



Where Are Your Marketing Dollars Going?

Here's a simple guide for podiatrists.

BY SHAUN ZAKEN

As a podiatrist, your specialty is providing exceptional foot and ankle care. But with the constant demands of running a successful practice, it's understandable that marketing your services can leave you with more questions than answers.

solutions for podiatrists, along with performance insights and practical suggestions to keep you in the know, whether you decide to manage your own marketing or work with a trusted partner.

dent on the relevance and appeal of your content.

Pro Tip: If you're promoting a special service or technology, consider including a code for patients to reference in-clinic to help track the

Any DIY email platform or agency partner should allow you to track performance per campaign.

What Marketing Services Do I Really Need? What's Working? How Do I Know?

If this sounds familiar, you're not alone. It's one thing to think strategically about your practice goals and how to achieve them, but it's another to track where your marketing dollars are going and determine if your efforts are truly effective.

Measurable Marketing Services: What's Worth It and Why?

Below, you'll find a guide to some of the most popular marketing

Email Marketing

Communicate with patients and prospects via email to educate, inspire, and keep your practice top of mind all year long.

What You Can Measure: Open rate, bounce rate (bad emails), unsubscribes, engagement

How: Any DIY email platform or agency partner should allow you to track performance per campaign. Engagement, however, is more depen-

effectiveness of your campaign.

Value: Email marketing may not be a direct revenue-generator, but it can be one of the most cost-effective ways to deliver patient value without asking for anything in return. Regular updates help establish brand loyalty and ensure patients are aware of all your services (so they don't, for example, turn to an orthopedist for a profitable service you provide).

Continued on page 74

Dollars (from page 73)

Patient Recall Campaigns

Reaching out to inactive patients encourages them to return to your practice and renews their connection with your care.

What You Can Measure: Re-activated patients, profitability

How: Reach out to patients whose last visit date was 14–52 months ago and compare those contacted against

Google Ads

Target new patients in your area who are actively searching for your podiatry services.

What You Can Measure: Ad budget (cost), conversions, impressions, clicks, cost/click, cost/conversion, profitability, website traffic

- **Ad Budget (Cost):** How much you're spending on ads each month.

- **Conversions:** A conversion occurs when someone clicks on your ad and

(This isn't an exact science, but it's an important calculation to help measure the effectiveness of your ads and whether they're worth your investment.)

How: Adding a simple conversion tracking tag on the backend of your website helps measure Google Ads performance. (This should be a straightforward task for your website host and is often part of your monthly hosting fee.)

Pro Tip: Your ad performance is closely tied to the quality of your website, so make sure your site is modern, mobile-friendly, and easy to navigate before investing heavily in ads. Alternatively, even the most provocative Google Ads can be a waste of money if they're tied to a poorly designed website that doesn't feature the conditions mentioned in the ads or include easy-to-find contact buttons.

Value: With Google prioritizing sponsored listings, Google Ads can be especially beneficial for newer practices that may not rank organically on

Reach out to patients whose last visit date was 14–52 months ago and compare those contacted against patients successfully returned.

patients successfully returned. Tracking exact revenue per reactivated patient can be tricky, so consider using an average value per visit (we often use \$125). Multiply re-activated patients by this value, then subtract the investment cost to calculate your monthly ROI. If an agency partner is handling these efforts on your behalf, make sure they're generating a monthly report to give you a clearer picture of your returns.

Pro Tip: Consider focusing your recall campaigns on inactive patients with heel pain, diabetes, and custom orthotics to maximize your return on investment.

Value: Patient recalls are often profitable within months and can offer tens of thousands of dollars in additional revenue by the end of your first year. As a revenue-generating service, reactivating patients is a worthy pursuit, especially if you have a years-old practice with thousands of inactive patients.

takes a desired action on your website, such as calling your office or filling out a form to request an appointment.

- **Impressions:** The total number of times your ad was shown to potential patients in your local area.

- **Clicks:** How many people clicked

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on your ad (to visit your website).

- **Cost/Click:** How much you spent for each lead to click on your ad from Google to your website.

- **Cost/Conversion:** How much you spent for each lead from Google who successfully calls your practice or requests/books an appointment.

the first page of a search. Just how beneficial? A report by ProtoFuse suggests 75% of users won't navigate beyond the first page of a Google search, so ads are likely the most efficient way to secure a spot on page one.

Social Media

Social media posts can help you foster a more personal connection with your online community.

What You Can Measure: Engagement—likes, comments, follows, and platform-specific metrics

How: Most social media platforms provide analytics tools to track engagement.

Pro Tip: Social media posts containing video content can attract twice as much engagement as those

Continued on page 75

Dollars (from page 74)

that only contain images (WebFX 2024), so consider recording your own camera phone videos.

Value: Not all content is appropriate for all marketing channels. While showcasing your team's personality, sharing patient before-and-after photos, and posting simple treatment highlights may seem out of place in an email campaign or on your practice website, they're ideal for social media posts and can make your practice more relatable.

Website

Your website should be a welcoming, professional digital space that reflects the experience patients can expect in your office.

What You Can Measure: Website traffic, traffic sources, popular pages, average time on site

How: Google Analytics provides a robust tool for tracking website performance. Look for trends in traffic and identify which pages are most popular.

Pro Tip: As tempting as it may be to save a few bucks by building your own website, your practice's online presence is too important to leave to chance.

Value: A modern website isn't just a nice-to-have; it's essential for competing locally. Therefore, every podiatry practice should have an up-to-date attractive website that promotes their services.

Making Marketing Simple, Measurable, and Effective

Understanding the value of your marketing solutions and knowing how to measure their ROI is essential for podiatrists looking to make impactful, strategic decisions. By gaining clarity around what is possible from each marketing channel and learning how to track performance, you'll be able to focus on the tactics that best support your practice's growth and patient relationships.

Marketing doesn't have to be confusing. With the right insights and transparency, it can become one of your most valuable tools for growing your practice and keeping your schedule full. Whether you manage

marketing on your own or with a partner, stay curious, ask questions, and make sure your marketing efforts align with your practice's goals. **PM**



Shaun Zaken is the President and owner of Blue Orchid Marketing, Inc., a leader in podiatry marketing services for over 20 years. Blue Orchid Marketing specializes in providing top marketing solutions that actually work and help your practice grow, including email & SMS marketing, social media, SEO, websites, local listings, reputation management, print newsletters and postcards. Shaun can be reached at Shaun@BlueOrchidMarketing.com or 203-746-5901.
