Leveraging Social Media FOR YOUR PRACTICE
Leveraging Social Media Marketing For Your Practice

A Message from Dr. Nathalie:

Over the past 15 years I have invested much of my time and money into growing, what I believe to be, a successful chiropractic clinic. I have learned a great amount, and have made many new discoveries on how (and how not) to do things. I’m certain that, like me, you have noticed that what used to work to promote your practice, doesn’t work as efficiently anymore. So, in the past few years, and as I was trying to promote my book Wellness on the Go and my Roadmap to Wellness Program, I became fascinated with the online world. I quickly began reading and educating myself on the subject and found many amazing resources for marketing my book outside the office.

This workbook is a snapshot of how I have used and leveraged Social Media Marketing to grow brand awareness and help grow my practice. I’m pleased to be able to share this information and personal insight with you and welcome you to visit my many portals. Please know that this is not a “How To” workbook on Social Media and I am not a Social Media expert. This is simply an overview of tools I use online to help me increase my brand awareness and gain market share in my community. This workbook will provide you with some basic knowledge necessary to help you succeed online, as well as help you to maximize your time spent online.

My objective with this workbook is to educate chiropractors—like you—on how to develop an online presence and acquire patients using a variety of online Social Media tools. It is by no means a “complete guide to Social Media Marketing” as I, like you, am in full time practice doing what we do best as chiropractors: educate and adjust. I strongly recommend that you read and educate yourself with the suggested materials list I provide at the end of this workbook so that you can take your Social Media Marketing to the next level and grow with it. I can promise you this...Social Media Marketing is just starting, and I don’t believe it will ever go away. So, you may as well get on board now and have fun with it!

All the best on your on-line marketing and social media journey!

Dr. Nathalie Beauchamp, B. Sc., D.C. (a.k.a. @drnathalie)
What is Social Media Marketing?

If you think Social Media is a fad - think again! Your patients and your competition are already involved in Social Media. Why aren’t you?

- More than 500 million people are active Facebook users
- More than 346 million people read blogs
- 184 million people are bloggers themselves
- Twitter has more than 175 million registered users
- Approximately 140 million Tweets are sent each day on Twitter
- YouTube claims more than 100 million unique viewers per month

According to Tamar Weinberg author of, The New Community Rules: Marketing On The Social Web, Social Media (SM) relates to the sharing of information, experiences, and perspectives throughout community-oriented websites. It is becoming increasingly significant in our online world. Social Media Marketing (SMM) is known as the process that empowers individuals to promote their websites and products/services via online social channels. It allows you to communicate with a much larger community that may not have been accessible through regular advertising channels.

Media is no longer limited to one-way communication. Conversations now occur in front of millions of people and are archived for years to come. Social Media allows you to keep your finger on the pulse of your market with a quick online search. It is a set of tools to create relationships and build value for others.

The most important thing to remember - don’t use Social Media Marketing the old fashioned marketing way - with pushy sales and one-way communication, because it won’t work. People want value and conversation so they can feel as if they are part of something bigger. Social media marketing is about listening to and sharing great content with the collective. If your mission is to sell, sell, sell and not give, give, give you will not be successful as people are no longer receptive to forceful marketing tactics. I believe that there should be an 80/20 rule (80% content and 20% promotion). Though it’s often referred to as a buzz word, transparency really is the key. More than ever before, people can now choose who they want to listen to and when.

What Social Media Can Do…

- Raise your visibility with existing patients, potential patients and the media
- Help you stay in touch more easily and more frequently with patients and valuable business contacts
- Improve your search engine visibility
- Increase the likelihood of successfully connecting with reporters, bloggers, reviewers and opinion leaders who may endorse or talk about you and your clinic
What Social Media Cannot Do…

- Drive hundreds of new patients to your clinic door
- Force people to use your services if you are not positioning yourself as filling a need they have
- Guarantee your information will get picked up for front-page coverage on a big-name publication
- Keep people listening if your message is not relevant to them

How Do You Measure Success?

How can you tell if your Social Media marketing strategy is working? You begin with patience.

Results can’t be measured immediately. Your strategy will not work overnight. Instead it will provide long term success. Just like any other marketing avenue, Social Media marketing puts your services in front of a group of users who will be interested in sharing what you have to say or offer, but the process of sharing is only as fast as the individuals who want to pass on your content.

Remember that Social Media is more about listening than telling. It’s about engagement, loyalty and trust. Social Media Marketing takes diligence, effort, and persistence. Building and maintaining trust requires a consistent time commitment. You have to show people that you are in it for the long run.

What Are Your Goals In Using Social Media Marketing?

Before you even start your Social Media Marketing, you need to clearly define what it is that you intend to achieve. What are you hoping to do? Is your goal to increase traffic (are you ready?), boost brand awareness, reputation management, increase sales of products or services, improve search engine rankings and/or establish thought leadership?

You must clearly outline your goals and then carefully review the steps that are required to reach them. By doing so, you will have a better grasp of your needs and how to achieve these goals. You may want to consider hiring an on-line assistant(s) who is knowledgeable with Social Media Marketing and can help you reach your goals more easily and quickly than you would doing it on your own. But remember, there is no magic pill here!

WORKBOOK CONTENT:

Social Media comes in many forms these days (there are literally hundreds of options out there), but for our purposes, this workbook will focus on 14 of the more popular tools and strategies you can leverage to increase your brand awareness, create exposure and begin conversations in your community. I am sharing with you my best practices as well as some tips to help you promote yourself and your practice on-line.
Please keep in mind that I am no expert on any given Social Media topic. The information I am giving you is meant to increase your awareness of what is out there. You may find programs and services that work better for you. Dig deeper on your own and I am sure that the rewards will be well worth it. Here are the topics we will be focusing on in the workbook:

1. Websites
2. Blogs (WordPress)
3. Articles Publications (EzineArticles and SelfGrowth)
4. Publishing/Email Marketing (Newsletters)
5. Micro-blogs (Twitter)
6. Social Network (Facebook)
7. Social Network (Linked In)
8. Publishing (SlideShare)
9. Media Sharing (YouTube)
10. On-line Event Booking
11. Live Casting (Blog Talk Radio)
12. On-line Free Press Release
13. Content Hosting Site (Screencast)
14. Google Places/Maps
15. Advertising Campaigns (Google and Facebook)
16. Productivity Applications – Google Analytics and Alerts
17. Fun with Foursquare!
Your Website is your online business card. The first thing you have to do is make sure that it looks professional and up-to-date. When people want to find out more about you, this is where most of them will go. Be sure that your information represents you well. Review the content and the look of your website regularly. Here are a few key points to consider for your website:

- Use a welcome video on the front page and host your video on YouTube (using an embedded link). Google loves video and it will help your overall ranking.

- Provide links to your Social Media profiles on Twitter, Facebook, LinkedIn, etc. Make it easy for people to find and follow you on these different platforms.

- It's one thing to get traffic to your site but then what? You want people who visit your site to take action! Maybe they are not ready to call your office yet so, try another way to engage them. Offer them something for free like your e-newsletter or an e-book by having a newsletter sign-up box in the top right corner of your page. This will provide you with their contact information and give you means and reason to contact them in the future.

- Utilize keywords on the home page. We all want to promote health and wellness in our practices but when people search online, they usually have a specific problem. Make sure that important keywords that people might be looking for are on your front page.
• Sign your message to make it more personal.

• Increase your credibility by providing links to press releases and awards.

• Provide easy access to a downloadable and up-to-date biography of yourself. This will save you and your host(s) time when you have speaking engagements.

• Have a new patient booking area so people can send you an email to book their appointments. Most people are familiar with on-line forms and documentation now, so make it easy for them. Make sure that the registration form is setup to be sent to your front desk once it is submitted.

• Have your questionnaire available for download on your front page. Patients can print and complete it at home then bring it with them to their appointment. It will save both you and your patients’ time in the office.

• Put hours of operation on your site and make the phone number easy to see.
• Post your major events and use the free site www.bookwhen.com to make it easy for people to see what is happening in your clinic and to register easily online.

• Make sure to link your blog and YouTube Channel to your site so people can get to know you better.

