

# Marketing Checklist for Physical Therapy Practices



Marketing your physical therapy practice doesn't have to be overwhelming. Follow this step-by-step checklist to build a strong marketing foundation, attract new patients, and retain loyal ones.

## Define Your Brand & Message

- Identify your core values and mission.
- Develop a unique value proposition (UVP) that differentiates your practice.
- Create a consistent brand identity: logo, colors, fonts, and tone of voice.
- Craft a patient-focused brand message that answers: "Why should someone choose your clinic?"

## Optimize Your Online Presence

- Create or update your website for a modern, user-friendly experience.
- Ensure your site is mobile-friendly and loads quickly.
- Add clear call-to-actions (CTAs) like "Book an Appointment" or "Schedule a Free Consultation."
- Optimize for SEO with relevant keywords like "physical therapy near me" and "sports injury rehab."
- List your practice on Google Business Profile and relevant healthcare directories.

## Develop a Content Marketing Strategy

- Start a blog with patient-focused topics like "How Physical Therapy Can Help After Surgery" or "5 Tips to Prevent Running Injuries."
- Create educational videos demonstrating exercises or explaining treatment options.
- Share patient success stories (with permission) to build trust.
- Develop downloadable resources like eBooks and tip sheets to capture leads.

## Leverage Social Media Marketing

- Choose 2-3 platforms where your ideal patients are active (e.g., Facebook, Instagram, LinkedIn).
- Post consistently with educational, engaging, and inspiring content.
- Showcase staff spotlights, patient success stories, and clinic updates.
- Use paid ads to target local audiences with offers like "Free Injury Screening."
- Engage with followers by responding to comments and messages promptly.

### Implement Email Marketing

- Build an email list by collecting emails through your website and in the clinic.
- Create a welcome email series for new subscribers.
- Send regular newsletters with health tips, success stories, and special offers.
- Automate patient reminders and follow-ups to stay top-of-mind.
- Track open rates, click-through rates, and conversions to measure success.

### Establish Community Relationships

- Partner with local gyms, sports teams, and healthcare providers.
- Offer free workshops or webinars on injury prevention and recovery.
- Sponsor or participate in community events to raise awareness.
- Join local business groups and healthcare associations to network.

### Track & Analyze Performance

- Set clear goals like "Increase new patient appointments by 20% in 6 months."
- Use tools like Google Analytics to monitor website traffic and engagement.
- Track the performance of ads, emails, and social posts.
- Adjust strategies based on data to maximize ROI.

# Ready to Take Your Marketing to the Next Level?

If you're feeling overwhelmed or need expert guidance, Christy Lang Physio Marketing is here to help. We specialize in helping physical therapy practices grow through personalized marketing strategies.

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