

Business bargains

Strategies for marketing with a limited budget.

BY PAUL S. INSELMAN, DC

ADOBE STOCK

MARKETING IS MORE THAN SELLING; IT'S ALSO THE process of teaching consumers why they should choose your product or service over your competitors. Think of it as doing things to get your phone to ring.

For instance, imagine being a politician. How does a politician get elected? They tell more people about who they are, what they stand for, and how they are going to help the voter. The person who gets their message out to the most people wins the election. That is marketing in action.

To market effectively, you either throw time, money or both into it. If you don't have money then you need to spend more time (and vice versa). I always recommend doctors to do a combination of both. Here is a

listing of free or minimally expensive marketing tactics that you can easily deploy.

Stick to threes

Since chiropractic is a personality-driven business, make it a goal to hand out three business cards every day. Handing out cards allows you to personally interact with a potential patient, and they can get a feel for who you are. Persistency and consistency combined will drive the success of this campaign.

Additionally, try to meet with three new businesses each week. Becoming a known member in the business community will encourage others to refer to you. Meet the local dry cleaner, pizza place owner and all other business leaders in your commu-

nity. Network with them. Refer to them. Set up relationships with them. Give them a reason to like you and want to refer to you.

Networking

Networking groups are a fantastic way to meet people and show off your personality. Find out how you can help their business grow. When you help someone else they will automatically want to help you. Just don't go to one meeting and disappear. Consistency and persistency are essential here, too.

Try using networking groups such as meetup.com. Search through the different group options and join one that interests you. Do not join the fibromyalgia support group looking for new patients—they will see right

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through you. People with like interests automatically have common bonds.


I belong to a chess club, golden retriever club and others that give me great friends and great patients.

Consider using social media to network and get your message out. If you are unsure about the right way to use it, consider hiring a company that specializes in social media marketing. If doing it yourself, be mindful that you're subject to HIPAA rules. And make sure you are profiting from your social media efforts.

Volunteer

Try volunteering at schools. Teachers are connectors and know lots of other people. There isn't a public school in America that does not welcome volunteers. Go in and read to the first graders. Help at the school carnival. Become a part of the culture of the school and people will automatically use you.

Also, giving back via your time is a great way to help your community. The same thing goes for religious institutions like churches. Don't just go to services, but volunteer on committees, too.

One thread that ties all of these suggestions together is that if people like you and resonate with you, they are more likely to use you. 



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