• Give people valuable information about you and your services. You want to give the people confidence that you are an expert at what you do.

• Consider having a custom welcome landing page for your new patients to really WOW them.

Welcome Landing Page
A blog is a crucial part of your online marketing scheme. A blog is a type of Content Management System (CMS) that makes it easy to publish short articles. Blogs are made of posts and can range in length from 200 words to several pages. In order for it to be effective, always try to stick with one general topic, in our case, health and wellness.

Why Blog?

- Blogging creates a way for you to comment on life, trends and issues that impact your field
- Blogging is a way to let your personality shine through and create a more personal connection with your followers
Blogs are easy to update, you can add new content often without paying your Webmaster’s high fees for changes.

Your blog can extend the information you share through articles, books, and speeches, and invite comments and dialogue.

Good blog posts increase the Google search results for your name and your clinic.

Guest blogging on the sites of colleagues or others in the health or health-related fields, introduces you to their followers and is great visibility.

When you use your blog’s RSS feature, you can easily update multiple Websites and social media sites with a single blog post (leverage!)

Creating a blog is very simple. Register on wordpress.com if you would like to take advantage of their free, hosted account, or at www.wordpress.org to host it on your own website. Both are easy to use and very effective, however the self-hosted version gives you more flexibility and options.

A blog may look intimidating at first but it is really easy to do and quite fun! Here are some things to keep in mind when creating your own blog:

- Presentation is everything! Make sure that you keep all of your branding consistent. Have a header branded with your logo and insert it at the top of your blog. This way people will recognize your blog right away.

- I suggest creating a theme for your blog. Decide what your main focus will be, what kind of articles you will write, or what kind of information you will share.

- Try to find out what kind of content your audience prefers to read. Use a survey to gather feedback.

- Try to blog as often as you can. I recommend blogging a minimum of twice a month - weekly would be even better.

- Make sure your blog is media friendly! Remember, we are a very visually stimulated society. So, use pictures, video and audio links to get your message across.

- Link to your website from your blog whenever it is appropriate.

- Blog posts are archived and displayed in reverse chronological order to make them easy to find. A search box is often standard on blogs and also adds to the ease of use when a patient is trying to find information on specific conditions or treatments.
• Ensure that your blog has an RSS feed (like Feedburner) so that people can subscribe to your blog and be notified when you publish something new (this process is called syndication).

• Do not forget to tag and categorize your blog (title tags, meta tag and meta keywords) each time you submit an entry. This will allow the search engines to find you more often (increasing your site rank if you are hosting the blog on your own website).

• Not sure what to blog about? Create top 10 lists, How-To’s, or simply talk about controversial or news worthy topics (Stay away from politics and religion. These never fail to offend someone, no matter how careful you are). Use interviews to encourage engagement and provide credibility. Write reviews of relevant products or services to show your audience that you care enough to provide them with your opinion and help them outside the office.

• Make sure you write powerful headlines. These are the bait that will bring the reader in.

• Check and reply to comments at least once a week (daily is best). Engage your blog audience by asking or answering questions, responding to comments, and creating polls.
• Find other blogs related to your theme and post comments there. Be sure and provide a link with your comment back to your blog to encourage discussion there as well.

• Build relationships with people or businesses that are in your target market. Give complementary Blog mentions about businesses in your community, talk about business owners you know or have done business with, and provide readers with a link to their website. Sending them a copy of this will build relationships and increase positive community exposure for you and your business.

• Be sure and register for the RSS feeds of other blogs. This will help you to stay current on your favorite blogs and may provide you with topics to discuss on your own blog.

• Technorati (www.technorati.com) covers popular trends and is a useful blog search engine to find what is popular. Make sure you register your blog with them so that you are in their directory. Other blog catalogues are available like blogcatalog.com and blogged.com. It’s always a good thing to have your blog listed in as many places as possible. This will increase your exposure and search engine rankings.

• Remember to “ping” Google to let them know your blog exists - http://blogsearch.google.com/ping

• Post comments on the blogs of others. This will create a relationship with the blogger and will also create links back to your blog.

• Make sure that your blog is connected to your Facebook and Twitter platforms so every time you blog it is automatically posted on each of them. An easy way to do this is with the Facebook App, Networked Blogs. Your YouTube Channel should also be connected to your blog so that every time you upload a video it goes on your blog (more on that later).
I’m all about re-purposing everything I do. Now that you have written some content on your blog why not use it to go more viral? There are 2 sites that I really like to post articles on:

www.EzineArticles.com

EzineArticles.com is a service that brings real-world experts and e-Zine publishers together.

Expert authors and writers are able to post their articles to be featured within the site. Their searchable database includes hundreds of thousands of quality original articles and allows publishers of eNewsletters, who are always hungry for fresh content, to find articles that they can use in their publication. Here are some basic steps and information on how to use this tool:

• In the Profile Manager section enter your name, resources, biography and photograph. Don’t forget to add information about yourself, and business in the resources section!
Click on “article manager” to submit a new article. Be sure to select a category such as “health and fitness”, as well as a sub category (i.e. Nutrition). Afterwards fill in the title of your article, and provide readers with an abstract of the article (this could be the first three sentences of your article). Lastly, cut and paste your article onto the page, then turn on the wisiwyg, and choose your desired key words.

Author Sig - Resource box: select the profile you previously filled out and it will be added to the end of the article automatically (this is now a template that you can use each time).

Example of Text for Author’s Sig - Resource box
Dr. Nathalie Beauchamp, B.Sc., D.C. is co-author of the book Wellness On The Go: Take the plunge - it’s Your Life! Dr. Beauchamp’s passion for wellness is infectious and she passes that along to her patients/clients through her expertise in the areas of fitness, nutrition, lifestyle and optimal health. Dr. Beauchamp is a chiropractor, a certified personal fitness trainer, a professional natural bodybuilder, a corporate wellness consultant and an inspirational speaker.

As the co-author of the book Wellness On The Go, I would like to invite you to claim instant access to 3 chapters of my book by visiting www.wellnessonthegofreechapters.com
Dr. Nathalie Beauchamp www.drnathaliebeauchamp.com

I strongly suggest that you save the article as a draft before you preview it, in order to avoid losing the information. Clicking on the “Submit this Article” button will submit your article for approval. It takes between 24-48 hours before an article is approved and published.

Click on the “Social Media” button and link your article to Facebook, Twitter, LinkedIn, and/or YouTube. Once the article has been approved it will automatically appear on these sites if you previously linked it.

Be sure to check out the “Article Promotion” option. It allows users to forward their articles to specific target audiences such as: local media outlets, business communities, clients etc.

Oh, and don’t forget to check out the “Article Home” section. This section will offer you statistics on the articles that you have posted, which ones have been accepted, viewed, clicked etc. It is a great way to see which topics in your industry are gaining leverage.
What is it? SelfGrowth.com is a supportive and interactive on-line community dedicated to self improvement. You will find experts in all aspects of life. Here are some basic steps and information on how to use this tool:

- Register for the Professional Account. This includes everything a Personal Account does (the ability to comment on articles, videos, and blog pages, as well as join discussions on Message Boards), plus you will gain access to additional tools. The additional tools will allow you to promote yourself, your website, your products, and your business.

- This site allows you to showcase yourself as an expert in the field of your choice related to self growth. Click on “User Points” and fill out all the information requested under account info, website, events etc. The site gives you full descriptions on how you can gain points and increase your ranking as an expert. Not only will this raise your profile amongst your colleagues but anyone interested in the topic you reference will also gain access to your articles and posts. What does this all mean? Increased exposure!

- Don’t know how to submit an article? It’s simple! Click on “Submit Your Article”, enter the title then, select the appropriate group topic and a sub topic. Afterwards, copy and paste your article, enter your biography and make sure that you have a “Call to Action” that will lead people to a landing page offering them something for free (a subscription to your e-Newsletter or download of your e-book) in order to get their email information. Always check the box to post automatically on expert page. Then “Save”
the article to submit it. There is a waiting period for your article to be accepted and you will be notified by email once it is approved.

