

APA | Webinar

Supercharge Your Presence

How to Develop an Online Marketing Strategy for Your Practice

Presenter: Daniel Wendler, MA

October 9, 2018 | 4:30 PM – 5:30 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



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Welcome

- Today's webinar will discuss, How to Develop an Online Marketing Strategy for Your Practice

Discussion Topics

- How to decide which areas to focus on in your marketing efforts
- How to evaluate the performance of various online marketing strategies, and decide if you should continue them, stop them, or make adjustments.
- How to put yourself on a pathway towards sustained improvement in regards to online marketing.

DISCLAIMER

- APA does not endorse any products or services. The views expressed in this presentation are those of the presenters and do not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

Psychologist Locator Demo



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LOGISTICS

- You are on mute
- Download handouts at anytime
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Daniel Wendler by using the "Questions" field located in the webinar control panel.



Daniel Wendler M.A

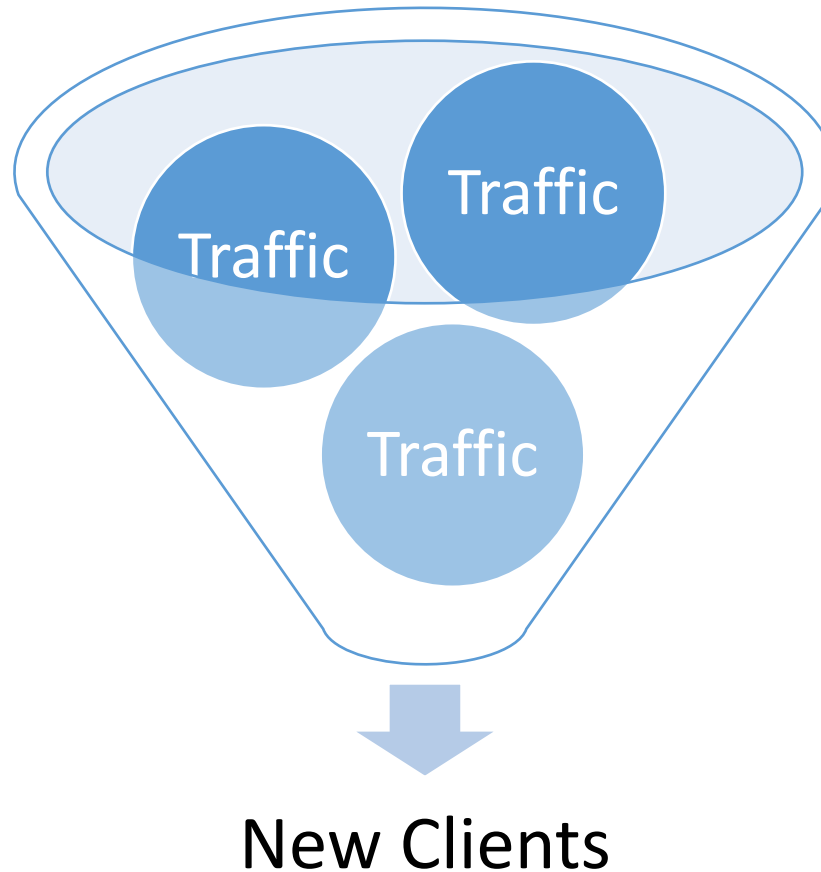


- PsyD Student at George Fox University
- Doctoral Intern at University of Houston CAPS
- Founder of MarketingforTherapists.org
- Author of *Clicking With Clients: Online Marketing For Private Practice Therapists*

