

THE CHIROPRACTOR'S GUIDE TO FACEBOOK



*Perfect*Patients

INTRODUCTION

Social Media

is, by definition, websites or applications that enable users to create and share content for social networking. And if you've come across this eBook, you're probably wondering if putting in the work to nurture your social media channels, particularly Facebook, with engaging posts, photos, and helpful content is really worth your time.

The answer is a resounding "Yes." But not for the reasons you might think.

Participating in social media as a chiropractic practice will not only help round out your online marketing strategy for a cohesive approach and support your website's SEO, but also build a sense of patient community, which can in turn boost referrals and improve retention. It will not, however, be your primary source of new patients. In other words, you will not get a ton of new patients from Facebook.

So, why do it?

For years, we have helped chiropractors around the world grow their online presence. In that time, we've collected our own knowledge and exclusive data-driven results on what it really means to have success (and realistic expectations) when it comes to the world's most popular social media channel—Facebook.

Join us for a step-by-step look at how to get the most from Facebook.



TABLE OF CONTENTS

1. How Facebook Can Benefit Your Practice.....	04
2. Setting Up A Business Page.....	07
3. What Makes a Good Post?.....	13
4. Gauging Success with Insights.....	17
5. Boosted Posts.....	19
6. Ad Campaigns.....	23
7. Free Posts for Your Page.....	28

HOW FACEBOOK CAN BENEFIT YOUR PRACTICE

Through years of research and experience, we've learned that Facebook is just as important as having a mobile-friendly website, a strategic SEO plan, and fresh blog posts. And like those important aspects, you've got to be "all in" when it comes to committing to social media if you're going to see results.

Facebook is an outlet that can help grow your practice in three ways:

1 Improved Patient Retention

Right now, your patients are on Facebook. They're liking photos, sharing posts, and becoming fans of local businesses just like yours. When you develop a Facebook page for your practice, you're building a channel that can be used to reach many current patients with the click of a button.

When you've built a network of your patients on Facebook, you get the unique opportunity to stay fresh in their minds with fun and engaging status updates, or posts, made on your page. This helps solidify your status as their go-to chiropractor (and subtly reminds them to schedule their next appointment!).



2 Boosting Referrals



Because you're connecting with so many of your patients on Facebook, you're putting your practice in a position to get more referrals. Why? Because the posts that you make on your business page have the potential to reach your Facebook fans' friends, people you aren't necessarily connected with yet.

Also, when someone asks for a chiropractor referral on Facebook (something that happens often in local Facebook groups) and a commenter responds with a practice name, Facebook gives them the option to easily link right to the practice's Facebook page. Another reason to have a current, active page.

But most importantly, being engaged with your patients on social media shows you care and keeps you top-of-mind, which naturally leads to more referrals.

3 SEO Benefits to Your Website

Sharing links from your website as posts on your Facebook page can help you gain more qualified traffic. Even though Google does not advertise that a highly shared social media post that links to a content piece correlates with higher website rankings, we've seen this prove true time and time again.

WHY YOU SHOULDN'T EXPECT NEW PATIENTS

You may have previously been told that Facebook is an excellent way to get new patients. Noticeably, this is NOT on our list.

Why? Because Facebook is not a search engine.

When patients decide they're in the market for a new chiropractor, they typically turn to Google, not Facebook. They search for a chiropractor near them by typing something like "Crystal Lake chiropractor" into the search bar. After Google returns results, the user will sift through websites that show up on page one. Your website, the hub of your online marketing activity, is what drives new patient traffic to your office.

Facebook assists your website by offering social proof. By being linked from your website, your Facebook page is available for visitors to find, read positive reviews, learn more about your personality, and imagine what it might be like to be your patient.

Sure, someone might pose the question "Hurt my back and need a new chiropractor. Any recommendations?" on Facebook, and one of your happy patients may respond with a link to your Facebook page. And sure, you can run ad campaigns to try to get new patients (which we will touch on later). But guess what they'll do right after clicking to your Facebook page? That's right... visit your WEBSITE.

When it comes to converting new patients, Facebook plays a supporting role.

SETTING UP A BUSINESS PAGE FOR YOUR PRACTICE

Before we get into the logistics of setting up a business page for your practice, now is the time to promise yourself (and your patients) that your Facebook page will be kept up and active.



There's nothing worse than visiting a social media channel that has been inactive for weeks, months, or even years!

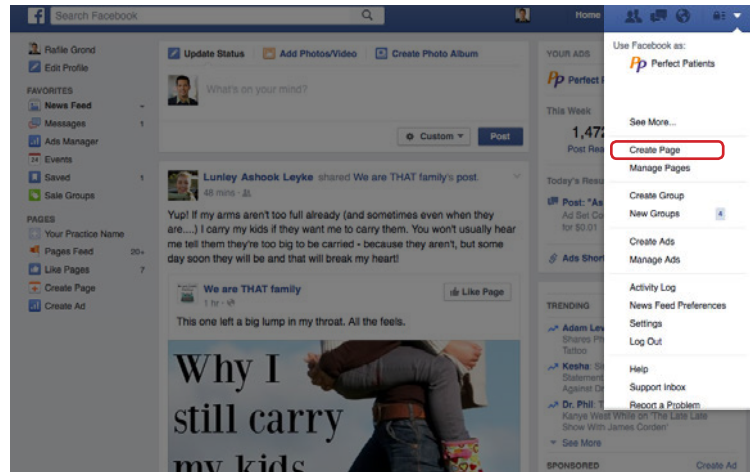
GETTING STARTED

Within Facebook, there are personal profiles and business pages. Personal profiles are what you create to keep in touch with friends and family. You get and make friend requests to follow each other. Business pages, what you want for your practice, are public pages people can "like" to follow.