- The articles on Selfgrowth.com rank very high on Google - Higher than any other social media site! It goes without saying that this is a very good reason for you to join selfgrowth.com today (if you haven’t already, that is).

- Check out other professionals who have an active presence on the SelfGrowth site and interact with them if you like their profiles and seem to have common interests.

4 - PUBLISHING/EMAIL MARKETING - NEWSLETTERS

It is crucial for any serious on-line health expert or marketer to have a newsletter to stay in touch with their list (contacts). Your newsletter allows you to keep your patients/readers updated on what is going in with you, your practice and in the world of health. The most important thing to keep in mind is to give them valuable content! When people feel that they are getting something useful for free, they are more likely to continue reading your emails, engage in Social Media conversations with you and buy your products or services.
Once your template is designed, creating a newsletter takes very little time. I spend approximately 2 hours every 2 weeks on mine. You can delegate this task to a savvy team member or you can do it yourself. There are also professional VAs (virtual assistants) who specialize in this type of project. Personally, I enjoy doing my own and find it worthy of my time (for now...). Here are some key points to making your newsletter successful:

- Ideally, newsletters should be written once a week, but it isn’t always easy to do so. I, therefore, recommend sending out a newsletter at least twice a month.

- Be consistent. Schedule your publication dates in your calendar so you don’t forget or end up leaving it to the last minute.

- To make the process easier, use a web-based software program such as Constant Contact or iContact. They are very user-friendly and allow you to easily format your newsletter.

The Benefits of Constant Contact
With Constant Contact (this is the one I use), you can save various lists and send out specific newsletters to target audiences. Moreover, Constant Contact tabulates e-mail statistics. With a simple click of a button, we can determine who received the e-blast, who opened it, and what URLs they clicked.
• Make sure to receive your patients’ permission before adding their e-mail address to your newsletter database. Provide sign-up sheets in your clinic, or an opt-in box on your new patient entry form.

• In order to save time, I suggest using your blog content as the Featured Article for your newsletter. I generally include the first paragraph of my blog as text in my newsletter with a link that says “Read More”. When people click on that link it will send them to my blog to read the rest of the article and post a comment if they choose to do so. This increases traffic to my blog and exposes them to more information about me, my clinic, my book and my on-line wellness program.

• As mentioned previously in the website section, include a newsletter sign-up box on your website and/or blog. This allows you to grow your database organically. Create a standard template for your newsletter and populate it with content such as:
  
  • Branded graphic as a header
  • Purpose of the newsletter
  • A personalized note stating what’s new with you, and your clinic
  • Feature article
  • Clinic events and workshops
  • Your personal reading suggestions
  • Questions corner - where you answer a “patient’s” question
  • About the clinic and you
  • Forward to friends reminder
  • Join Our Mailing List
  • Follow us on: Twitter - Linked In - Facebook - YouTube

Note: I would suggest picking 3 to 5 topics, if you go on too long, you will lose people’s interest. Less is more!
About Dr. Nathalie

Dr. Nathalie Beauchamp, B Sc., D.C. is the author of the book *Wellness On The Go: Take the plunge - it's Your Life!* Dr. Beauchamp's passion for wellness is infectious and she passes that along to her patients/clients through her expertise in the areas of fitness, nutrition, lifestyle and optimal health. Dr. Beauchamp is also a certified personal fitness trainer, a professional natural bodybuilder, a business wellness consultant and an inspirational speaker.

If you liked today's issue, you will love Dr. Nathalie's book *Wellness On The Go* to help you decipher health and wellness information, save you time and get you motivated and accountable so you can live your best life! Also check-out *Roadmap to Wellness* to find out more about her on-line wellness coaching program.

You can learn more about Dr. Nathalie at [www.DrNathalieBeauchamp.com](http://www.DrNathalieBeauchamp.com) or about her Wellness Clinic at [www.BeauChampChiropractic.ca](http://www.BeauChampChiropractic.ca). Sign up for her wellness zone where you can read Dr. Nathalie's blog and listen to valuable health and wellness videos about health and wellness.

If you have enjoyed this newsletter, please forward it to your friends and family. Remember, knowledge is power!

Health, energy and vitality!

Dr. Nathalie

[Join Our Mailing List!](http://www.drnathaliebeauchamp.com)

Follow Dr. Nathalie on:

Twitter (microblogging) is a form of blogging that limits the size of each post to 140 characters. Twitter is a great platform to announce offers or events, promote new blog posts, or to keep your readers up to date on what is happening. Your patients or potential patients may or may not be on Twitter, but you have to look at the bigger picture. You have begun developing a Social Marketing campaign in hopes of influencing the mind sets of as many people as you can. In order to do so, you must expose these people to information, tips, tricks, and strategies from your field which are relevant to them.

While simply using Twitter may not always reach the exact target audience you are after, interacting with local media outlets and community members who are also on Twitter may get you just the right amount of exposure. The following are some tips and tricks that will help you make the most out of Twitter.

- If you haven’t already registered for Twitter, now is the time to do so. Simply go to www.twitter.com and register!

- Twitter profiles can be customized. I suggest customizing yours to represent either yourself or your clinic. A professional looking Twitter page definitely draws in more followers as it shows people that you are serious about Tweeting. Twitter has free templates or you can get your graphic designer to customize one for you.
• Make sure that you upload a picture of you (avatar). I know I personally don’t want to be friends with a pet alligator or a faceless person. Using a picture of yourself provides a more personal touch to your online relationships and your followers will feel that they “know” you before ever even meeting you.

• Create your Bio - you only have room for 160 characters so be brief and to the point, but you can make it funny and light too!

Important Notes
When choosing a user name try to stay as close to your professional name (or business name) as possible. Using a name like “HOCKEYFAN210” makes it difficult for patients or friends to find you. My user name is @drnathalie.

• After you have registered, visit http://twitaholic.com/. Twitaholic provides you with a list of the 100 most followed Tweeters as well as lists of other top Tweeters in your industry, region, country, etc. Another great tool for finding people relevant to you and your industry is www.search.twitter.com. Follow these people - they are likely to post regular and insightful messages and re-tweeting their message is as easy as 1,2,3.

• Now let’s talk “language”!

  • “Followers” are people that are following you and “following” are people you are following. You want to keep your number of followers higher by at least 100 to the number of people you are following in order to gain “respect” with your followers and to gain “traction” with Twitter.

  • The @ symbol always goes in front of the user name of the person you want to send the tweet to. By doing this, everyone that is following you will see that message as will the person to whom you are directing the tweet. D means direct message. You use it if you want to only talk to the person you are sending the tweet to and no one other than that person will see it. RT means re-tweet. This is a great way to pass along valuable information to your followers. Always thank people who RT your information. Hashtags “#” are used to connect ideas, conversation and events into a cohesive stream in Twitter. You can use them to search for and follow a specific topic such as #backpain.

  • Because Twitter only allows you 140 characters and URLs tend to be fairly long and take up a lot of space, Twitter tools like TweetDeck and HootSuite will allow you to use URL shortening services like tinyURL (www.tinyURL.com).
Important Note about Twitter Lists
Start creating Twitter Lists for more effective Tweeting. Separate lists under headings such as: Patients, Local Business Owners, Local Media Outlets, Local Chiropractors, Health and Wellness Industry Forefronts, etc. Doing this makes it easier to sift through Twitter Updates.

• Use a third party free software tool like TweetDeck or HootSuite to manage your tweets (or re-tweets). They both allow you (once set up accordingly) to update your status simultaneously on your various Social Media platforms (i.e. - Facebook, Twitter or LinkedIn). Very time efficient!

• TweetDeck and HootSuite also have the great feature of Tweeting later so you can program your tweets ahead of time. Scheduled tweets allow you to sit down maybe once per week and plug in all of the daily informative tweets that you wish to share. You can decide at what time, on which date, and to whom you want the tweet to go to—all in advance! By doing this, you will have more time to manage your Twitter relationships—thanking followers, re-tweeting messages, and creating interaction with your followers and the people you follow.
• What should you tweet about? Tweeting that you just ate a bagel with cream cheese isn’t very interesting. Share useful, inspiring comments that will engage your audience. Share inspirational quotes, post events, and ask questions. Try to engage your audience. If you only “push” your information or try to “sell”, you will not be well received and people will not follow you.

