

DR. LAURA FERRER AND ASSOCIATES

COLIN BISHOP, KRISH PATEL, JHONNATHAN PEREZ

COMPANY

- 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

- 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



GUERILLA STRATEGY

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.

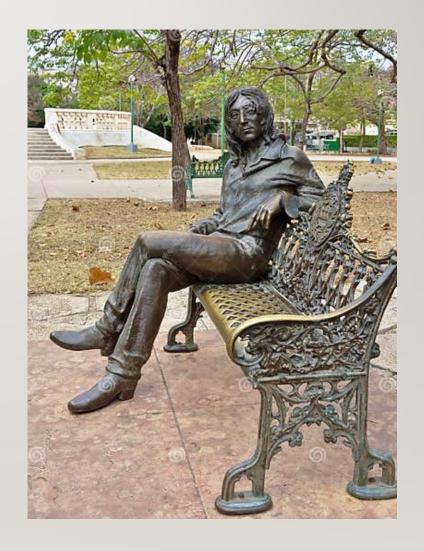
GUERILLA STRATEGY

"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

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

- 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

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.

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)