

405 – Piggyback Marketing

With Steven Bruce and Gilly Woodhouse

Overview of the Discussion:

- The discussion focused on effective marketing strategies for osteopaths and chiropractors, particularly using social media to attract patients.
- Topics included:
 - Target audience identification and communication.
 - Developing a niche marketing strategy.
 - Practical applications of "piggyback marketing."
 - The importance of empathy and understanding patient needs.
 - Frequency and content of social media posts.
 - Challenges and misconceptions about marketing in healthcare settings.
 - Ethical aspects of marketing

Key Points:

1. **Target Audience and Niche Marketing:**
 - Effective marketing requires identifying a specific target audience (e.g., athletes, parents, elderly patients).
 - Avoiding generic advertising; instead, crafting tailored messages that resonate with specific groups.
2. **Empathy in Marketing:**
 - Understanding the patient's perspective (e.g., challenges due to pain or lifestyle limitations).
 - Using relatable language that reflects patient concerns.
3. **Social Media Strategies:**
 - Creating frequent, engaging, and educational content (e.g., videos, tips, or success stories).
 - Using platforms like Facebook groups to reach local audiences.
 - Simplifying posts to make them relatable and visually appealing.
4. **Piggyback Marketing:**
 - Aligning marketing campaigns with local events or cultural phenomena to increase visibility.
 - Building partnerships with local businesses or organisations to enhance reach.
5. **Overcoming Challenges:**
 - Addressing fears about marketing being too time-consuming or ineffective.
 - Encouraging practitioners to prioritise consistency and simplicity.
 - Discussing how to measure success (e.g., increased patient numbers rather than social media metrics).

6. Professional Positioning and Pricing:

- Encouraging practitioners to value their services appropriately and not undervalue their skills.
- Positioning osteopathy and chiropractic care as essential, professional services.

7. Ethical Concerns

- Adherence to ASA guidelines
- Not encouraging unnecessary treatment
- Addressing patient needs and quality of life