• Remember, interaction is vital in becoming a successful Twitter user! Interact with the people who are following you and build relationships.

• Twitter “etiquette” is very important. Make sure to thank those who re-tweet your messages, or decide to follow you. Make sure you follow the people that are following you. Learning the little nuances doesn’t take long and it will allow you to be more efficient when connecting with your network.

• Don’t forget to advertise that you are on Twitter! Include a URL link, or button, on your website, blog, newsletter, etc. Patients or friends may have a difficult time finding you so give them a hand and lead them directly to your page!

• Find a group of likeminded business people in your city or industry and leverage each other! What does leveraging entail? Tweet congratulations to a friend, or advertise a colleague’s event. By doing so, you are exposing that person to a larger audience and they will do the same for you.

• Un-follow the people that haven’t Tweeted in more than 1 month - they are not serious about Tweeting. This will make more room for the people that you really want to engage with. A great tool you can use to clean up the people who are following you but are not active is www.manageflitter.com.

**Important Note**
Do not use an automatic auto responder! Most people can tell when you are not ‘behind’ the tweet (so to speak). I find it very impersonal and a “pain” when you are on the receiving end.
Facebook is the dominant social networking site right now. Recent surveys show that the 35-54 age group has become the biggest demographic using Facebook. First things first, if you have not already, set up a Facebook account — go to www.facebook.com and register. Signing up is easy—just follow the step-by-step registration guide and try to include as much information as you can. Register under your full name and title (For example, Dr. Nathalie Beauchamp)—This ensures that patients (or potential patients) will be able to easily find you.

**Important Note**
For those of you who have a personal Facebook profile, but have yet to register for a « Like/Fan Page » sign up now! Facebook Like Pages are a great way to get your business out there! Facebook members can choose to “like” your business whether “friends” with you or not. Free Advertising? Yes Please! I have several pages: Beauchamp Chiropractic Ottawa/Orleans, Roadmap to Wellness and Green Wellness Expo.
Follow these tips and tricks and you are sure to gain more Facebook exposure in no time!

- Find the perfect profile picture! Make sure your picture is professional and/or depicts your profession. Remember, most people do not want to befriend an animal, cartoon or symbol. Make sure your profile picture is a flattering shot!

- Two of the most important things to include in your profile are your current city and hometown. It is important to divulge such information, because sharing commonalities puts potential friends at ease! Moreover, it is much easier for patients, friends, and family members to find you if you share this information.

- Only show the Day and Month of your birthday! (For security purposes).
• Under your profile picture is an “Edit Thumbnail” button. A thumbnail is a miniature version of a profile picture that accompanies status updates, comments, and so on. Click the edit button and move your profile picture around until it looks just right! You will be amazed at how a slight shift to the right or left can totally change the appearance of the thumbnail.

• Be sure to add Relationships to your Facebook page. The more family members you add to your profile page, the more people you are connected with.

• Modify your Likes and Interests. Include the things you are interested in as well as activities, music, books, movies and television shows that you like (Be sure they are related to your industry! Listing Family Guy as your favorite television show is not very professional). By having an elaborate list of Likes and Interests, you are bound to come into contact with likeminded people in your area. People, who will hopefully become a friend and maybe even a patient!

• Share page links! If you have more than one Facebook page, be sure to post links on each one so that visitors can check out your other pages. Also, make sure to ‘like’ other pages, relevant to your field. Liking your patients’ fan pages or a local business’s page is a great idea too! Show support to community members, and they are likely to show support back.

• The Education and Work sections should be filled out as much as possible. This makes it easier for people to find your profile, as well as find you on Google! Think of it as a yellow page listing with more information and no cost! Moreover, some of your friends or patients might not know that you have other specializations. Including them on your Facebook page is a great way to tell people what you are all about!

• Include your contact information! Including all of your IM Screen Names, allows for better cross promotion, not to mention easier access to you and your networks. Don’t forget to share links to your website, blog, Linked In and Twitter accounts either!
Managing Facebook

Managing Facebook on a daily basis is critical! It shows consistency, presence and customer service. Refer to the following, and managing your Facebook account should be a breeze!

1. Home Page: This is the page you first see when you sign into your Facebook account. Get into the habit of following a consistent routine in managing the communications on your profile and page or you could end up spending hours managing Facebook thus decreasing the ROI.

2. News Feeds: Pick 2 or 3 feeds that you like or that speak to you in some way, and click share (include a comment from you to make it more personal). Sharing a feed is a quick and easy way to stay interactive on your profile or page. Be careful not to be too active as people may get tired of you. To ensure you have great content to pick from, make sure you are friends with interesting people and have ‘liked’ interesting pages. Note: If you click on “Older Posts” at the bottom of the page, you can see what people wrote earlier in the day.

3. Messages: This is one of the most important areas of Facebook. Your Message Inbox is very much like your voicemail box. This is where your friends and others who have noticed you on Facebook will reach out and interact with you privately. You should make sure your inbox is cleaned up on a daily basis if possible, to ensure maximum customer service. In the world of Facebook, not responding or interacting with the people who have sent you a message is similar to ignoring a client when they call or walk into your clinic. Set-up your Facebook on your Mobile Device, it will save you tons of time as you will be more efficient at “screening” your messages.

Important Note
Sending formal messages to influential friends is a great way to get in front of your target audience. An example of a formal message is the following:

Hello Laura,

I found you through a Facebook page and was wondering if you would consider taking a look at and perhaps liking my Roadmap to Wellness Page? The page is located at www.facebook.com/RoadmaptoWellness. I offer health tips, tools and strategies that I think might be of interest to you.

Thanks in advance!
Dr. Nathalie
4. Events: Here you can see the various events that you have been invited to. Events that are happening today, this week, this month and even next month! You can respond to an event request directly from this page. When you click on the Respond button you have the option of attending, maybe attending, or not attending. No matter what you decide to do ALWAYS include an RSVP note to the event. By doing so, you are interacting with the event organizer and letting other community members know if you will be in attendance. Make sure to see what events you have been invited to on a regular basis! Remember, getting out into the community and reminding people that you are an active community member is one of the best ways to build a positive reputation.

Important Note
You can export your Facebook Events into many other programs, such as Apple iCal, Microsoft Outlook, and Google Calendar. Simply click the Export button that appears beneath the picture on any event page!

5. Birthdays: Check out who’s birthday it is, (The Birthdays’ box should be located on your homepage somewhere on the right hand side) and send out a birthday wish! For example: “Hi xxx. Happy birthday from ‘your city’. Hope you have a fantastic day!” Sending a birthday note will show friends and patients that you care!

6. Past Events: This Facebook feature gives a list of past events that you have been invited to. By clicking on the “number of guests” button under the event title you can see who you know that went to the event and who you still need to reach out to. The best way to do this is by clicking on the “add as a friend” button beside their name and sending them a personal message. The personal message should read something like:

Hello Charles,

I see you attended the Health and Wellness Expo last weekend. The pictures from the event certainly look amazing! I really wish I could have gone, but something came up and I could not attend. I am sure you met a lot of amazing people. How did you enjoy the event?

I look forward to staying in touch,
Dr. Nathalie

Important Note
After the event, send the host a little note asking how it went. If you didn’t attend include that you will try and make it the next time. This shows that you appreciate the invite, which will ensure an invite to the next event.
7. Friends: Think of this section as your “client” database! Increasing the number of friends you have on your personal profile page will allow you to reach more people when communicating about your services, promoting your events, and prospecting for new clients. This is where it all starts. The following are tips and tricks to help you manage your friends.

- Create a list: It is very important to know what you want to do and communicate to your audience. Creating lists and assigning each friend to a specific list is crucial if you wish to maximize your promotion and communication efforts later on. By creating many lists and consistently categorizing your friends, you are able to send specific messages to specific groups of people—making networking that much easier!

  **Category Suggestions**
  Female, Male, City, Province/State, Country, Profession, Place you met them, Organizations, Likeminded, Family, Friends, Clients, Colleagues etc.

