



## Online Marketing Strategy for New Direct Primary Care Providers

By: Mindy Gasspari McClure

Happy Free Market Friday! Congratulations on making the decision to become a “Direct Care” provider. Your participation in this movement is key to the overall success of this revolution.

### ***Who is Mindy Gasspari McClure?***

Please allow me to introduce myself. My name is Mindy Gasspari McClure. For the last 8 months I have partnered with the 1st Direct Primary Care practice in the state of Oklahoma, One Focus Medical. My passion for DPC and the Free Market Medical Association has become my primary focus in my business. After 15+ years in the banking industry I decided to take a leap of faith and branch out on my own. Currently, I am an Independent Consultant specializing in Business Development, Digital Marketing, Social Media Management, etc. My own personal experience with the DPC model is the reason for my dedication to this movement and my continued interest of its success.

### ***Why is Online Marketing Important?***

As physicians, you have spent years learning medicine and how to care for your patients. Many of you worked in a network that provided support and assistance in the overall management, marketing, and development of your practice. Perhaps there was a lack of necessity to be involved in these decisions. Converting to a DPC model changes everything. **Marketing is paramount in order to educate your community, grow the knowledge and acceptance of this concept, and help your business flourish.**

### ***Marketing Can Be Overwhelming, BUT....That's Why I'm Here!***

The idea of creating a marketing plan can be overwhelming and it is in this area where I hope to provide you with some relief!

Below I have compiled some helpful tools, ideas, and lists to get you started.

### ***Build Your Plan***

There are **3 components** of building your marketing plan.

1. Create your business goals
2. Develop Online Marketing Milestones – **These milestones need to be “S.M.A.R.T.”**
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time Bound



# FREE MARKET

## MEDICAL ASSOCIATION

3. Schedule – For example: Schedule time to write relevant content, gather photos (stock photos are simple and easy to use), and organize your
4. posts. Also, scheduling your posts in advance can make the best use of your time.

### ***Elements to consider in building your platform:***

- Audience – Who is your audience?
- Comfort – What is your comfort level?
- Capabilities – What are your capabilities?
- Culture – What Social Media platforms match the culture of your business?

### ***Essential Marketing Tools / Materials:***

- Logo Design
- Website Design / Mobile Web Design
  - Make sure your Web Developer includes Meta Tags and Meta Descriptions in the coding of your site to assist in Search Engine Optimization (SEO). See below for more info about SEO.
- Business Cards
- Letterhead & Envelope Design
- Print Ads
- Generic Company Brochure (Glossy, tri-fold)
- One page fact sheet for businesses
- One page fact sheet for individuals
- Folders
- Press Releases
- PowerPoint for client presentation

### ***Social Media / Online Tools:***

- **Facebook Business Page** - Join Facebook Groups that consist of your target audience
- **Twitter** - Learn the importance of #hashtags and follow the businesses / individuals / media your target audience follows. Twitter is most important for relationship building with other businesses. I suggest connecting with other direct care providers to help build your credibility and to share content. Another good practice is searching Twitter for businesses in your community and support them by “favoriting” their tweets & retweeting their messages. When you get new followers, reach out to them and thank them for following you. Send them a Direct Message introducing yourself and your business.
- **Google+** - Utilize all Google Tools such as Google Adwords, Google Analytics, Google Places (this puts you on Google Maps), etc.
- **LinkedIn** - Take the time to endorse the skills of your contacts
- **Instagram** - Utilize #Hashtags as “keywords” in order to be searchable. Post pictures of your office, your staff, or even at a local business that you follow... just be sure to @tag them and #hashtag a compliment.



# FREE MARKET

## MEDICAL ASSOCIATION

- **YouTube** – Create your own YouTube Channel to broadcast all public speaking opportunities
- **Hootsuite** – This is a scheduling tool for Facebook, Twitter, and LinkedIn. Be careful posting pictures through Hootsuite into LinkedIn. The formatting isn't the best.
- **Mailchimp** – Free Online Email Service. You can send up to 12,000 FREE emails per month. This is great for a weekly or monthly newsletter, or to offer a special. ("2 for 1 Membership" or "Refer a Friend" are both good)

### ***Search Engine Optimization (SEO):***

SEO is the absolute best way to capture relevant traffic from search engines, but the requirements for success are always changing. There are many tools to help with optimization of Search Engine Results Page (SERP).

- Online Business Directories – Yelp, Angie's List, Yellow Pages, Bing, Yahoo, etc. The more directories, the better your search results. Ensure that all information such as name, phone number, address, etc is consistent across all directories.
- Google Keyword Tool - to be used as meta tags
- Social Media Platforms – The more platforms you are a part of, the better.

### ***Why is all of this Important?***

Statistics paint an important picture for Social Media Marketing. According to Hubspot, 92% of marketers in 2014 claimed that **social media marketing was essential for their business**; with 80% indicating their efforts increase traffic to their websites. According to Social Media Examiner, 97% of marketers are currently participating in social media.

One thing to remember is that your competition is more than likely already utilizing Social Media. The sooner you start, the sooner you see results. It is about relationship building and creating relevant content – consistently, and engagement. If proper attention is given, Social media marketing builds **confidence in your brand**, therefore a solid return on the time and dollars invested.

### ***Want to get Back into the Exam Room and off your Computer?***

**Are you still overwhelmed or need more help with your online marketing strategy? Do you just not have time to bother with marketing your new business?**

**I love helping free market providers market and expand their businesses, so call, email, or connect with me at our next meeting!**

**I look forward to seeing each and every one of you at our next FMMA Local Meeting on March 12!**

*"Find your voice, shout it from the rooftops, and keep doing it until the people that are looking for you find you." ~Dan Harmon*