

Which MODERN MARKETING

strategy is right for your
PRIVATE PRACTICE?

TIME

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SEO

Search Engine Optimization (SEO) is the science and strategy of increasing the visibility of your website on search engines like Google. Over 200 factors play into how Google ranks results.

HIGH

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PAID ADS

Ads on Google or Facebook are paid appearances in relevant search results or user feeds. They can be hyper-targeted to a specific niche or local area and drive to your website to learn more about you.

LOW

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EMAIL

Email marketing involves building a list of potential clients interested in your services and contacting them on a regular basis. It usually includes offering them a resource in exchange for their email address.

MOD

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BLOGGING

Blogging is the regular creation of articles that are posted to your website about topics related to your niche or ideal client. It can be very helpful for SEO purposes as well as displaying your authority in your niche.

HIGH

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SOCIAL MEDIA

Private practice social media marketing is the regular posting to Facebook, Instagram, YouTube, and other platforms in order to help your ideal client become aware of you, ultimately driving to your website.

HIGH

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*Did you notice
a theme?*

No matter what strategy you use, you have to have an effective website that connects + converts the potential clients that land there.

Prioritize your website, then pick the strategy that's right for your practice.