

Private Practice Marketing Strategy

Using marketing to build a sustainable private practice



Today's Discussion

- ① Introductions

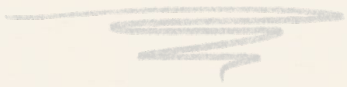
- ② Define success

- ③ Identify Gaps in the Market

- ④ Understand Your Unique Value Proposition

- ⑤ Build your brand

Meet the presenter



MacKenzie Masten

•
**Director of
Marketing**

Oversees all things
marketing at Tava

Defining success



Financial Goals

- How many clients do you want to see per week?
- How much do you want to earn each year?
- How many referrals do you need per month to stay busy?



Lifestyle Goals

- How many days per week do you work?
- Do you want to work from home or an office?
- How much vacation do you want to take?



Career Goals

- What do you want to be doing in 5 years?
- What type of client would you like to work with?
- Do you want to specialize in a specific niche?





Identify gaps in the market



Review Other Services and Specialties

- Which services are common in your area?
- Which services are rare in your area?
- Are there are certain populations or issues that are underserved?

Talk with Current Clients

- Ask your current clients why they chose your practice.
- Ask what services client felt were missing elsewhere.
- Ask your community what they are looking for in mental health services.

Explore Referral Gaps

- Engage with doctors, schools, and other professionals who refer clients to therapists
 - If you receive referrals for clients whose needs you don't specialize in, track these trends.



Understand your unique value proposition



Examples of UVP



Trauma-Informed Therapy with a Holistic Approach

Specializing in trauma recovery, I integrate evidence-based therapies with holistic practices like mindfulness and body-based interventions to help clients heal and thrive. My approach ensures that both the mind and body are addressed, offering a comprehensive path to recovery.



Flexible, Client-Centered Teletherapy for Busy Professionals

Providing convenient and accessible teletherapy tailored to the unique needs of busy professionals. With flexible scheduling, including evening and weekend sessions, I make it easier for you to prioritize your mental health without disrupting your work-life balance.



Culturally Sensitive Therapy for Immigrant Families

As a bilingual therapist with a deep understanding of the immigrant experience, I offer culturally sensitive therapy that bridges cultural gaps and fosters understanding within immigrant families. My practice is dedicated to helping you navigate the challenges of adaptation while honoring your cultural heritage.



10 steps to build your brand

1

Define your
brand identity

2

Understand your
target audience

3

Craft your
brand message

4

Design your
visual identity

5

Build an
online presence

6

Deliver exceptional
client experiences

7

Network and
collaborate

8

Create
valuable content

9

Monitor and
adapt your brand

10

Maintain
brand consistency



Define Your Brand Identity

1

Identify Your Core Values:

Determine the values and principles that will guide your practice. These might include empathy, confidentiality, inclusivity, or a commitment to evidence-based practices.

2

Clarify Your Mission and Vision:

Develop a clear mission statement that outlines the purpose of your practice and a vision statement that describes your long-term goals.

3

Determine Your Unique Value Proposition (UVP):

Identify what sets you apart from other therapists. This could be a specific therapeutic approach, a niche specialization, or a unique way of connecting with clients.



Understand Your Target Audience

Develop Client Personas

Create detailed profiles of your ideal clients, including their demographics, needs, challenges, and preferences. Understanding your audience helps tailor your messaging and services.

Research Market Needs

Identify the specific mental health issues or concerns that are prevalent in your target market. This can help you focus on areas where there is high demand.





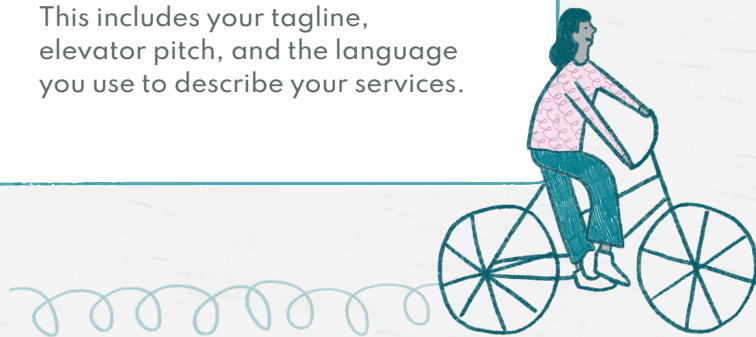
Craft Your Brand Message

Create a Compelling Story:

Share your journey, your passion for therapy, and what led you to this profession. Your story should resonate with potential clients and convey authenticity.

Develop Key Messaging:

Ensure your messaging is consistent across all platforms. This includes your tagline, elevator pitch, and the language you use to describe your services.



Design Your Visual Identity



Choose a Professional Logo:

Design a logo that reflects your brand's personality and values. This logo will be the visual cornerstone of your brand.



Select Brand Colors and Typography:

Pick colors and fonts that evoke the right emotions and align with your brand's identity. For example, calming colors like blue and green are often used in therapy branding.



Create a Consistent Visual Style:

Use your logo, colors, and typography consistently across your website, business cards, social media, and other marketing materials.



Build Your Online Presence

Develop a Professional Website:

Your website is often the first impression potential clients have of your practice. