
5 STEPS TO GETTING MORE DISCOVERY CALLS

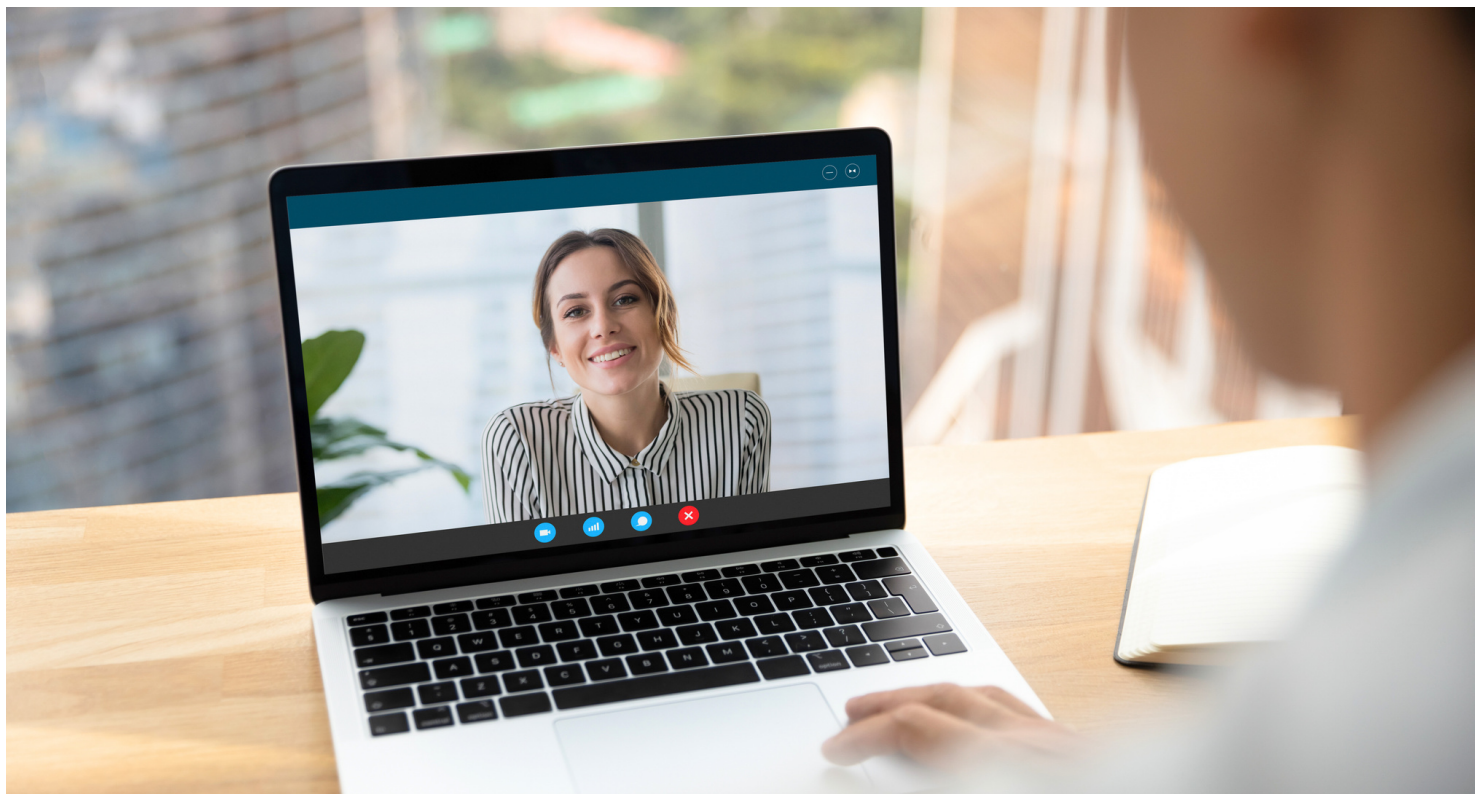
FOR YOUR HEALTH
PRACTICE USING PROVEN
ONLINE MARKETING
TECHNIQUES

INTRODUCTION

The digital revolution has changed the way health practices attract and engage clients. Online marketing techniques now offer unprecedented opportunities for growth.

