



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **INTERNET MARKETING** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



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POWER STRATEGIES



INTERNET MARKETING

POWER STRATEGIES: INTERNET MARKETING

The internet is booming and has been booming for some time. Despite this, it is still growing, it is still the place for information ... and, used effectively, it is a power strategy for marketing.

Internet marketing includes, though is not limited to, areas such as:

- Websites
- Email
- Blogs
- Facebook
- Twitter
- Forums
- Banners
- Search Engines... and much more.

Before we touch base on some of these elements, let's look at the myths about internet marketing.

In his book, *Permission Advertising*, Seth Godin reveals the 12 most popular myths about marketing on the web. These are:

1. Traffic (hits) is the best way to measure a website.
2. If you build great content, people will return over and over. (Remember, people won't come back unless you remind them to.)
3. You can sell stuff on the web if you invest enough in a secure server. (Commerce isn't about technology. It's about selling.)
4. The search engines are the key to traffic to your site.
5. You need Java or Shockwave to be at the cutting edge.
6. The web is like TV.
7. Lots of people surf the web. (There's actually an awful lot of activity by just a few people.)

8. If you don't experiment now, you'll lose later. (Note: If you don't experiment well now, you'll lose later.)
9. Your site should be a complete online experience.
10. Anonymity is good for the net. (Permission advertising rewards individuals who are giving up their anonymity.)
11. You can make money selling banners. (No, you can't!)
12. Activity is good. (Only if it produces sales.)

“The internet is the greatest direct marketing medium ever invented. It is not TV.”

– Seth Godin

Godin also defines the six biggest benefits of the web that it offers to direct marketers. These are:

1. Stamps are free.
2. The speed of testing is 100 times faster.
3. Response rates are 15 times higher.
4. You can implement curriculum marketing in text and on the web.
5. Frequency is free — you can identify and efficiently talk with individuals over and over again.
6. Printing is free.

In the *Marketing Alchemy Principles and Philosophy Manual* we detail the principle of permission marketing.

Before exploring permission marketing in the context of the internet, let me define what permission marketing is not. The undesirable opposition to permission marketing is interruption marketing... the method most commonly used in today's marketing world. The junk mail, the loud radio and television ads and the telemarketing calls at dinner time are all forms of interruption marketing. They interrupt what we are doing with information we rarely have any interest in.

Permission marketing, as defined by Seth Godin in his book by the same title, occurs when a marketer obtains permission from the content receiver to send information, making the content desirable, expected and wanted... even before a purchasing decision has been made.

How does this relate to the internet?

The web just happens to be one of the most effective avenues to apply the principle of permission marketing. People ask you to send them e-mails, newsletters and other marketing content at your website... if you have something valuable for them. Coupled with permission marketing, direct marketing will also translate well across to the web.

Seth Godin defines five steps to utilise the internet for a permission marketing campaign. These are:

1. The marketer offers the prospect an incentive for volunteering.
2. Using the attention offered by the consumer, the marketer offers a curriculum over time, teaching the consumer about the product or service.
3. The incentive is reinforced to guarantee that the prospect maintains the permission.
4. The marketer offers additional incentives to get even more permission from the consumer.
5. Over time, the marketer leverages the permission to change consumer behaviour and turn it into profits.

“Your website should be 100% focused on signing up strangers to give you permission to market to them.”

– Seth Godin

Finally, Seth Godin details four keys to setting up your permission-based website:

1. Test and optimise your offer.
2. Make the permission overt and clear. (It doesn't pay to trick people into giving you permission.)

www.trustee.org promotes trust through online privacy assurance. Much like the Heart Foundation's tick of approval, the Trustee logo is a stamp of approval for online protection. They require the following questions to be addressed:

- i. What information does the site gather and track about customers?
 - ii. What does the site do with the information it gathers/tracks?
 - iii. With whom does the site share the information it gathers/tracks?
 - iv. What is the site's opt-out policy?
 - v. What is the site's policy on correcting and updating personally identifiable information?
 - vi. What is the site's policy on deleting or deactivating names from their database?
3. Use computers, not people, to send and receive information. (If you ask questions, you should be prepared to answer them.)
 4. Focus on mastery — online consumers need to feel smart.