- Manage Requests: Accept new friend requests and categorize them right away! Waiting until you have 500 hundreds friends to categorize them all is not fun.

  **Important Note: The Secret Behind Friend Requests!**
  There is a whole process and strategy behind acquiring and accepting loyal Facebook friends. First off, confirm all pending friend requests you may have outstanding. Do this by clicking on “Friend Requests button”; this will open up the outstanding request page which will allow you to better manage the requests. To respond, don’t click on the confirm button, instead click on their name. This will take you to their profile where you will be able to preview their profile to better assess how you will categorize them in a list (city, profession, network). Afterwards, return to the request page, categorize and then accept your new friend. Be sure to contact them once you have accepted them. Post something like this on their wall: Great to connect with a fellow chiropractor! Then ask a question or make a statement that will engage your new friend in conversation. By posting this on their wall, you are not only building a relationship with them, but also increasing the chances of connecting with one of their friends. Be sure to check out who your new friend knows. You may know some of the same people who you have yet to connect with. If so, send a Friend Request and a personal message stating that you were just on your new friend’s profile and came across their profile, mention that you would love to re-connect via Facebook.
• Find Friends: This is the section in Facebook where you are able to import your address book and databases stored in other programs. I would suggest that you upload any and all contact files or lists you have. If you are searching for someone who isn’t a contact, start by typing their name into the search bar at the top of your Facebook Page. If the search does not render any results, it is possible that the person is not on Facebook or is using a different name. Ask others who know the person if they have connected on Facebook.

**Important Note**
By having your profile filled out with as much information as possible, you are more easily found by family, friends, colleagues!

8. **Recently Updated**: Your home page’s News Feed contains a lot of recently updated information. A quick way to interact with one of your friends is to post a positive comment on a recently updated profile picture. Say something like “Love the new picture!” or “Looking good!” By staying in contact with people, they are more likely to stay in contact with you!

9. **Status Updates**: Updating your status with interesting, thought provoking, short statements is critical! Your status is one of the first things people see on your profile, as it is written right beside your name.

**Example of Effective Statuses**
Intelligent Quotes regarding your industry. (Ex: “To wish to be well is a part of becoming well” - Seneca.)
Timely statements based on economy, community, daily activities, or feelings. (Ex: Just finished my spinning class! Boy do I feel great! Questions (Ex: “Want to eat at a Vegan restaurant tonight. Any suggestions?”)

10. **Facebook Chat**: Facebook chat is a great feature that allows you and your friends to connect LIVE. When you are on Facebook, it’s always better to be ‘online’ and available to chat. I mean, this is the whole reason you are on Facebook, right? - To interact and build trust and respect with your friends so that they will learn from you, and want to take advantage of your services. Facebook chat organizes your friends according to certain lists. If you don’t wish to be “live” with a certain list of people, you can easily do so. Don’t want to spend too much time on chat, but would like to say a quick hello? Facebook chat allows you to message all of your friends at once! Saying Hello once in a while helps you maintain relationships built on Facebook.
11. Facebook Groups
The ability to share, chat, and email with a small group can be very valuable, especially if you belong to different organizations or groups of different interests. We have created a Roadmap to Wellness group page that is private to the people who are taking my on-line Wellness Program. This allows us to talk to group members in real-time, catch up with conversation later. It also makes it easy to send and receive updates using the group email address. It is just like a mailing list, and the best part is that you control your group’s privacy setting and only the admin (you or someone you have designated as such) can add friends to the group. You can create a group for your clinic and keep your patients and friends involved!

12. People You May Know: Look to see if you know anyone in this section! (Friend suggestions usually appear on the right hand side of your Facebook page) Click on “See all” and invite these people to become your friend. I would suggest requesting 10 to 20 friendships a day. Don’t send more requests than this though, as Facebook has strict regulations on spamming. Remember, the people suggested here are friends of your friends. You may know some of them but not all. Make sure to send a personal message with your request, perhaps mentioning why you’d like to become their friend.

Sample Message
Dear Elizabeth,

I thought I would send you a little note, after I noticed that you are friends with both Mary Jane and Bobby. Would love to connect with you on Facebook as we seem to have a lot in common!

Dr. Nathalie

Two Important Tricks for Finding Important Friends

1. Think of two people a day that you admire or look up to in your industry and ask to be their friend or like their fan page [Ex: Dr. Mercola, Deepak Chopra, etc.] By connecting yourself to the forerunners in your industry you will have access to amazing content [articles, movie clips, pictures] that you can easily share with your friends and fans.

2. Take 10 minutes a day to file through the list of people located in ‘your city’. Go to the search bar, enter in your city and scroll through to find people who are not yet your friends. Be sure to send them a message accompanying your Friend Request.

Note: Template of such message can be found in the appendix
13. **Profile**: Your profile displays your Facebook activity to yourself and your friends. It is like your home base. You can choose to share as much or as little information as you would like. The most important information to share would be your websites and page links!

**Facebook: More of Dr. Nathalie’s Simple Tips**

By implementing some of these strategies you will be able to increase the number of friends you acquire, build a following on your pages, and get more exposure to the activities associated with your clinic.

**Strategy #1- Create an Event**

For any event that you hold (i.e. Wellness Run, Workshop, Movie That Matters night) you should be creating an individual event page. Not only does this advertise your event (for free I might add), but it also allows your friends to register for the event, share it with their friends, and ask questions or write comments. All of this further exposes your event.

**Strategy #2- Build Relationships on Facebook**

- Read through the posts on your friends’ news feeds and comment on various things you find interesting. By interacting every so often, you grab their attention and build a rapport with them.

- If you wish to personally connect with someone, I would suggest messaging them. A message is private, unlike comments posted on a profile wall!

- If your message isn’t too personal, or you want to share interesting information with a friend, post it on their wall. This way their friends can see it and even comment on it if they’d like!

**Strategy #3 Managing your Time on Facebook**

- Schedule allotted time each day to manage your account.

- Make it part of your day and access it on your wireless device.

- Develop templates and time saving processes to get the most done in the least amount of time.

- Hire or train a staff member to manage your social media outlets but be careful…you have to feel comfortable that they will represent you properly on-line.
• Build a Social Marketing strategy in advance and set measurable goals. Oh, and don’t forget to track your progress!

• Use HootSuite to post quick messages, or cross promote your statuses with other Social Media tools. This is definitely one of the easiest ways to reach all of your audiences at the same time.

• It’s a good idea to attach a profile badge and/or your page badge to your website, blog, and any other online presence you have. Cross promoting these features will allow you to maximize your capture rates.

• Have your privacy setting set to everyone. Spread the word but be very deliberate and aware of what you post and share on Facebook. Be as professional on-line as you would be off-line.

Facebook Appendix

Invite a Friend Template

Hello from your community chiropractor, I look forward to connecting with you and seeing you at ….

Kind regards,
Dr. Nathalie
Website and blog info

Respond to Friend Request

Subject: Thanks for accepting my friend request on Facebook OR Thanks for reaching out and connecting with me on Facebook

Hello NAME,

I’d love to learn more about you and how I can help you with anything Health and Wellness related.

I look forward to hearing from you,

Dr. Nathalie
Website and blog info
7 - SOCIAL NETWORK - LINKEDIN

Linked In is an amazing tool that helps professionals - like us – connect with and expand our networks. It can truly be a very powerful tool. Build your own profile today to “link” up with other professionals in your industry. Make your profile stand out! Do everything in your power to bring your profile fill rate to 100%...not 80% or 90%, but 100%. It’s incredibly important to do so, for an extensive profile will open doors, build credibility, and increase your Google hit rate. Also, be sure to link your Linked In account to your Twitter and Facebook accounts. By doing this, you are ensuring that anything you post will be shared on all three platforms. It’s a great way to leverage yourself.

The following is a list of tools accessible to you via your Linked In homepage. I suggest you try each one out. Taking 10-15 minutes to become familiar with Linked In now, will save you loads of time in the future.