Discovery calls are the first step in building a relationship with potential clients. They offer an opportunity to understand clients' needs and present your services as a solution, and are very important for the long-term viability of your health practice.

This eBook will guide you through a five-step process to increase discovery calls for your health practice using proven online strategies.



STEP 1: UTILIZING PAID ADS TO GENERATE QUALIFIED TRAFFIC FOR YOUR DISCOVERY CALLS

Paid advertising is an effective strategy for driving targeted traffic to your website. It can reach large audiences and specifically target those individuals who are likely to be interested in your health practice (a.k.a. *your ideal clients!*).

When implemented correctly, paid advertising can significantly boost the number of discovery calls your practice receives. From Google to Facebook and Instagram Advertising, here's how you can start using paid ads to reach more people who need (*and want*) your services.

UNDERSTANDING GOOGLE, FACEBOOK, AND INSTAGRAM ADVERTISING

These three platforms are among the most popular and effective online advertising platforms available. Google Ads appear in search results and can reach users actively searching for health-related services or information.

Facebook and Instagram Ads appear directly in users' feeds and can be targeted based on a wide range of demographic and interest-based criteria.



CHOOSING THE RIGHT PLATFORM



Users actively searching for services like yours



more specific set of Users that you can target.



Young Users who like to take in more visual information.

Before you start investing in paid advertising, it's helpful to understand which platform works best for you, your business, and the demographics of your audience.

Google Ads are excellent for reaching users who are actively searching for services like yours. Facebook has robust targeting options and a massive user base, while Instagram, owned by Facebook, offers a more visual platform that's particularly popular with younger users. Your choice of platform should depend on your target audience and the nature of your services.

CREATING COMPELLING ADVERTISEMENTS

Regardless of the platform, your ads must resonate with your target audience. They should clearly communicate what your practice offers and how it can benefit the viewer. A clear call to action, such as "Book a Discovery Call Today," is also essential.

ASK YOURSELF...

WHAT

does my practice offer?

HOW

my practice can benefit the viewer?



GOOGLE ADS

Google Ads work on a pay-per-click (PPC) model, where you bid on keywords related to your services. When a user searches for those keywords, your ad may appear in the search results. The key to success with Google Ads is choosing the right keywords and creating compelling ad copy.



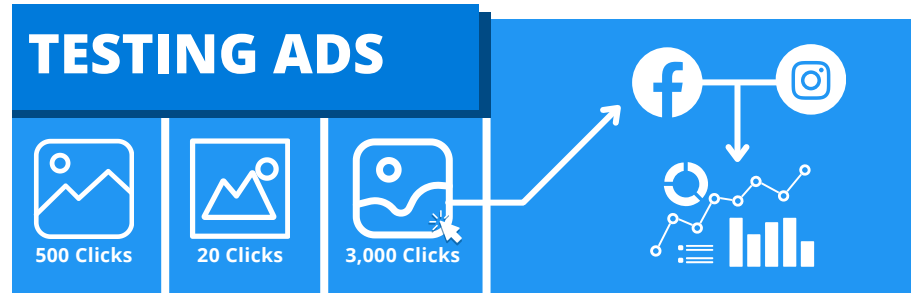
TIP:

Choose the **RIGHT** Keywords

FACEBOOK AND INSTAGRAM ADS

Facebook and Instagram allow you to create ads with a variety of formats, including image, video, carousel, and more. You can target your ads based

on demographics, interests, behaviors, and more. An effective strategy often involves creating multiple ad variations and testing them to see which perform best.



SETTING A BUDGET AND BIDDING STRATEGY

All three platforms operate on a bidding system where you set a daily or campaign budget and choose a bid strategy. Google Ads primarily uses cost-per-click (CPC) bidding, while Facebook and Instagram offer several options, including CPC, cost per thousand impressions CPM, and cost per action (CPA).



MEASURING SUCCESS

The ultimate measure of success for your ad campaign is the number of discovery calls it generates. This requires setting up conversion tracking on all platforms to track the number of people who schedule a discovery call after clicking on your ad.