Setting up a business page for your practice is free, easy, and takes less than 20 minutes to accomplish. To begin, login to your personal account. You must have a personal Facebook profile in order to create a business page. If you don't have one, sign up [here](#).

Step 1 Create Page

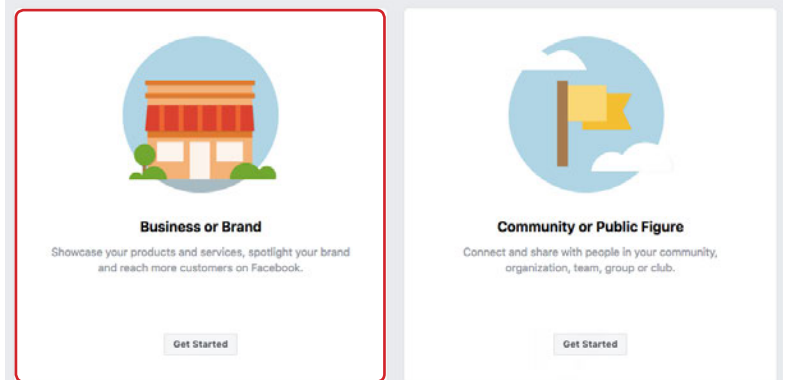
While logged into your personal Facebook account, click the dropdown arrow in the upper right corner and select "Create Page." You'll then be directed to choose the type.



Select "Get Started" under "Business or Brand."

Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



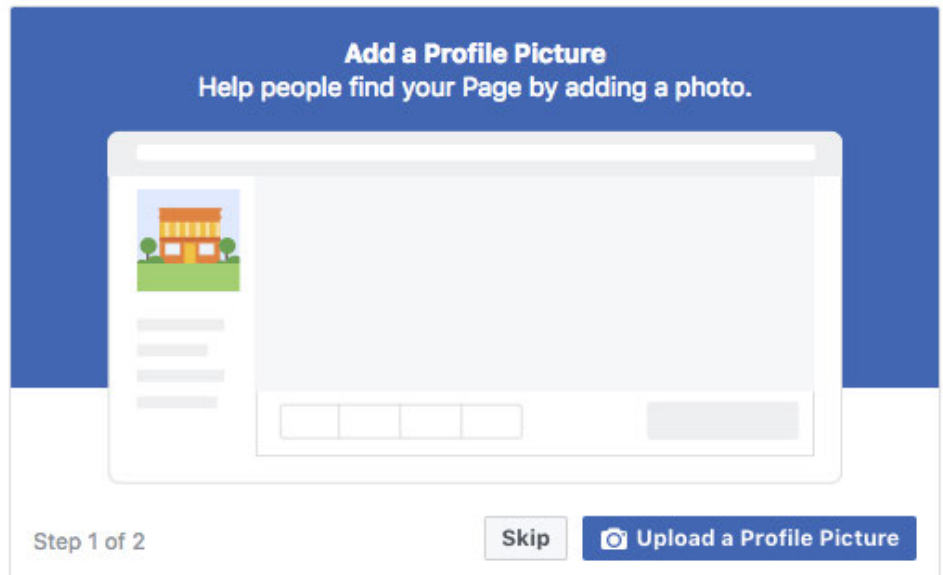
You will now be prompted to enter your business's name and category – Chiropractor is an option! Enter your business's information and click "Continue"

Create a Page

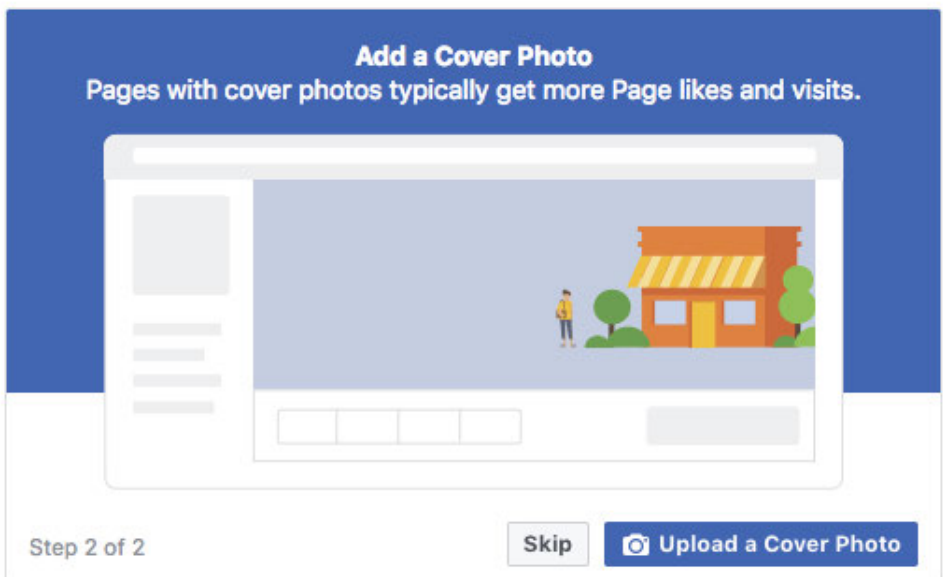
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

The next section will prompt you to add a profile picture and cover photo. You can do this later as well but it's nice to have it done all at once.