So what should you do with your existing website? Make it permission marketing based!

IMPROVING THE ODDS OF MAKING A SALE

In their book, *The Little Blue Book of Advertising*, Steve Lance and Jeff Woll provide the following checklist of how you can improve the odds of making a sale on the internet:

- Eliminate any pages or instructions that will confuse or frustrate the user.
- Keep all instructions consistent in tone.
- Keep all page formats, especially the customer data pages, consistent in format.
- Make finding forgotten passwords easy to recover — be secure!
- Keep the action buttons — continue, accept, ok, next step — in the same place on every page. And make them big and easy to find.
- Learn from the best. Buy items from several different web vendors and then use the best pages from the process to build and edit your site.
- Always make it easy for the user to retrace her steps. Let the back button do its job.

- When the user commits an error, make sure the correction instructions are clear. Never embarrass the user.
- Don't put too much information on any page. (Remember the concept of white space. It works on the web also.)
- Always measure your customer's performance. The web is the ultimate medium for testing. Take advantage of that.

Now that we've covered the background to internet marketing... let's look at the marketing strategies themselves.

YOUR WEBSITE

It is important to define the purpose of your website early on in the process. I am going to begin early by telling you that if you believe that the purpose of your website is to have a presence on the World Wide Web... then you are wasting your time and money.

The primary reason for your website is to connect with your potential new clients and your existing clients in order to create, build and maintain a relationship that results in increased sales.

Whether those sales are online products or referrals directly to the practice or an initial consultation... a sale is the preferred direct outcome as a result of having a website.

However, let's not be naïve about this. A person is not going to make a purchasing decision, either to make an appointment or for the purchase of an online product, unless trust is first established. So, even before making a sale, the primary purpose (which inevitably leads to the purpose already detailed) of a website is to take a person you have never met, build a relationship with them and, from the foundation of that relationship, establish sufficient credibility and trust to enable them to make a purchasing decision.

To do this, you must have web content that is believable, persuasive and interesting.

Before we discuss the believability and persuasiveness of your content, let us discuss the value your content has and how interesting it is to your readers.

If you do not have language or content that attracts readers or creates interest ("sticky"), it will be difficult to have a reader remain with your site. If a person moves rapidly from one site to another, you do not have the opportunity to demonstrate your credibility. As such, first and foremost, make sure you are compelling in your communication and your materials warrant being read.

If you do that, then you have the opportunity to demonstrate what it is that you know, how valuable your information is to your client and how you can serve them. Doing this provides credibility, and from this perspective of credibility you have the opportunity of communicating in such a way as to establish the relationship.

From the point of relationship you have the opportunity to be persuasive. Persuasiveness relates to the influence you have over their decision-making process.

Invariably, a browser will do one of several things:

- They will click away from your site (you have not been very persuasive, have not maintained their interest and it is unlikely they feel any kind of relationship or rapport).

- They continue to browse your site, seeking information on how you can serve them (you have maintained their attention and have been sufficiently persuasive to give you the opportunity to explore their needs more fully).
- They provide you with their contact details (there is sufficient trust for them to give up their personal information).
- They ask for some information from you (such as a free report) that requires them providing additional contact information and personal details. It is an opportunity for you to provide and add value to them, creating a relationship and establishing trust and credibility.
- They give you permission to contact them (in addition to providing their personal details, they request further information from you in the form of a newsletter or other communication).
- They open up direct communications with you (such as a forum, email or otherwise).
- They take a deeper interest in you (they use existing links to explore your embellished story that may be present on blogs, Twitter, Facebook, etc.).
- They make a purchasing decision (a high level of trust has been established and an online purchase is made via a secure banking option).
- They share your story (they communicate their experience on your website or refer other people to your website via email, links, Facebook or some other method).
- They make an appointment as a direct result of their online experience (demonstration of convenience, accessibility or relationship).

