impact

Moreover, how active is your social media? What kind of content do you share, and how often do you post? Staying engaged with your audience is key to building a connection and establishing credibility.



Be Seen for Maximum Impact

Finally, how well is your social media connected to your practice website—and vice versa? Patients should be able to seamlessly navigate between your social media and website, ensuring a smooth experience and consistent messaging across all platforms.



Conclusion

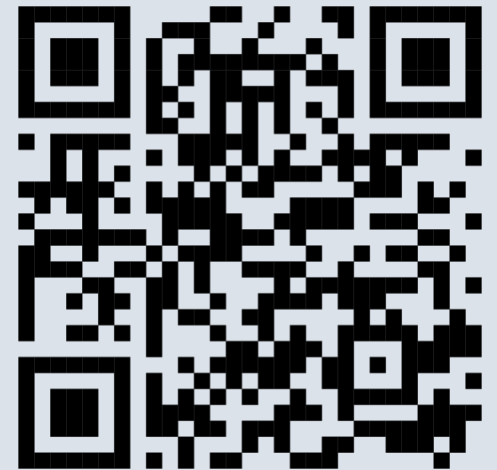
Building a consistent digital brand for your practice is essential to attracting and retaining patients. By aligning your message across all online platforms, ensuring a positive user experience, and maintaining an active and connected presence on social media, you can strengthen your practice's credibility and visibility. Remember, consistency not only builds trust but also makes it easier for potential patients to connect with you, leading to long-term success.

Creating Digital Brand Consistency for Your Practice

A Special Thank You Offer!

In appreciation for joining our webinar, TherapySites would like to offer you a **complimentary review of your website**. Please reach out to today's speaker, Mario Rios, to arrange a time.

Or, use the QR code to the right.



AUDIENCE Q&A

FINAL THOUGHTS

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

THANK YOU!

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