Paid advertising on Google, Facebook, and Instagram can be a potent tool for boosting your health practice's discovery calls. It involves careful planning, ongoing testing, and optimization to get the best possible return on investment. By understanding your target audience, creating compelling ads, implementing effective targeting strategies, and consistently tracking results, you can leverage paid advertising to significantly grow your client base.

STEP 2: DESIGNING HIGH-CONVERTING LANDING PAGES TO PUSH TRAFFIC TO DISCOVERY CALL BOOKINGS

An effective landing page is key to converting online traffic into discovery call bookings. It's the first page that visitors land on after clicking your ad, and it plays a crucial role in their decision-making process. In this section, we will take you through the key elements of a high-converting landing page and guide you on how to design one specifically tailored to your health practice.

UNDERSTANDING LANDING PAGES

Landing pages are specifically designed for conversion. They are distinct from other pages on your website because they have one primary goal: to encourage visitors to take a specific action — in this case, to book a discovery call.



KEY ELEMENTS OF A HIGH-CONVERTING LANDING PAGE

There are several elements that contribute to a landing page's ability to convert visitors into leads:

CLEAR AND COMPELLING HEADLINE:



The headline is the first thing visitors see when they land on your page. It should clearly communicate what you offer and capture the visitor's attention.

RELEVANT AND ENGAGING CONTENT:



The content on your landing page should directly address the visitor's needs and concerns. It should highlight the benefits of your services and why they should choose your practice over others.

STRONG CALL TO ACTION (CTA):



The CTA is what prompts visitors to take action. It should be prominent, persuasive, and clearly state what will happen when clicked, like "Book Your Discovery Call Now".



TRUST INDICATORS:



These are elements that build credibility and trust in your practice. They might include testimonials from happy clients, credentials, or awards your practice has received.

HOW TO GAIN YOUR CLIENTS TRUST



Testimonials



Awards



Credentials

EASY-TO-USE FORM:



If you're asking visitors to fill out a form to schedule their discovery call, it should be easy to use and require as few steps as possible. The less friction, the more likely visitors are to complete the action.

RESPONSIVE DESIGN:



Your landing page should look and function well on all devices, including desktop computers, tablets, and smartphones. A significant amount of web traffic comes from mobile devices, so neglecting this can lead to lost opportunities.



DESIGNING YOUR LANDING PAGE

The design of your landing page should be clean and distraction-free, focusing the visitor's attention on your offer and the CTA. Use high-quality images that reflect your practice and the services you offer. Choose colours that align with your brand and create a sense of trust and calm — particularly important in a health practice context.



TESTING AND OPTIMIZING YOUR LANDING PAGE

Once your landing page is live, it's important to test and optimize it regularly. This could involve A/B testing different headlines, CTAs, or images to see which ones lead to higher conversion rates. By continually refining your landing page based on data, you can maximize its effectiveness and ultimately increase the number of discovery calls you receive.

Designing a high-converting landing page is both a science and an art. It requires a clear understanding of your audience's needs and preferences, coupled with good design practices and regular testing and optimization. However, the reward — a significant increase in discovery calls — is well worth the effort.



USER TESTING



Compare Design Variations



Analyze User Data + Feedback

WHAT YOU NEED

- Clear Understanding of User Needs + Preferences
- Good Design Practices
- Regular Testing + Optimization

STEP 3: IMPLEMENTING A POST-BOOKING FOLLOW-UP PROCESS

Establishing a strong automated follow-up process is essential for nurturing relationships with potential clients after they have booked a discovery call. This phase plays a crucial role in getting clients ready for the call, managing their expectations, and initiating the foundation of a solid relationship.

Here's what you need to know in order to set up an effective post-discovery call booking follow-up process.

UNDERSTANDING THE VALUE OF POST-BOOKING FOLLOW-UP

Once a discovery call has been booked, your follow-up process should shift focus.

At this stage, the goal is to ensure the client attends the call, comes prepared, and starts to understand the value your health practice can offer.