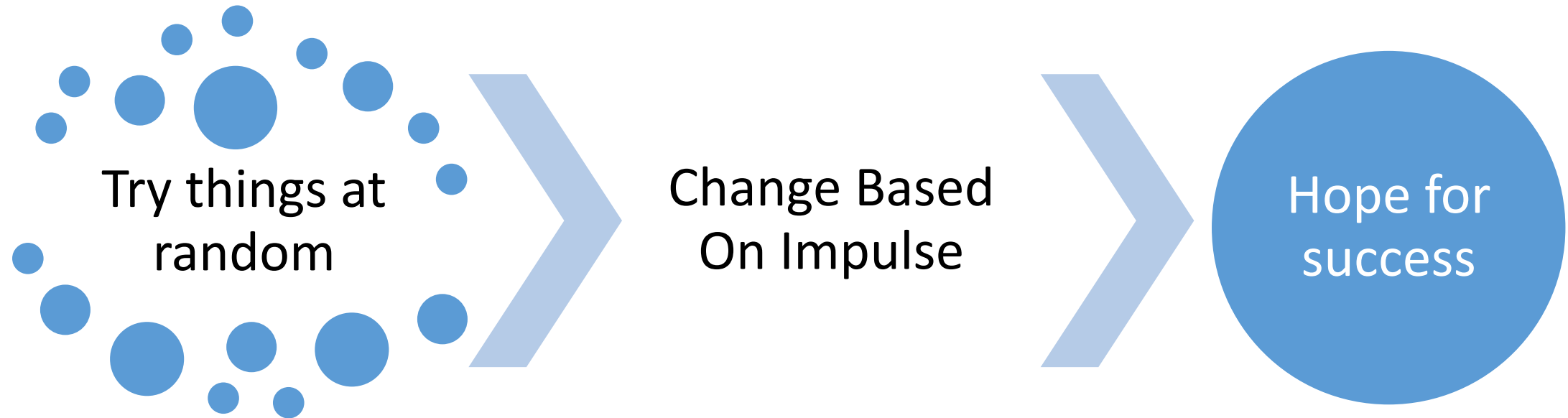
Before We Start...



The Therapist's Dilemma



The Wrong Approach



A Portfolio Approach



Portfolio Options

Social Media

- Posts & shares
- Advertisement

Search Engines

- SEO
- Advertising

Referral links

- Guest posts or interviews
- Local organizations

Directories

- Therapy specific (eg, Psychology Today)
- Local (eg, Yelp)

Newsletter

- Your own newsletter
- Advertising on another newsletter

Content Creation

- Video
- Podcasts

Powerful Portfolios

- Strategic Selection
 - What do you put in your portfolio?
- Data-Driven Decisions
 - What do you keep in your portfolio?
- Impactful Investment
 - Where do you invest your time and money?



Strategic
Selection



Data-Driven
Decisions



Impactful
Investment

Good Portfolio Choices

- Likely to reach your ideal client
- Easy to do or enjoyable to learn
- Affordable initial experiment



Bad Portfolio Choices

- No clear path to your clients
- Tedious and technical
- Requires “bet the farm” initial investment



Example

You recently started a private practice offering services for **children and adolescents** in your area.

You have only a small budget to start, but you have **lots of free time** and you enjoy **graphic design**.

You notice that your local area has several active **parenting groups on Facebook**, and (after receiving permission from the group administrators), decide to create **two image posts per week** containing a child mental health or parenting tip.

Each image post takes about **30 minutes to make**, and contains a beautiful photo and a link back to your practice. You also spend about **one hour per post** offering free advice (within ethical boundaries) in the comments of each post.

Strategic
Selection



Data-Driven
Decisions



Impactful
Investment

What To Measure

- Measure outcome data that connects to your bottom line
- Measure outcome data that has been cleaned up
- Measure the time & money invested in that outcome



How To Measure

- Software Tools
 - Google Analytics
 - Facebook Insights
- Directly from clients
 - In paperwork
 - Ask follow-up questions
- Your investments
 - Time tracking
 - Cost tracking



Example

After one month of creating these image posts, you decide to evaluate how effective they've been.

You first look at the likes your images received, but realize likes don't necessarily lead to new clients.

You then look at your Google Analytics data and see that your traffic from Facebook has tripled over the past month, and that **three clients** filled out your contact form after clicking on a Facebook link. This is consistent with the data your clients gave on their intake paperwork about how they found you.

Over the past month, you spent **twelve hours** on your image posts. You also spent **\$100** on licensing rights for your images.

