

TAKING THE PAIN & STRAIN OUT OF MARKETING.

HOW A DIGITAL MARKETING STRATEGY HELPED A PHYSICAL THERAPY PRACTICE SCALE TO THE NEXT LEVEL.

OVERVIEW

A boutique physical therapy practice with co-specialization in physical therapy and personal fitness training was experiencing a steady decline in new patient bookings.

They wanted to increase direct-access patient bookings (those without a physician referral) and increase personal training clientele to optimize recurring revenue.

Looking for guidance, they engaged Lisa Sperow, CMO, to help them create a digital marketing strategy to get their growth on track.

CHALLENGES:

The practice had done very little structured marketing in the past and had an outdated website. A site audit revealed extremely low organic traffic (double digits) and several security and architectural issues. There were no conversion opportunities on the site beyond basic contact information.

Paid search budgets were being quickly exhausted in a highly competitive market; the practice was looking for a way to grow more organically with minimal monthly expenses. Social media channels were neglected.

THE APPROACH:

Lisa addressed the website issues first: She managed a ground-up rebuild, which addressed all security and architectural issues. She increased lead capture capabilities and optimized the site for search visibility.

Next, she developed a comprehensive digital strategy. She created an editorial calendar and content plan for organic search and allocated a minimal budget for social media paid advertising.

To get a more in-depth look at the practice's clients, Lisa conducted interviews to establish buyer personas.

She then repurposed the interviews into case studies and testimonials for the website, blog, and social channels.

Finally, she launched a review campaign to solicit more reviews to assist with local search visibility.

THE RESULTS:

Within one-year, **organic search traffic had increased by 875%**.

This led to a 42% increase in new direct-access client evaluations and a 15% increase in their personal training business.



Lisa Sperow is an accomplished marketing executive with over 25 years' experience in creating winning marketing strategies. Contact Lisa and see how she can help your business scale to the next level:

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We are just so appreciative of this marketing expertise! We have wanted to grow our practice for some time, but just didn't know how to take our marketing program to the next level.
Joyce K. practice owner.