These are the key elements that need to take place in the online interaction. If these interactions are not taking place, there are some deficiencies within your website.

That is not to say you cannot make a conscious and deliberate choice to have an education-based website. Education-based websites are those websites that have a primary focus of giving information about modalities, therapies and the services you provide. They give your contact details and location, though are not specifically geared towards achieving the outcome of contact with a client. They are not persuasive, do not provide a call-to-action and in no way represent a marketing endeavour. These websites invariably don't make sales or create relationships.

If this is a conscious and deliberate choice on your part, you are welcome to make that choice.

However, if it is unconscious, and you have not realised that potential inherent in your website...then you now have the opportunity to be more conscious and deliberate to make your website part of your marketing campaign. And that is the purpose of this section of the program.

WHAT IS THE PURPOSE OF YOUR WEBSITE?

As we have seen, the purpose of your website is to create, build and maintain relationships that translate into sales.

How do you achieve this?

If your website does the following, you are on target...

Tells a powerful, compelling story (in the form of a marketing message) that instantly builds sufficient credibility and rapport to enable the client to do what it is that you want them to do...that is, give you their personal information to receive ongoing permission-based communications leading to the establishment of a purchasing relationship.

The fact that most practitioners' websites are education-based, possibly by default, rarely by design, is contrary to this marketing principle. What does this mean for you? It invariably means that you are getting less new clients from your website than you would like (and benefit from).

You may be getting lots of people reading the interesting content on your website; this in itself is valuable, though not to the bottom line of your practice.

As such, you need to ask and answer the question "What is the purpose of my website?"

There are 10 core reasons (and therefore purposes) for your website. These are:

1. A marketing tool...the website should, first and foremost, be a marketing tool. It should be a tool to generate enquiries, new leads or to sell your products and/or services. Any other reason for having a website is purely benevolent and is less focused on the business than it should be.
2. As a selling tool...the website itself can be (and should be) a selling tool. You should have products and/or services available for immediate purchase, with a secure online purchasing facility. If nothing else, at least have the Health and Fitness Program, Goal Achievement Program, Finding Meaning and Purpose Program content available for sale on your website with a licence agreement from the *Practice Mastery Institute*.

3. As a lead-generation tool... by having free reports, useful information, articles and relationships with other websites. You have the opportunity to capture significant numbers of names, addresses and other contact details of potentially interested clients to whom you can market to, sell to and connect with in order to introduce them to your practice.
4. As a point of contact... many people today are doing an online search for business names or businesses that they are already familiar with and looking for the online contact details for. As such, having your business online gives you the opportunity to have that accessibility to people wanting to contact you. That is one of the key reasons to have your contact details accessible and easy to read on your webpage.
5. A promotional adjunct... using your website as a promotional adjunct to list testimonials from clients, reinforcing the credibility of your practice as well as reminding clients to provide referrals and recommendations to friends. Using it in this way enhances the marketing effectiveness of the website while simultaneously building credibility and enhancing the practice's image.
6. As a companion tool to your database... having your website as a companion tool to your database enables you to provide information to your database via your email (and therefore website) domain name via the efficient and easy means of auto-responders. This enables you to systemise your marketing, communicate rapidly with large numbers of people and maintain regular contact.
7. Description and definition of your products and services... define the products and services available at your practice, the scope of care you deliver and the philosophy inherent within your care that appeals to your target market.
8. Provide valuable information... this is one of the last reasons to have a website, though, in reality, it is the most common health-related website format. The majority of practitioners have wonderful, copious amounts of information in regards to health, principles of wellness and things they can do to improve their client's quality of life. They give significant definition of each of the modalities they provide and the benefits that those modalities deliver. All of this is valuable. All of this should be included on your website... all of this, however, is not the only reason to have a website. And this should be less of a factor when compared to all of the other elements already discussed. Notwithstanding this, a content-based website is valued by search engines and gives a higher search engine rating (especially if you refresh and update content on a regular basis) and makes your site interesting to others and a valuable resource.
9. Branding... the continued building of your brand and your image is supported and facilitated by your website. Ensure that your website mirrors the image of your practice.