When it comes to selecting your profile picture, using a practice logo is often a great place to start.



Your cover photo is a great place to showcase an image of your office and staff! If the sizing of your photo doesn't look quite right, visit [Canva](#) to resize your image to 851 x 315 pixels.

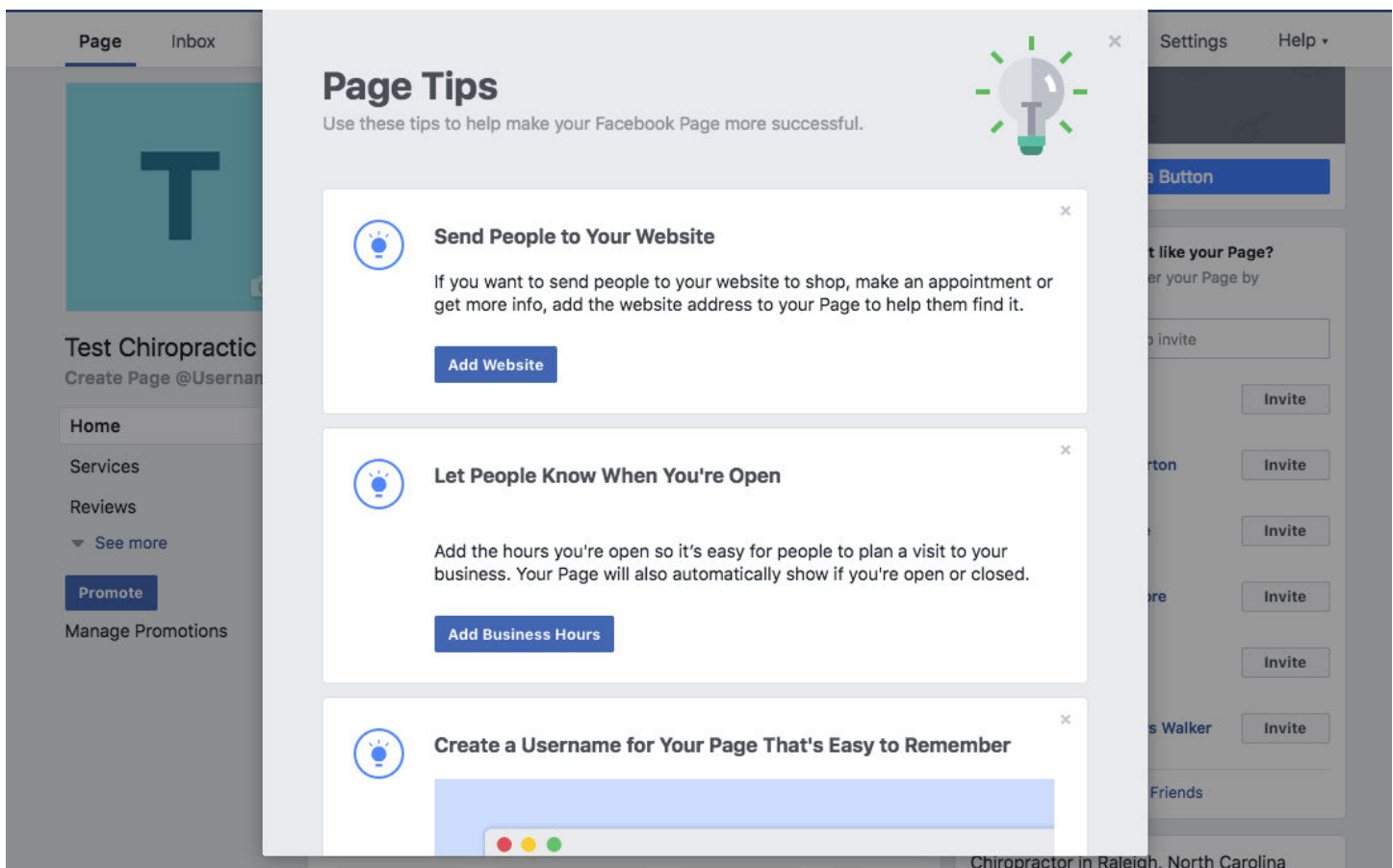


Step 2 Your Business Page

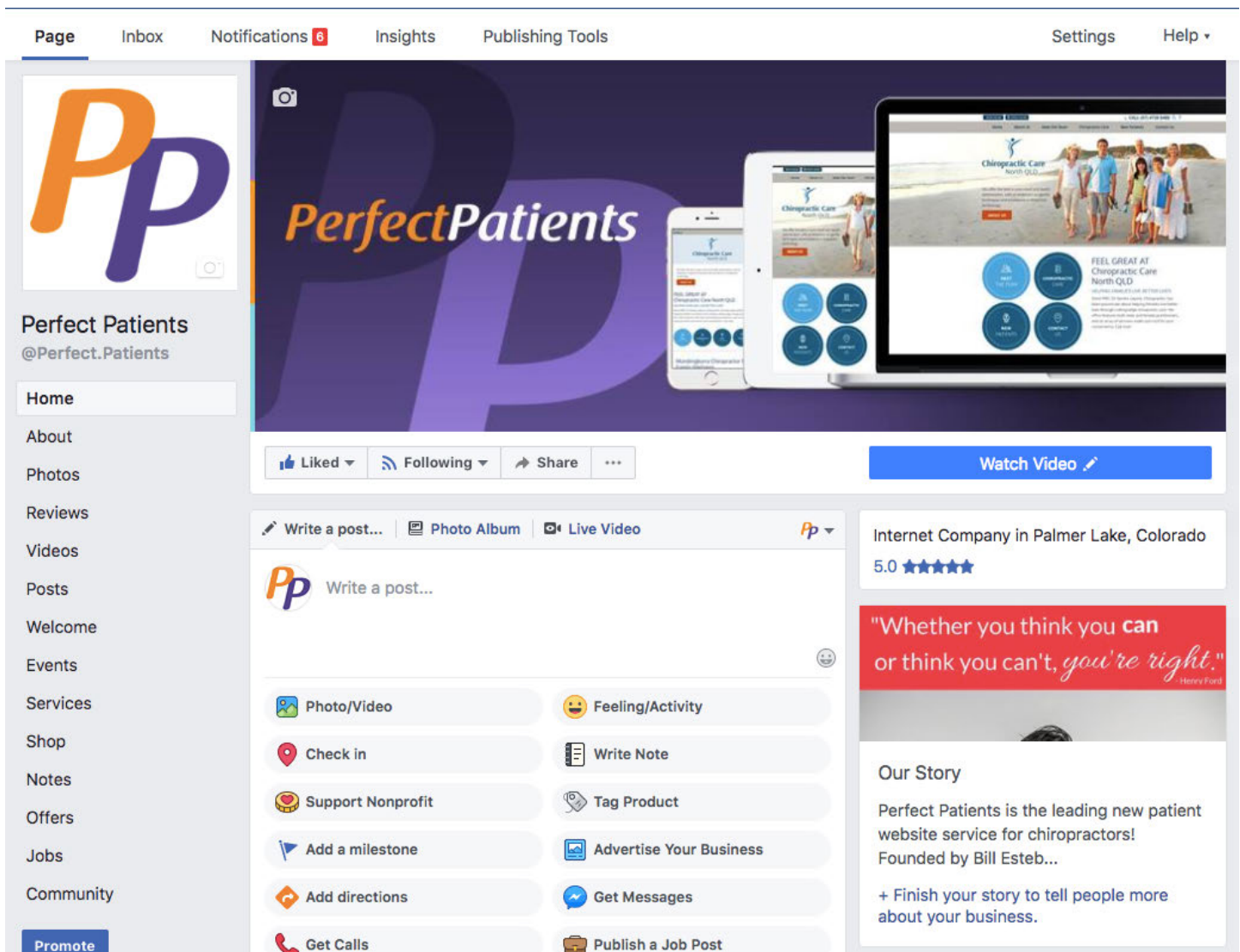
Your business page is now set up, but we aren't quite done.

Facebook will have little sections highlighted with a walk-through of how to fill out your profile. Click on "See All Page Tips" in the box on the center of your page to see the options of what needs to be updated.

You'll need a brief bio for the 'about' section, business hours, and a link to your website. Filling out as much of this information as possible will help your patients find you on Facebook.



