

Capitalizing on Your Unique Story

By Randy Rosler, Podiatry Content Connection

I often tell prospective customers that whatever makes their practice unique, online marketer Podiatry Content Connection will bring that story forward to be more visible on the web.

Dr. Mary Andrea, DPM, for instance, is a new client. Her Queens, NY, practice offers hyperbaric oxygen therapy to treat non-healing wounds, diabetic feet, fungal nails, plantar fasciitis, heel spurs, and other conditions affecting quality of life.



Dr. Andrea, DPM, of Andrea Hyperbaric, Wound Care and Podiatry Center, showing Podiatry Content Connection Director Randy Rosler around her practice in Queens, NY.

From a great location with easy parking, to new associates ready to take on new patients—anything can be pulled out and put forward to attract a prospective patient’s notice.

If you are interested in bringing your unique story to your online presence, and to register for your free \$125 VISA gift card, visit PodiatryPatients.com, call 718-475-9449, or [click here](#).

Podiatry Content Connection (PodiatryCC.com) is the #1 marketing agency serving podiatrists only. According to *Customer Insights* provided by Chase Bank, PCC clients

earn more money than DPMs using other marketing companies.

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My “prescription” for her marketing includes the stuff we do best—new website, directory optimization, blogs, social media, etc.but the cherry on top for her unique practice would be to put it all right out there to hook patients immediately with:

- *Google Ads*
- *Call-to-Action Spot Campaigns*
- *Monthly Patient Education Emails*
- *And even a special section of her website devoted to Hyperbaric Oxygen treatments*

Making Your Practice Stand Out

If you did an audit of everything you offer, what items are NOT typically on mostly everyone else’s list?

- Have you introduced new or unexpected treatments, such as the hyperbaric oxygen that Dr. Andrea offers?
- Do you employ technology-based therapies that patients may specifically be seeking out—i.e., microwaves, lasers, or shockwaves?
- Are you the go-to podiatrist in the county for diabetic foot screening, medical pedicures, wound care, or sports injuries?
- Do you offer home visits? Do you promise to get patients in to see you within two days?