**CLIENT
UNDERSTANDS
THE VALUE YOUR
HEALTH PRACTICE
CAN OFFER**

**YOU
BEGIN THE
FOLLOW-UP
PROCESS**



EMAIL AUTOMATION POST-BOOKING

Automated emails can effectively manage the post-booking process. Here is a sample sequence:

CONFIRMATION EMAIL:



Immediately after a discovery call is booked, send an automated email confirming the date and time of the call. This email can also include information on how to reschedule or cancel if necessary.

PREPARATION EMAIL:



A few days before the discovery call, send an email outlining what the client should expect and how they can prepare. This might include asking them to think about their health goals or concerns.

REMINDER EMAIL:



A day before the call, send a reminder email. This helps reduce no-shows and ensures the client remembers the call's purpose.

POST-CALL FOLLOW-UP EMAIL:



After the call, send a follow-up email thanking them for their time, summarizing the call's key points, and outlining the next steps.



MANUAL TELEPHONE CALLS

In addition to automated emails, manual telephone calls can add a personal touch to your follow-up process. A quick call a day or two before the

discovery call can serve as a friendly reminder and provide an opportunity for the client to ask any last-minute questions. Post-call, a telephone follow-up can help clarify any points of confusion and gauge the client's interest in moving forward.

CHECK IN WITH A CALL



CALL 1-2 DAYS
BEFORE THE
DISCOVERY CALL



CLIENT ASKS ANY
LAST-MINUTE
QUESTIONS

BALANCING AUTOMATION AND PERSONALIZATION

While automation makes the follow-up process more efficient, it's important to balance this with personalization. Personalized emails and telephone calls can make the client feel valued and understood, fostering trust in your practice.



MEASURING AND IMPROVING YOUR POST-BOOKING FOLLOW-UP PROCESS

Just like any other part of your marketing strategy, it's important to regularly assess and improve this follow-up process. Monitor metrics like email-open and click-through rates, as well as discovery call attendance rates, to understand the effectiveness of your approach.

A well-executed post-booking follow-up process is key to ensuring successful discovery calls and ultimately converting potential clients into paying ones. By adopting a combination of automated emails and manual telephone calls, you can efficiently and effectively nurture these vital relationships.

STEP 4: POST-DISCOVERY CALL FOLLOW-UP PROCESS

The actions you take after a discovery call can significantly impact whether a potential client decides to continue with your health practice. A thoughtful and organized follow-up process can reinforce the value you offer, address any remaining questions or concerns, and guide the client towards the next steps. In this section we will guide you through the process of creating an effective post-discovery call follow-up process.

UNDERSTANDING THE IMPORTANCE OF POST-DISCOVERY CALL FOLLOW-UP

The discovery call is just the beginning of the client's journey with your practice. The follow-up process is an opportunity to continue building the relationship, reinforce key points from the call, and guide the client towards making a commitment.



IMMEDIATE FOLLOW-UP

Immediately after the discovery call, it's important to send a follow-up communication. This could be an automated email thanking them for their time, summarizing the key points discussed, and outlining the next steps. Be sure to personalize this communication based on what was discussed during the call.

FURTHER COMMUNICATION

In the days following the discovery call, consider sending additional follow-up communications. This could be a series of automated emails that provide further information about your practice, address common concerns or objections, share success stories from other clients, or offer valuable health tips.



MANUAL TELEPHONE FOLLOW-UP

A personal telephone call can be an effective follow-up method after the discovery call. This gives you a chance to answer any remaining questions, discuss the client's thoughts and concerns in more depth, and guide them towards booking their first appointment. Remember to time this call appropriately — you don't want to come across as pushy, but you also don't want to wait so long that the client loses interest.

ADDRESSING OBJECTIONS

During the follow-up process, you should be prepared to address any objections or concerns the client may have. This could involve providing more information, offering reassurances, or discussing alternative options. Be empathetic and understanding, and remember that it's normal for clients to have concerns or reservations.

LISTEN & ASSURE

WHAT

Listen to your clients concerns.

HOW

Provide more info + give alternative options



MOVING THE CLIENT FORWARD

The ultimate goal of your post-discovery call follow-up process is to guide the client towards booking their first full appointment. This requires clearly communicating the next steps, simplifying the appointment booking process, and creating a sense of urgency or incentive.

MAKE IT EASY TO BOOK

HOW?