Facebook integrates with all your Internet marketing efforts, including the design of your website. This is why it's critical that your branding is consistent. You want attractive social branding that matches your overall practice branding to add credibility, build trust, and drive social engagement.



Page | Inbox | Notifications 6 | Insights | Publishing Tools | Settings | Help

Perfect Patients
@Perfect.Patients

Home | About | Photos | Reviews | Videos | Posts | Welcome | Events | Services | Shop | Notes | Offers | Jobs | Community

Write a post... | Photo Album | Live Video

Write a post...

Photo/Video | Feeling/Activity | Check in | Write Note | Support Nonprofit | Tag Product | Add a milestone | Advertise Your Business | Add directions | Get Messages | Get Calls | Publish a Job Post

Watch Video

Internet Company in Palmer Lake, Colorado
5.0 ★★★★★

"Whether you think you can or think you can't, you're right."
— Henry Ford

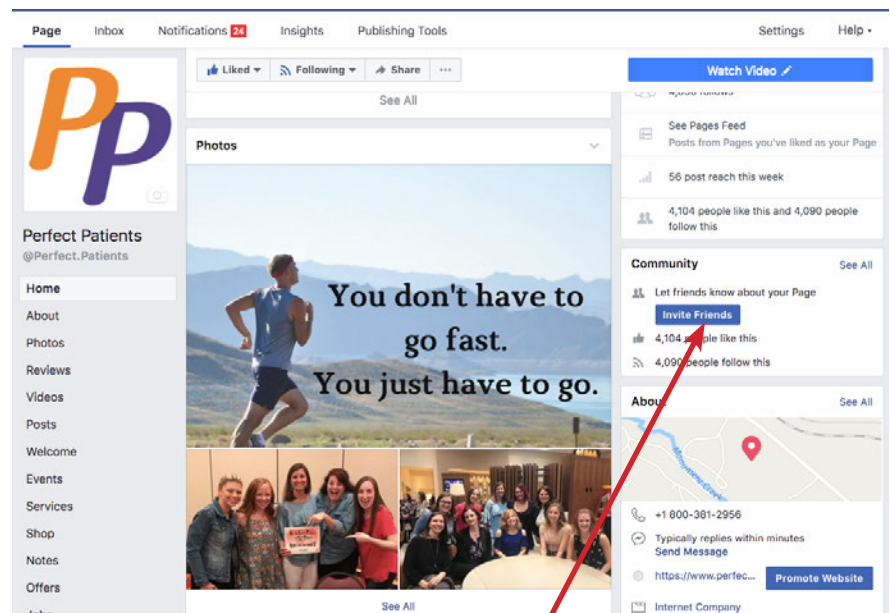
Our Story
Perfect Patients is the leading new patient website service for chiropractors! Founded by Bill Esteb...