- **Inbox Preview**: This allows you to see the emails and invitations waiting for you in your inbox. Just like your email inbox, your Linked In inbox should be checked on a daily basis. Remember, Linked In is for the use of fellow professionals. Missing an e-mail from a company who wants you to be a speaker at their next corporate wellness event, doesn’t look very good!
Network Activity: In this white box you can choose to share a message, make a post, or share a link. You can also decide whether or not you’d like to include this information on Twitter. Scan this section to see what’s happening with your network. Make efforts to comment, interact, or share information with your network. One suggestion is to click on the “see more updates” button. By doing so, you will make your Network Activity a bit more organized, and therefore easier to read.

Group Updates: Reviewing this section is like going to multiple networking events at the same time. The groups you choose to “link” to contain hundreds (even thousands) of likeminded people. Pretty cool, huh? Try to interact in as many group discussions as you can and share your experiences or add knowledge. In doing so, you are putting yourself out there, which is necessary if you wish to build more of a following.

People You May Know: Similar to Facebook, our Linked In home page has a “People You May Know” section. If you wish to invite someone from this section to your network, you are required to justify how you know the person and provide their email address. It’s harder to add contacts this way, but at least you are not receiving spam from people you don’t know.

Can’t Find a Person’s Email?
Look on their profile at the very bottom and they may have their email address listed. If it is not listed, try looking on their website or Facebook account. And, if all else fails, send them a Linked In invite (only those who have upgraded their account can do this).

Who’s Viewed My Profile?: This is an interesting section that can be used to follow up on leads or to get an idea of who has been visiting your profile. Monitor this section to determine if you are getting the click through rate you are looking for!

Your Linked In Network: Use this tool to check out the possible connections you could make. Once you’ve reached 500+ contacts, you’ll see that the numbers are out of this world!

Reading List by Amazon: This is a must application! It allows us to share resources with our contacts, promote books, and comment on the books listed in our profile or a friend’s profile. It is a great way to interact!
Events: The Events section allows us to search for industry events as well as sift through the events that your contacts are attending. If you are not able to attend an event, but would have liked to, click on the “interested” button. By clicking “interested” you let fellow LinkedIn users know what kind of events you like to attend. Again, getting yourself out there is important if you wish to be successful on your social media journey!

Add an Application: There are many different applications that you can add to your profile. Each application offers something of value. For instance, the blog link application allows you to post all of your network’s blogs in one place!

Important Note
I suggest adding the Poll Application, the Tweet Update Application, and the Book List Application. Each one has served me well.
Your LinkedIn Profile Page

- **Profile**: On this page you can edit or view your profile, as well as ask for recommendations. As mentioned before, it is very important to have your profile filled out as much as possible. Be sure to provide potential contacts with your name, photo, industry, location, headline, summary, specialties, and websites. Strategically write this information so that it captures who you are and what you do. A well-thought out profile will grab much more attention than something just thrown together. Oh, and don’t forget to ask contacts for recommendations! Half-a-dozen recommendations will bring you credibility. Unlike website testimonials, it is easy to prove that these recommendations come from the person writing them. Also, be sure you provide recommendations for others you have worked with. Doing so will encourage them to provide a recommendation for you without you having to ask for it.

- **Posts**: Your posts are linked to your Facebook and Twitter accounts so you should already be getting exposure and consistent recognition however, it is important to comment on LinkedIn related threads every once in a while. This will show contacts that you value the connection you have with them on LinkedIn.

- **Credentials**: It is very important that you have your Credentials section filled out. Preview your profile once you have filled out the information to make sure that what the public sees is to your liking.

- **Summary**: Another important part of your profile is your summary. Make sure you include key words and details about the services you offer and your interests. This will increase your hit rate on Google.

- **Experience**: Writing down your experiences will give context to your background. It also provides contacts with a deeper understanding of who you are and what you are all about.

- **Education**: Adding your educational background to your profile will validate your areas of expertise and strengthen your level of credibility.

- **Recommendations**: This section is like your very own testimonial page. Each time someone makes a positive comment about you, your services, or your involvement in the community etc. politely ask them to offer you a recommendation on your LinkedIn account. Provide them with the URL link, so they can post it right on the site.

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**How Many Recommendations Should I Have?**

For every 100 contacts, you should have at least one recommendation (i.e. 600 contacts, 6 Recommendations)
Additional Information & Tips

• **Websites**: Make sure you have your website listed somewhere on your Linked In page. People will visit your site using Linked In, trust me!

• **Twitter**: Link your Twitter account to your Linked In account. Leveraging the different platforms makes you more visible and allows prospects to find you easier and faster.

• **Interests**: List your passions! You will find that using this section is a great tool when trying to find a way to connect with new people. Don’t forget to adjust your interests section often, so that they relate to the ever-evolving industry and target market you are after.

• **Groups and Associations**: Joining other groups on Linked In allows you to build connections with likeminded people. Make sure you are connected to every local group including organizations, schools, hospitals, etc. This widens your network reach, helping it to become limitless.

• **Honors and Awards**: This section gives you a chance to show off personal successes. It really is okay to brag once in a while!

• **Personal Information**: Add all of your contact information. Make it easy for people to reach out to you.

• **Contact Settings**: In this section, feel free to include a message to your network encouraging them to connect with you for a tour of the office.

Your Linked In Contacts and Connections

• **My Connections**

  • This section resembles your address book. It includes all your contacts on Linked In. The nice thing about a Linked In connections list is that contact information is easily exportable. Export your connections and add them to your contact management system.

How to Export Connections
Do you see the link at bottom of your page? This link leads you to a page where you can send contact information to an excel file.
- The My Connections section allows you to tag your connections and sort your contacts. To make things easier, sort your contacts by name, company, or location.

- Imported Contacts
  - This feature will scan your address book and find out who you are and are not connected to on LinkedIn. It’s a quick and easy way to grow your network.

Linked In and Groups

- My Groups
  - This is a very important section, so spend time here. Research the locations, industries and organizations that you would like to associate yourself with and join the groups!
  - Be a part of as many groups as you’d like. Joining them is an easy way to meet new contacts.
  - Don’t forget to organize and edit the order of your groups so the most relevant ones are at the top of your list.
  - Remember to interact with the group on a regular basis. Simply joining will not give you the recognition you’re looking for. Engage!

- Following
  - What is “Following” in LinkedIn groups? Following makes it easy to see contributions from your connections and others across groups you share. Just click on “Follow” next to any name in one of your groups.

- Groups You May Like
  - This section provides you with groups that you should consider joining.

- Groups Directory
  - This is the place to search the database of groups and get an idea of who and what is out there.

- Create a Group
  - Definitely try creating a group for your network to join. This group will be a place for your fans, patients, and friends to support and follow you on LinkedIn. Your LinkedIn group provides another way for you to remind contacts about what is going on with your clinic. If you decide to create a group, be consistent with your activities and make sure to bring value to the group.
Oh, and Don’t Forget to Check Out These Sections Too!

- **Jobs Section**
  - The job section allows you to Post a Job and is a great way to find reliable and skilled staff.

- **Answers Section**
  - This is a perfect way to stand out, get recognition, and meet potential clients or new connections. The goal is to become (and stay) “This Week’s Top Expert”. And it’s a pretty easy goal to accomplish. Just review the questions posted in your industry and answer as many as possible on a weekly basis.

- **SlideShare**
  - Linked In has a link to SlideShare (see next section) so it’s a great way to share your presentations with others and create interest on specific topics that you can speak on for corporate wellness or other niche groups.
SlideShare is a platform for you to share your PowerPoint presentations, workshops, seminars, and other slide shows online.

- Log on and create an account at www.slideshare.com.
- Don’t forget to link your profile to your LinkedIn SlideShare account.
- Upload any PowerPoint Presentation you may have, and share them with your contacts. Doing so will capture increased brand awareness and possibly increase your ranking on Google.
- SlideShare is also a great tool for finding interesting content that can easily be shared on multiple Social Media platforms.
- Remember, you can be featured (or spotlighted) as an expert if your profile is elaborate enough. Add as many PowerPoint files as you can to gain as much exposure as possible.
YouTube is a huge part of increased exposure today. Not only does video get great response from viewers, but it is also informative and easy. And, let's not forget how much Google loves video! Their partnership with YouTube greatly adds to your online ranking scale. The following are some tips and tricks that are sure to make you a YouTube sensation!