AN INCENTIVE

OR



SENSE OF URGENCY

MEASURING AND IMPROVING YOUR POST-DISCOVERY CALL FOLLOW-UP PROCESS

Just like any other component of your marketing strategy, it's crucial to consistently evaluate and enhance your post-discovery call follow-up process. Take into consideration metrics like email-open and click-through rates, the conversion rate of discovery calls to booked appointments, and feedback from clients to identify areas for improvement.

An effectively designed post-discovery call follow-up process is vital for transforming potential clients into regular customers.

By maintaining active engagement with clients, addressing their concerns, and guiding them through the subsequent steps, you can amplify the impact of your discovery calls and foster the growth of your health practice.



ANALYZE METRICS LIKE...



Email open + click-through rate



Number of booked appointments



Client Feedback

STEP 5: OPTIMIZING YOUR CAMPAIGN WITH A DATA-DRIVEN APPROACH

Effective marketing requires a data-driven approach. Tracking Key Performance Indicators (KPIs), alongside tools like call tracking and heat mapping, provides critical insights into the effectiveness of your campaigns. This chapter will guide you in choosing the right metrics and using them to continually enhance your marketing strategies.

In this section, we will guide you in the process of selecting the most suitable metrics and utilizing them to consistently improve your marketing strategies.

The Power of KPIs

KPIs are quantifiable measures used to evaluate the success of an organization in achieving its key objectives. For your health practice, KPIs can offer valuable data about your campaign's performance and guide you in optimizing your strategies.



Choosing the Right KPIs

The selection of KPIs should align with your specific goals. Here are some commonly tracked KPIs that could be vital for your campaign:

TRAFFIC:

The number of visitors to your website or landing pages. Understanding the source of your traffic can provide insights into the efficacy of your marketing channels.

CONVERSION RATE:

The percentage of visitors who book a discovery call. A low conversion rate may indicate a need for landing page or offer optimization.

COST PER LEAD:

The expense involved in acquiring each lead. A high cost per lead might signal the need for refining your ad campaigns or landing pages.

DISCOVERY CALL SHOW-UP RATE:

The ratio of booked discovery calls that are completed. A low rate here could suggest the necessity for a more effective follow-up and reminder system.

CLIENT ACQUISITION RATE:

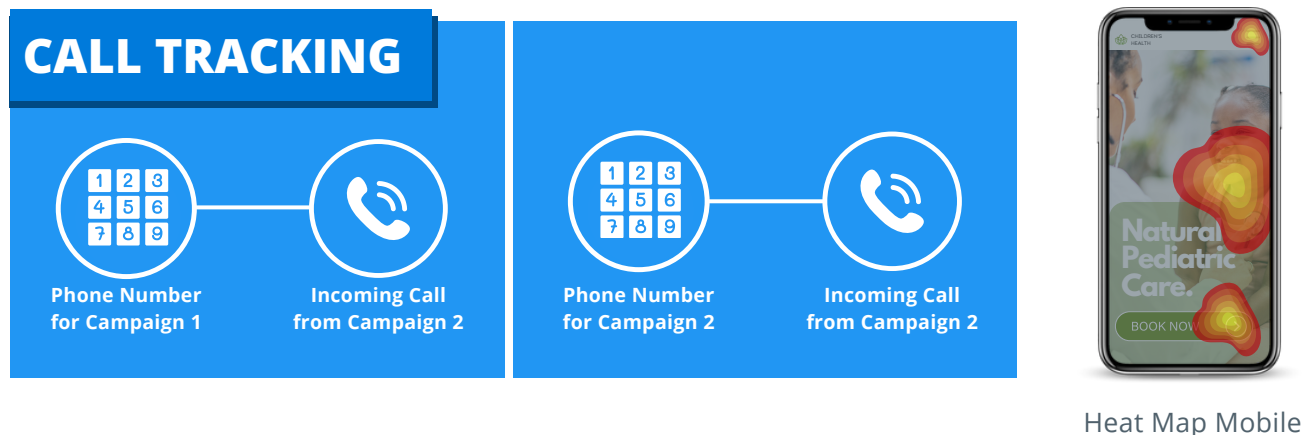
The proportion of discovery calls that result in new clients for your practice. If this rate is low, it may point to areas of improvement in your discovery call process or follow-up efforts.