+ Finish your story to tell people more about your business.

Step 3 Getting Fans

Now that your page is set up, you're ready to invite people to 'like' your page. On your page's right hand side, in the "Community" box, click the "Invite Friends" button. Here, you can sort through people that you're friends with on your personal account and ask them to become a fan of your business page.

If you're friends with patients, this is a great opportunity to separate work and your personal life. Consider inviting friends, family, and current patients to like your page by clicking "invite" next to their name. When finished, simply select "Close" in the lower right hand corner.



To get even more 'likes' for your page, we'll discuss how you can use Facebook advertising later on in this ebook.

WHAT MAKES A GOOD POST?

The most important part of running a Facebook business page is making great posts – they should be insightful and promote engagement on the part of your followers. Here's how you can take your posts from ordinary to great in three easy steps.

1 Ask Questions

OLD POST

Happy Monday, everyone!

IMPROVED POST ★

We're making the most out of Monday!
What are you doing to make Monday great?

2 Welcome Interaction

OLD POST

Don't forget to exercise today.

IMPROVED POST ★

Exercise helps reduce stress, improve brainpower, and keep your body in tip-top shape. **"Like" if you exercised today!**

3 Include a Call to Action

OLD POST

We're running a referral special.
Refer your friends today!

IMPROVED POST ★

We're running a spring referral special
—refer two friends for a new
patient consultation and get a free
60-minute massage! Visit our website
www.yourpracticeurl.com/special for
more information.

Bonus Tip: *Keep in mind that each post makes an impression on your fans. Make sure grammar and spelling is always accounted for.*



BEST PRACTICES FOR CHIROPRACTIC FACEBOOK POSTS:



Aim to post once each day.

If this seems like a lofty goal, Facebook lets you schedule posts in advance. Do this in your free time once a week and you won't need to remember to post every day. Or, see if a staff member can add this into their daily routine.

Share visual content. People love images, especially on social media. In fact, [studies show](#) that content paired with a relevant image gets 94% more views than posts without an image. Fun ideas include motivational quotes and images, humorous (but appropriate) chiropractic jokes, and patient testimonial videos.



As a bonus for downloading this ebook, you'll find five images at the end that will help you get started!

Include links to your website in posts. We mentioned earlier that your website should be the hub of all online marketing efforts, including Facebook. Make sure you're staying true to this idea by periodically sharing relevant links back to your website. If you frequently add new blogs to your website, sharing them on social media is a great way to achieve this.

WHAT NOT TO POST

Just as important as what *to* post, is what **not** to post. There are some things that you should avoid on your practice Facebook page, such as:



Overly personal posts

It's perfectly fine to present yourself in an approachable manner, but keep the overall tone of your social media accounts professional. In other words, don't post a group photo after a weekend seminar with your buddies who have had too much to drink or your vacation at a posh Caribbean resort.

Patient Information

Don't divulge any personal data that would contravene your privacy policy.

GAUGING SUCCESS WITH INSIGHTS

If you can't gauge the success of your Facebook page by how many new patients you're getting, what can you base it on?

Lucky for you, Facebook provides something called "insights," a feature that tracks business page metrics in many different forms. There's only one catch—a page must have at least **35 likes** to unlock this feature.



UNDERSTANDING INSIGHTS

Upon clicking the tab pictured above, your insights dashboard greets you with the following three main categories:

Page Likes

'Page likes' allows you to see your page grow in real time. Facebook even lets you select different date ranges to pinpoint weeks or months of significant growth. If you're running ads, you can see how many likes came from paid campaigns versus organic traffic.

Post Reach

How many people your posts are actually reaching is perhaps the most important metric to watch. After all, we want to make sure patients are seeing your content! Similar to the 'page likes' section, the 'post reach' graph shows you how many people, paid and organic, your posts were served to during a period of time. The higher the number, the better the results.



Engagement

The 'engagement' graph measures likes, comments, and shares during a set date range. To see which posts brought in the most engagement, click "posts" in the left hand sidebar. Here, you can see a number for both engagement and reach associated with each post on your page. Delve deeper into common themes associated with higher performing posts and consider adding more to your posting repertoire.

02/03/2016 1:46 pm	Over the years, Perfect Patients has contributed it's online market			465		24 13		Boost Post
02/03/2016 9:15 am	"Regular chiropractic adjustments go hand-in-hand with good hea			548		0 3		Boost Post
02/02/2016 7:25 am	Is your #chiropractic Facebook p age not generating new patients			247		13 2		Boost Post

Though insights help to provide a visual form of statistics for your practice's page, don't forget to take into consideration *how you feel* about its performance. If you're happy with how things are improving, your patients are engaged, and if you're putting in the necessary work to keep up your page, chances are it's doing just fine.

ADVERTISING ON FACEBOOK

There are two ways to advertise your practice on Facebook. First, you can “boost” your posts to reach more of your followers, their friends, or a custom audience. Second, you can create targeted ad campaigns to reach even more people in your community.

Below, we'll detail how to utilize Facebook advertising if you're the DIY type. For those interested in maximizing their ad power with an integrated digital marketing service, check out [our Facebook advertising service](#) that can be added on to any of our service plans.