Using Your Data

- Define a stopping point when you will analyze data
- If data is good, consider increasing investment or effort
- If data is bad, do not continue unless you change something



Example

The three clients you received are a great fit for your practice, so you've already earned back the \$100 you invested several times over. Plus, making the posts was fun and felt like a good use of twelve hours.

You decide to grow your Facebook investment by allocating \$50 per week to advertising so your images can reach beyond this parenting group. You also decide to spend a few hours taking a free online course on Facebook marketing.

You set a calendar alert to review your data again next month and see if this extra investment and training has improved your results.

Strategic
Selection



Data-Driven
Decisions



Impactful
Investment

Boosting Portfolio Performance

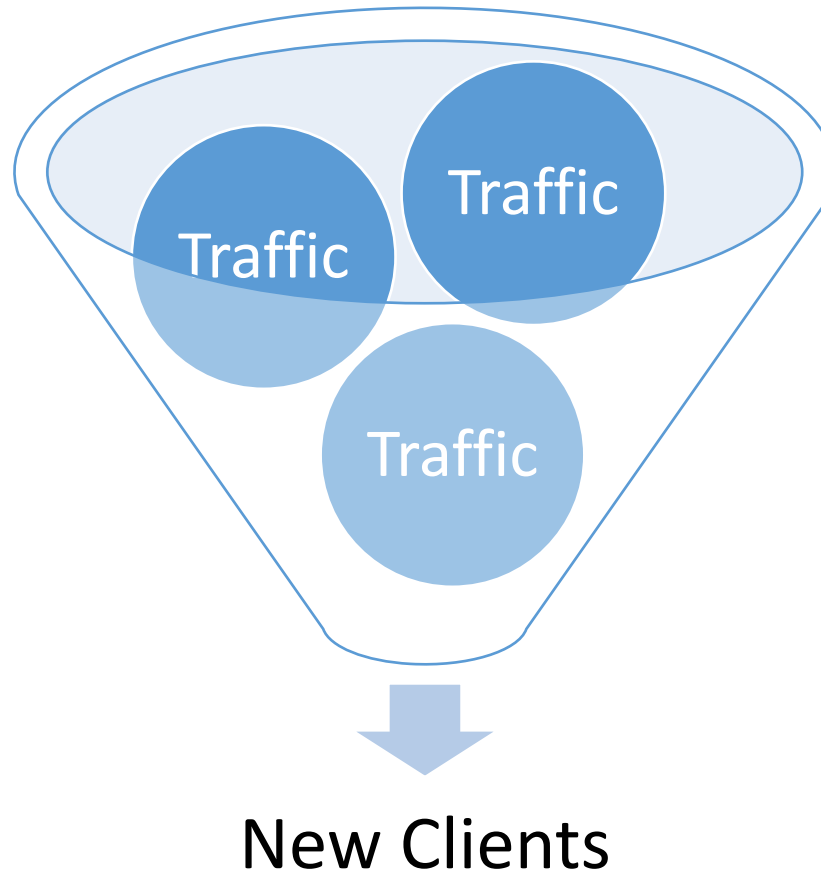
- Gather more data
 - A/B testing
 - Better data collection
- Increase your skill
 - Hubspot.com
 - Copyblogger.com
 - Moz.com
- Bring in outside help...
 - ...If they can make a data-based argument!



One Last Thing...



Don't Forget The Funnel!



Fast Funnel Fixes

- Website Design
 - Does it look professional?
 - Does it load quickly?
- Website Content
 - Does your page grab their attention at the beginning?
 - Does your page invite them to sign up at the end?
 - Is it well-written, easy to read, and informative?



QUESTIONS & ANSWERS

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Final Thoughts

- Psychologist Locator: <https://locator.apa.org/>
- Webinar recording will be emailed to you in 2-3 weeks
- Handouts will be included with recording
- Take our survey immediately after the webinar has concluded
- Keep an eye out for future *Supercharge* webinars in the months ahead

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THANK YOU

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