

# Building Your Podiatry Business with PCC's Marketing Strategies

By Shawn Tooley

Podiatry Content Connection has spent more than a decade helping podiatrists thrive in a crowded digital world. Founded by Jeffrey Hartman, the company has always focused solely on podiatry, building strategies that speak directly to the needs of private practices. By concentrating on a single specialty, our marketing systems and expert team has delivered consistent, measurable growth for practices across the United States, the United Kingdom, and Canada.

Our results show up in what matters most to doctors: practice growth. With a 96% retention rate, the practices we serve stay with us because the strategy is clear, performance is tracked, and marketing produces real patient flow and ROI.

**PCC Practice Builder™** is our flagship program that strengthens your visibility where patients begin seeking your services, especially via search. Most new pa-



keting that offers education and reminders that encourage return visits. This reduces schedule gaps, increases lifetime patient value, and drives appointments at a lower cost than constantly acquiring brand-new patients.

**Google Ads Management** creates predictable new patient demand when you need results faster. PCC provides this management with our Google Ads-certified team, built around local intent, service alignment, and accurate conversion tracking. Campaigns are structured to attract high-intent searches and con-

tinuously optimized to improve efficiency and protect budget. With proper tracking and ongoing refinement, paid search becomes a controllable lever for qualified calls and appointment requests, with reporting tied to leads.

**Reputation Management Suite** builds trust at the exact moment patients compare their options. Reviews influence whether a prospective patient chooses your practice, and they also affect local visibility across major platforms.

**Advanced Therapy Microsites** help practices grow premium cash-pay advanced services by giving patients a focused, educational path to conversion. Treatments like shockwave therapy, laser procedures, and custom orthotics often require more explanation before a patient commits. A microsite creates a dedicated experience around fewer categories of care, with clear benefits, FAQs, and strong calls to action designed to convert high-intent visitors. This positions the practice as the obvious choice for a specific solution and supports stronger ROI for higher-value services.

Finally, **AI Chatbot** provides 24/7 patient engagement, so opportunities are not lost when the office is closed or the front desk is busy. Patients often visit a website after hours or between appointments and want immediate answers about services, insurance, or next steps. The chatbot engages visitors in real time, answers common questions, captures key details, and guides patients toward requesting an appointment. By improving responsiveness and lead capture, it increases conversion rates from the traffic your marketing already generates and reduces missed opportunities that directly impact revenue.

*Schedule a demo today by calling (718) 557-9193 or to learn more, visit [PodiatryCC.com](http://PodiatryCC.com), click here, or email [support@podiatrycc.com](mailto:support@podiatrycc.com).*

## Patient Pro-Connect™ turns your existing patient list into one of your highest-return growth assets.

tients search symptoms, conditions, and treatments, then choose the provider that looks credible and easy to book. PCC Practice Builder™ builds and refines service-focused pages and weekly content that match real patient intent, supported by smart on-site enhancements that help search engines (and AI overviews) understand your services. The outcome is more opportunities to appear prominently in Google searches, creating higher-quality website traffic and more conversions into office calls and appointment requests.

**Patient Pro-Connect™** turns your existing patient list into one of your highest-return growth assets. Many practices have hundreds or even thousands of past patients who have not been to the office in many months, even when follow-up care is often needed. Patient Pro-Connect™ delivers structured re-engagement through email mar-