Boosted Posts

Sharing engaging posts regularly? **Great.**

Crafting unique visual content for your fans? **Perfect.**

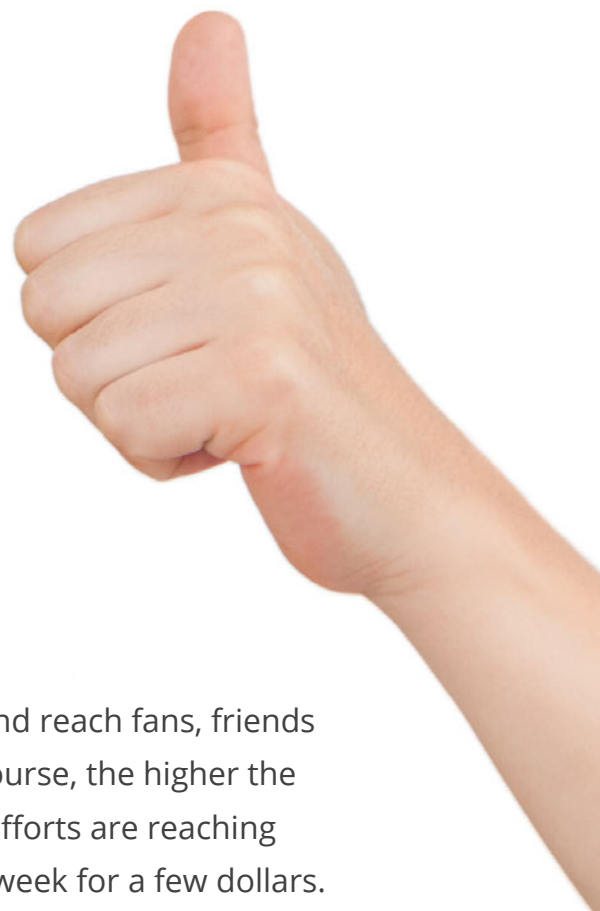
Getting a lot of 'likes' and 'comments'? **That depends.**

You already know that posting regularly is a must. However, [according to Facebook](#), non-boosted Facebook posts to a business page only reach about 16% of fans organically. That means that if your page has 750 likes, just 120 people are actually seeing it.

How can you change that? By 'boosting' your posts.

Boosting a Facebook post allows you to set your own budget and reach fans, friends of fans, or look-a-like audiences for as little as \$1 per day. Of course, the higher the budget, the bigger the reach. To make sure your social media efforts are reaching your audience, consider boosting one post on your page each week for a few dollars. Great posts to boost include special promotions, new blogs, or new services offered.

Here's how:



Step 1 Post Worthy Content

A post that includes a link to your website, photos, or a special offer helps to entice users to take notice and click.



Step 2 Boost Your Post

Click the blue button in the right hand corner of your post that says "Boost Post." You'll be prompted with instructions next.



Step 3 Selecting an Audience

To make sure people see your post, Facebook lets you select a specific target audience that can be narrowed by gender, age, and location. This ensures your fans, their friends, and others in your area have the ability to see your post.

Boost Post

AUDIENCE

- ☐ People who like your Page [?]
- ☒ People who like your Page and their friends [?]
- ☐ People you choose through targeting [?]

Location United States and Canada [Edit](#)

BUDGET AND DURATION

Total budget \$10.00

Estimated People Reached 1,200 - 3,200 people of 250,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration 1 day 7 days 14 days

Run this ad until 2/18/2016

You will spend \$3.33 per day.

Boost

Step 4 Setting Your Budget

There's no right answer to how much you should spend on boosting your posts. In fact, Facebook lets you do this for just \$1 per post. To start, we recommend testing the waters with just a few dollars to gauge your results.

Boost Post

AUDIENCE

- ☐ People who like your Page [?]
- ☒ People who like your Page and their friends [?]
- ☐ People you choose through targeting [?]

Location United States and Canada [Edit](#)

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Duration 1 day 7 days 14 days

Run this ad until 2/18/2016

You will spend \$3.33 per day.

Boost

Step 5 Payment

Input your payment information and click "Boost Post".

Step 6 Measure Your Results

To find out how your post is doing at any time, click the "Boost Post" button on your post and review page insights. Here, you'll see numbers indicating how many people were reached, who clicked, and how much was spent.

Boost Post

How effective was the boost? ★ ★ ★ ★ ★

763 Paid Reach [?]
16 Actions [?]
\$10.00 Budget Spent

Actions | People | Countries

14 Link Clicks
 2 Post Likes

Ad Stopped: October 3rd, 2:53pm
 Age: 22-65+
 Gender: Male and Female
 Other: Location: Canada, United States
 Job title: Chiropractic Physician, Chiropractor, Doctor of Chiropractic or Chiropractic Doctor (DC)
 Boosted By: John Smith

Current Budget: \$10.00
 Payment: Visa(*****)
 Account: xxxxxx, USD

Your boost has exhausted its budget. Increase your budget to reach more people.