- Get started by buying a Flip or Kodak video camera. Set up an area in your clinic where you film regular video blogs. Talk about your article of the month, or provide the audience with tips and tricks from your industry. You can also take video of events, action around the clinic, or experiences you encounter during your day. The opportunities are endless!

- Make sure your videos are less than 10 minutes long, as YouTube won’t allow you to upload anything longer. I would suggest keeping the videos between 2-3 minutes because it has been proven that the average “Youtuber’s” attention span is rather short.

- Try to brand your YouTube Channel as much as you can. Add pictures of yourself, your clinic information, and your website URLs.
The title of your YouTube video can make or break your Google ranking. The more descriptive your title is, the easier it will be to find. Uploading a video about insomnia? Name it something along the lines of “Insomnia - The Importance of Sleep - Dr. Beauchamp on Daytime Ottawa”, and make sure that the topic key words are included in the first 3 to 4 words. You also need to have the same key words from your title in the description and tags to help your ranking.
Important Note
Do you have video footage on your website? I suggest sharing a welcome video of you hosted on YouTube on your website. This will increase YouTube views and, ultimately, your Google ranking. Go to www.beauchampchiropractic.ca for an example.

Still not sure what your videos should be about? Record short videos answering the top 10 FAQs and the top 10 SAQs about chiropractic. If that doesn’t interest you, videotape yourself demonstrating the different exercises you suggest to patients. This way you can send patients to your YouTube Channel for reference.
• Ask some of your favorite patients if they’d be willing to record a testimonial regarding your services. Testimonials are a great way for a potential patient to gain trust in your abilities and your office (make sure to ask your patient’s permission before you post anything).

• Anytime you appear on Television, ask for a recording of the segment and post it to your YouTube Channel, website, blog, etc. This way patients and friends can watch it again. I link my TV appearances to my newsletter so patients can see me on local and national TV. This is great exposure and a credibility boost!

• Want to leverage your time? Create and post a video called “Why You Should Continue with Wellness Chiropractic Care” on your YouTube page and provide patients with a URL to the video when they are coming to the end of their corrective care.

10 - ON-LINE EVENT BOOKING  www.bookwhen.com

A great free tool to promote your event is www.bookwhen.com as you can post your event on your own micro-site. People can easily go to the site and register. You will then receive their name and email addresses automatically. Make sure you have the “bookwhen” icon on your website so people can easily find it and click to see what is happening at your clinic on a regular basis. I try to drive traffic to bookwhen through my bi-weekly newsletter when I promote a specific event. Then, just print the list, et voila!
Find out what is happening at Beauchamp Chiropractic, your Chiropractor in Orleans: Wellness Events Calendar

11 - LIVE CASTING - BLOG TALK RADIO

Featured Episode

Your Wellness On The Go with Dr. Nathalie
Date / Time: 08/11/2009 1:30 PM
Category: Health

Learn how to achieve health and wellness On The Go in the 3 dimensions of your life: psychological, biochemical and physical. Dr. Nathalie Beauchamp, B.Sc, D.C. is co-author of the book Wellness On The Go: Take the plunge - it's your life! Dr. Beauchamp's passion for wellness is infectious and she passes that along to her patients/clients through her expertise in the areas of fitness, nutrition, lifestyle and optimal health. Dr. Beauchamp is a chiropractor, a certified personal fitness coach, a professional natural bodybuilder, a corporate wellness consultant and an inspirational speaker.

On Demand Episodes

Original Air Date: July 30, 2010

Wellness On The Go with Dr. Nathalie
Join Dr. Nathalie Beauchamp co-author of the book Wellness On The Go as she interviews Leadership and Life Strategist Catherine Corey. Catherine will share with the listeners tools and strategies to design the life that you really want!

Country: Canada
Language: English

Become a Wellness Coach
Enroll today in one of our online holistic health programs

Corporate Wellness
Personal & team programs for
How about that! Your own radio show! I have had a lot of fun, not only with my own monthly show, but also being interviewed by people all around the world! I can tell you that the sky is the limit when it comes to Social Media Marketing and you really think outside the box!

Personally, I would prefer having my show weekly, and have tried to do so. Unfortunately, it seems that once per month is what I can do at this time, so I put everything I have into it. I have done the show alone and I have had guests on the show. I have to say, it is much more fun to have guests. The time just flies as you are conversing on health and wellness topics. Follow the tips below to get you started, and have fun!

- First things first, go to www.BlogTalkRadio.com and sign up for a free account.
- You should brand your account as much as possible so people recognize you right off the bat.
- Categorize and name your radio show. Furthermore, provide your audience with a detailed description of what your show will be about. Be sure to include key words in the description as to be easily picked up by search engines.
- Decide how often you want to deliver your show, what the theme will be, what you will talk about, and who you will interview or feature. If your purpose is to increase brand awareness in your community, start by finding individuals in your community that relate to your business and feature them or interview them on your show. You can interview a life coach, a personal trainer, a nutritionist, etc.
- You can also have educational shows on specific topics and talk about the benefits of chiropractic care for these specific subjects (i.e. Chiropractic Care and pregnancy).
- On my own account, I have created a recorded intro, book promotion, and conclusion segment. It’s easy to do with www.audioacrobat.com. My shows are 30 minutes each, so I open with my pre-recorded introduction. Mid-way through, I play my book promotion. I then close with my conclusion. Really easy - Have fun with it, be natural and let your personality shine!
• Your show’s recordings always stay in the archives and can be listened to at anytime. I also link the audio when I send out my newsletter, so my patients can listen to my interview with one of our local experts. Make sure your guests promote the recordings on their own. On top of that, Blog Talk Radio will Tweet and “Facebook” a post saying your BTR is in 1 hour. Then, when you are on the air, you just have to set it up!

• Another great way to repurpose your recording material is to upload your content on iTunes.
Free-Press-Release.com: Helps you with targeting global audiences by submitting press releases by country and industry. Whether it is something that is going on in your practice, events that you are putting on in your community or breaking news in the industry, the website allows you to submit a free press release. Make sure to post the press release on your Facebook and Twitter account to promote it. This is a great way to get exposure and you never know who in the media might pick up your story.
Easily upload, organize & share your videos, documents and audio for free. I use www.screencast.com very often to create narrated PowerPoint presentations to educate my patients. I just have to send them the link and they can have access to it from the comfort of their home.

Below is an example of the email we send to people who have done their Creating Wellness™ Assessment. They watch the video and are then ready to meet with our Wellness Coach on their next scheduled visit. This allows us to educate them before they even come to the office. I also used Screencast to host my on-line program Roadmap to Wellness. This amazing tool even gives you the option of making your video public or keeping it private.

Dear Sara,

Congratulations on completing your Creating Wellness™ Assessment. Our goal is to help you achieve greater health and wellness in your busy life. The Creating Wellness™ report you are about to review is a “snapshot” of your current wellness state. We hope this report will allow you to figure out where you are and where you want to go. Please review Dr. Nathalie’s 14 minute video PowerPoint presentation where she explains the meaning of the Creating Wellness™ Assessment and the impact on your life.

Step 1 - Download your attached PDF report document
Step 2 - Click on the link below to view and listen to Dr. Nathalie’s video

http://www.screencast.com/t/MWM3MDBk

Step 3 - Schedule your follow-up appointment with me at the clinic so I can help you on your way to achieve your health and wellness goals.

To Your Wellness!

Nadine
Google Places and Maps are often overlooked. They are free and easy tools to integrate in your on-line marketing strategies. They help people find you and help with your Google ranking!

- First things first, you must create a Gmail account. Simply go to www.gmail.com and create one.

- Now that that’s done, do a Google search for Google Places and it will bring you directly to the main page.

- Click on “Add a Business” and enter all of the requested information.

- Google wants to make sure that you really are who you say you are, so, before you can go “live”, they have to verify you. They generally offer verification with an automated phone password or by mail (takes way longer).

- Once you are approved, you can claim your business. Simply go to Google Maps and enter all of your information there.