10. A web presence... the final reason to have a website is to have a web presence.
If this was the only reason you had a website... it would be wise to close it down.
Notwithstanding the fact that it is not a primary benefit or reason, there are advantages to having a web presence, though these are significantly less than each of the benefits described above.

Your website also allows you the ability to communicate those elements described in the welcome pack.

- Communicate on your website your location, the benefits of care and provide a downloadable brochure.
- Provide the hours of your operation, what sets you apart from other practitioners and your practice story.

Doing all this creates a very professional image and also provides clients the opportunity to experience the scope of care available from your practice.

SOME SIMPLE THINGS TO CONSIDER WHEN BUILDING YOUR WEBSITE...

- Make sure it is consistent with the image of your company.
- Keep it as simple as possible. Complex graphics, streaming video and audio all slow the download of the page and can create an overly intense experience for the viewer.
- Make the page easy to navigate, view and find what you are looking for.
- Ensure that your contact details are easily accessible and clear.
- Make sure the content has a clear message and purpose.
- Have information available to the reader should they wish to continue their experience with the website and practice.
- Answer their questions and solve their problems.

BLOGS

Seth Godin in his book, *Small Is The New Big*, defines three truths about blogging.

First truth: Clutter...there are 80,000 new blogs every day [and millions more already in existence].

Second truth: Quality... quality expectations are increasing all of the time.

Third truth: Selfishness... blog readers are selfish, we only have a little bit of time and there's too much to read.

Godin also provides the four laws of blogging:

First law: It's not who you are; it's what you say... it used to matter a lot where an idea came from. Today, all printing presses are created equal.

Second law: Actually, it doesn't matter what you say... it matters who you are. The bloggers with a following get both the benefit of a doubt and a far bigger megaphone. And so the bloggers who have earned a following are more likely to spread spreadable ideas.

Third law: "With" and "for," not "at" or to."... the best blogs start conversations, they don't control them.

Fourth law: On the internet, everybody knows you're a dog... you may believe that as a blogger you are anonymous. I am not buying it.

And why is it that blogging is such a powerful marketing tool? As it turns out, Seth Godin tells us, "Marketing is really about two things. Talking and listening."

Blogging, as it turns out, is all about talking and listening... it is the conversation that takes place within blogs that makes blogs so successful.

SEARCH ENGINE OPTIMISATION; THE ABSOLUTE, UNEQUIVOCAL BASICS

I am going to provide here some basic considerations for search engine optimisation (SEO). And I do mean basics...

1. Keywords... make sure that you optimise your website with specific keywords that are attractive to search engines.
2. Title tags... use title tags that are interesting, appealing and attract the attention of readers. Incorporate key words in your title tags as well.
3. Links... the more links you have to your site, the more traffic you will get and the more optimised your site will be for search engines.
4. Site maps... site maps and directories enable easy navigation of your site and also are favoured by search engines.
5. Use headline tags.
6. Anchor hyperlinks... use hyperlinks which direct a viewer from one part of a web page to another, either or in the same site or another site, to ensure that there is communication between the pages on your site.
7. Content... the more content rich your site is, the more preferred it is by search engines.
8. Fresh content... the more you change your content, the more you keep your site updated, the more preferred it is by search engines.

This will be discussed in detail in the *Practice Mastery Internet Marketing Program*.

EMAIL MARKETING

Email marketing within practice is a powerful form of communication.