DESKTOP NEWS FEED | MOBILE NEWS FEED

Perfect Patients
 Sponsored · *

Like Page

"Page one rankings... guaranteed!" Does this sales pitch sound all too familiar? Learn why ranking at the top of Google doesn't necessarily ensure new patients. #chiropractic

Why Page One Rankings Aren't Everything in Chiropractic SEO
 How high you rank in the search engines, if misinterpreted, can be a meaningless marker. See what really matters when marketing your practice...
 PERFECTPATIENTS.COM

4 Likes

Like Comment Share

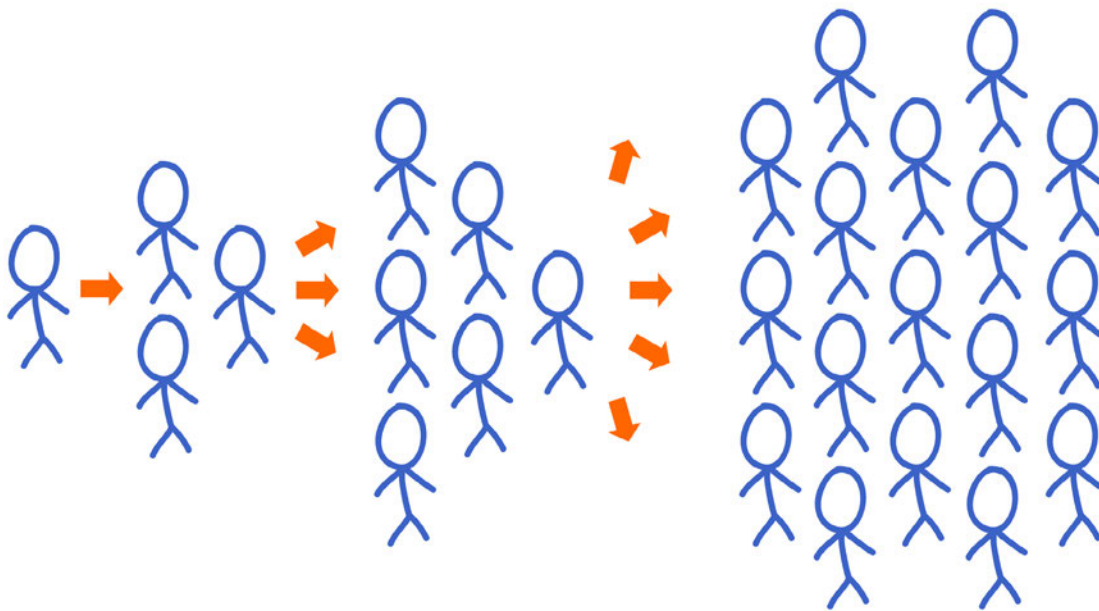
Close Add Budget

Terms & Conditions | Help Center

If you like the results that you see, consider making boosted posts a weekly part of your Facebook marketing strategy.

Ad Campaigns

The second advertising option provided by Facebook is ad campaigns. Setting up an ad campaign provides you with more targeting capabilities to reach individuals located in and around your jurisdiction who may need a new chiropractor and lead them to your website to learn more.



Since these ads link to your website, there is a much higher potential for new patient conversion. If you're a pediatric chiropractor, you've got the ability to set up a parent-friendly ad shown to only moms and dads. Specialize in chiropractic for senior citizens? Target your audience by age.

Like boosted posts, you're able to set your own budget and choose how long you'd like your ad set to run.

If you've never run a Facebook ad campaign before, here's how.

Step 1 Getting Started

Visit www.facebook.com/business and click "Create Ad". Here, you'll be prompted to select your campaign objective. If your practice page is running low on 'likes', you may want to choose "Engagement" and select "Page likes". If you're more concerned with reaching qualified leads searching for a new chiropractor, you should select "Traffic", which we'll use in this example. Next, name your campaign and click "Continue".

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar contains navigation options: Campaign, Ad Set, and Ad. The main area is titled 'Create New Campaign' and prompts the user to 'Choose your objective'. Below this, a table lists various marketing objectives categorized into Awareness, Consideration, and Conversion. The 'Traffic' objective under the Consideration category is selected with a blue checkmark. Below the table, a large blue arrow icon points to the word 'Traffic', followed by a description: 'Send more people to a destination on or off Facebook such as a website, app or Messenger conversation.'

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Traffic
Send more people to a destination on or off Facebook such as a website, app or Messenger conversation.

Step 2 Setting Audience and Budget

Since your goal is to bring in more new patients to your practice, deciding to focus on people located within ten miles of your office is a probable approach. If you're located in a larger city, you'll want to narrow your audience by zip code.

Next, you can select the ages of people you'd like to target. In this example, we've selected prospects between the ages of 22-55.

Before continuing, you'll also need to select the gender and language of people you want to see your ad.

AD SET: Define your audience, budget and schedule

Who do you want your ads to reach?

NEW AUDIENCE

Custom Audiences Choose a Custom Audience Browse

Create New Custom Audience...

Locations Everyone in this location

United States

Atlanta, Georgia +10mi

Include Add a country, state/province, city, DMA, ZIP or address

Map showing Atlanta, Georgia, and surrounding areas. A blue circle indicates the 10-mile radius around Atlanta.

Age 22 - 55

Gender All Men Women

Languages English (All)

Enter a language...

Audience Definition

Your audience is defined.

Audience Details:

- Location:
 - United States: Atlanta (+10 mi) Georgia
- Age:
 - 22 - 55
- Language:
 - English (All)

Potential Reach: 810,000 people

For more specific targeting, consider adding more demographics to reach exactly whom you'd like to see in your office. This is where you can target your ideal patient by finances, education, and more (targeting options vary by country).