- You can upload videos, pictures, hours of operations, etc. Make sure you take advantage of all the information they will allow you to upload.

- Another great tool of Google Maps is that your patients can go there and post reviews. That creates stronger links for you and your practice. But, don’t write the reviews yourself! Google will know! Send the link to your best patients and ask them to post a review.

- Google Places also gives you the option of posting coupons to promote certain aspects of your business.
15 - ADVERTISING CAMPAIGNS - GOOGLE AND FACEBOOK

Google AdWords
I am not an expert on Google or Facebook advertising, but I have tested both out to see how it would go. If you aren’t sure which one is for you, do as I have and try it out! Set yourself a budget and have fun with it!

To assess your return on investment from using Facebook or Google ads, you have to think about how much time people spend reading the newspaper, looking up a number in the phone book, or actually watching or listening to local television and radio stations. When you think about it, it’s really not that much or at least it’s a lot less than it used to be.

Currently, Facebook users are spending an average of 20 minutes or more on Facebook per day. Facebook ads can be used to promote your Facebook page, your website, an event, even your blog. They are a way to pull people to the information you want them to see online. Running multiple ads at once and targeting your audience is the best way to achieve success using Facebook ads. I suggest setting a budget for your ads and playing around with them until you find what works for you.

Key point to take into consideration! Whatever you do, do not send people to your website directly or your conversion rate (them calling your office) will be very low. Instead, try a campaign with one specific topic such as headaches.

I have created a landing page (hosted on my website) where I send people when they click on my headache ad in Google Ad words or Facebook Ads. This way, you can be more specific to a targeted niche or problem. You could even take it one step further, and offer people a free report on headaches if they sign-up for your headache newsletter! This way you collect their email and can stay in contact with them about headaches and other topics of interest to them. While this system doesn’t fit my marketing plan (I don’t want to start publishing e-newsletters on all conditions chiropractic can help with), it may be the method that would make the most sense for you.
Sample of landing page from my website on headaches

Are HEADACHES Controlling Your Life?

If You’re Female, Over 25 And Suffer With Migraines – These Are The Facts You Must Know

Living with headaches is tough. Day after day of being miserable, irritable, and looking a lot older than you really are. The frustration of knowing that your friends and loved ones don’t understand what you’re going through.

Add this to doctor’s visits, MRI’s, CT scans and X-rays — which only come back with “normal” results.

And that’s not all. Trying one medication after another, feeling like you’re on a merry-go-round of drugs.

All this is enough to make anyone want to scream!

My name is Dr. Nathalie Beauchamp, and I’ve been helping patients with neck tension, headaches and migraines live pain free for years now. Every week I hear how women suffer from severe headaches — statements like:

• “I feel like my head is in a vice.”
• “My eyes hurt and I feel so drained.”
• “I have to lie down.”

They tell me they’re sick and tired of jumping from one headache medication to the next. Here’s what I hear:

“I am tired of being looked upon as someone who is only out there to get medicine. I only want RELIEF. I don’t know why that is so hard for people to understand. I don’t want to be treated badly anymore. I want to get help, and I want to get rid of the headaches.”

Recurring Headaches Are Not Normal!!!

No question. If you are having headaches then something is wrong. Pain is your body’s way of telling you something is wrong, finding the problem and fixing it has got to be top priority! Call today.

Phone

Call anytime between the hours of 9:00 am and 6:00 pm Monday through Friday. Tell the receptionist you’d like to come in for the special headache evaluation you saved online.

Look, you have very little to risk and a lot to gain. Call today and we can get started with your consultation, exam, x-rays and scans as soon as there’s an opening in the schedule. Our office is called Beauchamp Chiropractic: A Creating Wellness Centre.

Sincerely,

Dr. Nathalie Beauchamp, B.Sc., D.C.

P.S. Why Suffer With Years Of Misery?

How many years can your body handle taking one pill after another?

That’s no way to live, not when there could be an easy solution to your problem. Many of the pain medications available are quite addictive and can have drastic side effects.

Call today, I may be able to help you live a normal, pain-free life again.

Call

Discover the drug-free, pain free and natural solution for getting rid of headaches.

Click Here to Book Your Appointment
Google Analytics and Google Alerts are great tools for monitoring your online presence and, they are very easy to implement!
Both of these tools need to be set up in your Google account.

Google Analytics allows you to monitor each website you have and tells you the number of visits you received and how long people stayed on the site. It also gives you a 3 page report on all sorts of cool statistics that can be useful for your on-line marketing efforts.

Google alert can be set-up to notify you (via email) anytime someone mentioned your name or your clinic name on-line. Very cool to have!

17 - FUN WITH FOURSQUARE!

Foursquare is all about helping you find new ways to explore your city. Members can earn points and unlock badges for discovering new places, doing new things, and meeting new people. Members use foursquare to “check-in”. In other words, they let fellow users know of their whereabouts. Think of foursquare as an “urban mix tape.” It allows users to make lists of their favorite things to do and share them with friends. Foursquare keeps track of the things you’ve done, helps to create To-Do lists, and even suggests new experiences to seek out.
• First things first, create a profile, login, and customize it to fit your needs.

• Link your Foursquare profile to your Facebook and Twitter accounts too (to do this go to the settings tab and click “allow access”).

**Important Note**
Only users with a photo uploaded to their account (no faceless mayors!) will be eligible. So, you should upload a photo on your settings page.

• Go into your Mobile Device application area, and download the Foursquare application. This way you can “check in” using your mobile device. This will also allow you to find locations to check-in to that are situated close to where you are.

• Most clinics will already be on Foursquare. Go to the website and claim your clinic!

• Your patient can check-in when they get to your clinic on their Mobile Device if they have Foursquare installed and it let’s their network know where they are!

• iPhones now have a Facebook place option so your patients can do the same on their Facebook. I’m a Blackberry girl…might just have to get myself both!
Conclusion

Wow! I feel like we just did a Social Media marathon! I hope that the tools, tips, and strategies that I have shared with you in this workbook will be of value to you. Remember that the key to Social Media Marketing is all about creating and nurturing real relationships and should be fun!

As I mentioned at the beginning, set your WHY, your PURPOSE, and your GOALS and get to it! Don’t try to implement everything all at once, but take 1 or 2 to start and dig-in.

Getting started plan:

1. Determine your goals
2. Evaluate your resources
3. Know your audience
4. Create amazing content
5. Integrate your marketing efforts to compliment one another
6. Create a schedule
7. Follow the 80-20 rule (80% content - 20% promotional)
8. Focus on quality not quantity
9. Give up control. That is what online conversations are all about
10. Keep learning :)

I suggest that you plan 15 to 30 minutes daily to get started. It’s like anything else you do. The more you exercise your on-line marketing and social media “muscles”, the more efficient you will become at it!

Be patient, and I’m sure you will be rewarded. By expanding your reach to a bigger audience, you can impact more people’s lives!

Yours in Wellness,
@drenathalie
Suggested readings and e-course:

1. Twitter Power by Joel Comm
2. Socialnomics by Eric Qualman
3. The New community Rules: Marketing On The Web by Tamar Weinberg
4. The Social Media Marketing Book by Dan Zarrella
5. Viral Explosion by Peggy McCall
6. Grown up Digital by Don Tapscott
7. Positioning by Al Ries and Jack Trout
8. Delivering Happiness by Tony Hsieh
9. Changing the Channel by Michael Masterson and Maryellen Tribby
10. The Social Media Bible by Lon Safko and David Brake
11. What would Google do? by Jeff Jarvis
12. How to Succeed in Business Using Linked In by Eric Botow and Kathleen Taylor
13. Digital Engagement by Leland Harden and Bob Heyman
14. YouTube for Business by Michael Miller
15. Mari Smith - Twitter and Facebook course
16. Alex Mandossian - Internet Optimization System course
17. Ali Brown - Boost Business With Your Own e-Zine course
18. 30-minutes Social Media Marketing by Susan Gunelius
19. 301 Ways to use Social Media to Boost Your Marketing by Catherine Parker
20. What Would Google Do by Jeff Jarvis