Not only does it encompass permission-based advertising, your client has given you their email address with permission to contact them in regards to their health. Any information you provide to them about their health also simultaneously serves as a marketing communication.

Before we discuss the specifics of email marketing, how is it that you can manage to get email addresses so that you may market to them?

1. Landing pages... your website can have a landing page where people can provide their email addresses so that you can directly communicate with them.
2. Subscribers box... have a subscribers box on your website.
3. Pop-ups... you can gain email addresses and contact details from site visitors by providing a pop-up box on your website as people browse.
4. Contact details capture... capture the contact details of your clients when they attend your practice, or on the phone during their initial call or when they present to the practice for the first time, including their email address.
5. Free online newsletter... have a valuable online newsletter that requires the visitors to provide contact details and email address.
6. With giveaways... by providing your visitors with giveaways, such as a free e-book, you can provide a gift in exchange for their contact details.
7. Workshops and seminars... gather email addresses on the entry forms at your workshops and seminars.
8. Display boxes... provide information in a display box at multiple locations whereby people can ask for a special report by emailing you.
9. Contest boxes... provide contests for people to win prizes, such as the Health and Fitness Program, via providing their email address.
10. Special event... launch a special event (and make sure it is special) and get the contact details and emails of all those present.
11. Strategic joint venture partners... gain access to e-mails through strategic joint venture partners.

12. Email referral... create a viral marketing campaign where existing clients refer their friends, family and colleagues to a landing page where you can capture their email address.

At this point, I would like to comment on the fact that it is important to have a system for managing your email database. You can either do this via web-based tools or software.

It's important to recognise that your email list is an important tool for your marketing campaign. It becomes, in the same way that the addresses of your client database are a point of contact, a contact via electronic mail.

Email marketing is not only more cost-effective than direct response advertising to your database, it is more timely and therefore can produce a great return on investment.

Using the same format for a sales letter in an email can generate significant business, the sale of more products and/or services and even be used to create a cascade of referrals and testimonials as part of your marketing campaign.

CONTACTING VIA EMAIL

Now that you have clients' and potential new clients' email addresses, it is important to contact them in a professional way.

1. Personalised contact... any contact you make with clients via email can be personalised as far as is practical, using their name.
2. Prompt contact... when you contact people, particularly if they are making an enquiry, respond promptly with any communication via email.
3. Links... provide links to e-zines, newsletters, or other electronic information online as required.
4. Auto-responders... landing pages, contest enquiries, etc., can all be simplified by providing an email via an auto-responder, which generates generic emails to enquiries and communications.

Now that you have a purpose for your website, you know how to create an electronic database... what do you use it for?

We have already said to use your website to promote relationships and sales... but to sell what?

There is no sense in having a website that has nothing to sell... your job is to find out not only how to build a big electronic database... but how to sell on it... and what you sell is as important as how you sell.

ELECTRONIC NEWSLETTERS

Electronic newsletters or e-zines (electronic magazines) are a fantastic way to keep in touch with your clients, educate and inform them, as well as market to them.

The same principles for print newsletters apply to electronic newsletters, with the following exceptions:

1. Keep it very short... people read online copy less than they do paper copy. As such, keep your newsletter copy brief, interesting and relevant to the client.
2. Establish a newsletter cycle... know how frequently you are going to send your newsletters, document that and stick to it. Send it on the same day at the same time to maintain your consistency.
3. Talk to your readers... use the newsletter format to talk to your readers as though you were speaking to them in person. Create further familiarity between you and the reader by the way that you communicate, make it personal and relevant.
4. Use large numbers of sub-headlines... and use strong subject lines for these sub-heads to maintain the interest and readership of the online newsletter.
5. Unsubscribe... ensure you have an “unsubscribe” or opt out section at the bottom of your e-zine.
6. Use HTML where possible and manage your emails with your CRM software.
7. No spam... never send your emails to an unsolicited respondent.

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