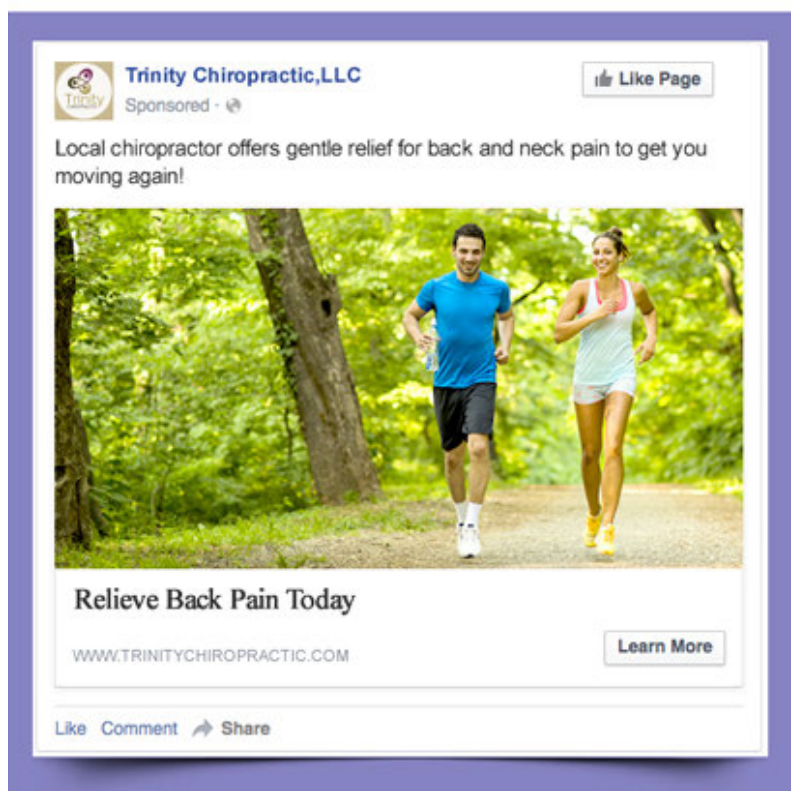
Each ad set needs a budget. If this is your first ad, we recommend starting modestly to gauge how well Facebook ads work for your practice. Spending between \$25-\$50 as a lifetime budget for your new advert will give you an initial idea of success. Facebook will automatically select your ads start and end date depending on your budget. Before continuing on to craft the text for your ad, Facebook shows you how many people your campaign will reach each day. (Note: here you'll notice that you can set your ads to run on Instagram, too, if you'd like. If not, you can eliminate Instagram targeting on the next step.)

Continue by clicking the "Choose Ad Creative" button located bottom right.

Step 3 Creative

Choose whether or not you'd like to showcase one image or multiple images. For best results, make sure each image selected for your campaign is 1200 x 628 pixels. If need be, you can resize images you own to meet this requirement using the free online photo tool [Canva](#) or select a stock photo from Facebook's library.

The content of your ad has two parts—the headline and the body text. In our new patient advert example, we've come up with the following:



Once you've crafted your own text and have selected a call to action button (the default "Learn More" is a great choice), you're ready to finalize your campaign by selecting the green "Place Order" button.

While your ad is running, Facebook will automatically bid on the cost for showing your campaign to your target audience. To see advertisement results like total reach, cost, website clicks, and amount spent, simply visit your personal Facebook accounts home page and click "Ad Shortcuts" and then "Manage Ads" to be taken to your dashboard.

FACEBOOK FOR CHIROPRACTORS

As you can see, Facebook is an important component of an effective chiropractic marketing plan as it provides you with an opportunity to connect with your patients outside the office to build your community and, hopefully, retention.

Facebook is fairly user-friendly and something most people use on a daily basis in their personal lives. But as a business owner, the hardest part of using Facebook is coming up with insightful and engaging post ideas! If this is true for you, we're here to help.

Our Social Media Content Service is available to chiropractors looking to engage their Facebook followers with interesting, fun, and thought-provoking content. Learn more about our Social Media Content Service [here](#).

To give you an idea of the types of social media content we provide in our weekly service, click the button below to download a few social media graphics. They are free for you to use on your practice social channels!

**Click here for your FREE
social media graphics**



THE FIVE FACTORS OF ONLINE MARKETING SUCCESS

With over a decade of experience managing the online presence for thousands of chiropractic practices, we've discovered that the following five online marketing factors are essential to maximize new patient results.



THE FIVE FACTORS EXPLAINED



High-Converting Website

It all starts with a contemporary, mobile-friendly website design that connects emotionally with target patients and content that persuades them to choose your practice over another local chiropractor.



Website Traffic

Once you have a high-converting practice website, you'll want to maximize organic and paid traffic from search engines. Our research shows that over 80% of new patients start their online journey to find a new local chiropractor with Google.



Social Media

Social media is a great internal marketing tool to build patient community. The benefit is increased patient retention/loyalty and referrals. However, social media also aids new patient conversion as many new patients will review your social presence before they schedule an appointment.



Online Reviews

5-star online reviews with Google and other review sites aid new patient conversion by establishing trust. Monitoring your reviews and responding appropriately is essential to managing your online reputation.



Email Marketing

An internal and external marketing tool, email marketing allows you to nurture existing patient relationships and new patient leads. Sending relevant email messages can encourage a new patient lead to choose you or prompt an existing patient to reactivate or refer you.

When you have the above five factors in place, your online marketing will produce a steady flow of new patients from the Internet.

Contact Perfect Patients to schedule a complimentary review of your practice's online presence:

www.perfectpatients.com/review or call (800) 381-2956