



# DR. LAURA FERRER AND ASSOCIATES

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# COMPANY

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- Provide Therapy and Coaching services
- 6 PHD clinicians
- Offers child and adult services
- Outpatient treatment
- Instagram/Facebook/LinkedIn/Newsletter (website)
- Competitors
  - Cambridge Psychology Group
  - CB Team



# PROBLEM

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- **Challenges in Social Media Marketing**
- Laura Ferrer and Associates have a minimal online presence on social media platforms.
- This lack of presence hinders their ability to reach and engage with the local community effectively.
- Inconsistent posting and content creation are significant challenges
- Competitive Pressure: In the local environment, there may be other therapy providers, clinics, and mental health organizations that are actively using social media to reach clients.

# SOLUTION

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# GUERRILLA STRATEGY

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- **Troubled Family Ducks Figures/Sign:**

- Place figurines or figures of a troubled family of ducks in a local park or pond.
- Accompany these figures with a sign that highlights the importance of family and mental well-being.
- Include the firm's name and contact information on the sign to direct interested individuals to their services.

- **Benefits:**

- This creative installation can serve as a visual representation of the challenges families may face.
- It subtly conveys the message that therapy services from Laura Ferrer and Associates can help families navigate these challenges.
- Passersby may feel compelled to learn more about the firm's services after seeing the display.



# GUERILLA STRATEGY

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- **“Talking Bench” with mannequin/figure**
  - Bench with figure/statue that says “talk to me”
- **Benefits:**
  - Offers a welcoming feeling
  - Shows there’s always someone to talk to
  - Catches the eye and directs attention



# SOCIAL MEDIA CONTENT

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- **Interactive Content:**
- We suggest you to develop a content plan that includes interactive and engaging posts.
- Polls, quizzes, and Q&A sessions related to mental health topics can stimulate conversations, drive engagement, and position the firm as an authoritative source of information.
- **Educational Content:**
- We suggest you to develop informative articles, videos, and infographics that address common mental health concerns and provide guidance. (Your Update for newsletter which you are doing)
- Educational content can demonstrate the firm's expertise and build trust among the audience.

# WEBSITE OPTIMIZATION

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- Optimize the firm's website for search engines (SEO).
- strategy to improve your website's visibility on search engines like Google.
- The goal is to rank higher in search results, making it easier for potential clients to find your therapy services.
- **Why It Matters:** Enhanced visibility, More reach, More clients
- SEO is an investment in your online presence and client reach.
- It's a powerful way to grow your therapy practice.
- We suggest you to consult with an SEO firm



# METRICS

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Implementing analytics tools to measure the effectiveness of the strategy.

- Key performance indicators will include engagement rates, follower growth for social media (Instagram)
- **Direct Inquiries:**
- Keep a record of direct inquiries, such as phone calls or emails, that can be attributed to the guerrilla marketing tactics.

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## RECOMMENDATIONS



Recommendations

### Keep word-of-mouth recommendations positive

- Offer client rewards for recommendations

### Social media consistency and expansion

- TikTok (positive posts)
- Twitter/X (grow digital community)
- Reddit (grow community)