THE ROLE OF CALL TRACKING AND HEAT MAPPING

Call tracking is a technology that allows you to understand which marketing efforts are driving phone calls to your practice. It involves assigning different phone numbers to different campaigns or channels, so when a call comes in, you know where it originated. This data can be especially valuable if phone calls are a major source of leads for your practice.

Heat mapping, on the other hand, is a visual representation of where users interact most on your website or landing page. This can show you what elements are attracting attention and where users are clicking, providing valuable insights for optimizing your page layout and design.



Leveraging KPIs, Call Tracking and Heat Mapping

With your KPIs in place, alongside call tracking and heat mapping, you can begin to understand and enhance your campaign's performance. For instance, if your conversion rate is low, heat mapping can show you where users are dropping off, suggesting potential improvements for your landing page.

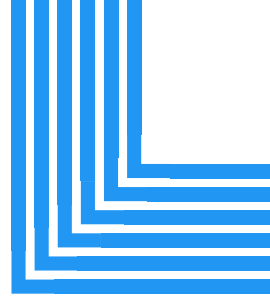


IMPLEMENTING TRACKING TOOLS

Various tools can assist with tracking your KPIs. Google Analytics is useful for monitoring website traffic and conversions. CRM systems can manage discovery call bookings and client acquisition rates. Ad platforms like Google Ads and Facebook Ads provide insights into ad performance and cost per lead. For call tracking, consider tools like CallRail, and for heat mapping, look at options like Hotjar or Crazy Egg.

By harnessing the power of KPIs, call tracking, and heat mapping, you can make informed decisions to continually refine your marketing campaign, thereby driving more discovery calls for your health practice.





INTRODUCING

THE DISCOVERY ACCELERATOR METHOD™

In this eBook, we've journeyed through the process of increasing discovery calls for your health practice using proven online marketing techniques. We've explored the importance of these discovery calls, the utilization of paid ads, the creation of high-converting landing pages, the implementation of effective automated follow-up processes, and the essential role of KPI tracking, call tracking, and heat mapping.

However, the journey doesn't end here.

The digital marketing landscape is dynamic, and the key to success is continuous learning, testing, and adaptation based on results and feedback. This is where the Discovery Accelerator Method™ comes in.

The Discovery Accelerator Method™ is our unique, proven approach that ties all these elements together. It leverages the best practices and strategies we've discussed and goes a step further, providing a comprehensive, customized solution that caters to the unique needs of your health practice.

The Discovery Accelerator Method™ is not a one-size-fits-all approach but a strategic, data-driven methodology designed to accelerate the growth of your health practice. It covers everything from refining your unique selling proposition and optimizing your online presence to implementing powerful tracking measures and analyzing the data for continuous improvement.

Whether you're just starting or looking to take your health practice to the next level, **the Discovery Accelerator Method™** is designed to generate a consistent flow of discovery calls, turning potential clients into loyal patients.

**BOOK YOUR DISCOVERY CALL
WITH ZIGIMEDIA**



YOUR NEXT STEPS

Curious how we can help you implement the Discovery Accelerator Method™ for your health practice?

We invite you to book a discovery call with us.

During this call, we'll discuss your specific needs and challenges, and explore how the Discovery Accelerator Method™ can be tailored to your practice to drive growth and success.

Remember, the goal is not just to get more discovery calls, but to transform these calls into meaningful relationships and successful outcomes for your clients and your practice.

We look forward to supporting you on this journey.

Book a discovery call with us today, and let's embark on the path to success with the Discovery Accelerator Method™.

BOOK YOUR DISCOVERY CALL TODAY!



ABOUT ZIGIMEDIA

We provide Done-For-You services that will take the burden of marketing and technology off your plate so you can focus on what you do best. We work with all your favourite online apps and have the experience, strategy, and expertise to build you a profitable digital marketing solution.

Having worked with over 500 health & wellness professionals our mission is simple. To empower and provide ROI-focused online marketing and tech solutions for health & wellness practitioners through the best service possible.



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hello@zigimedia.com



1-800-940-2998

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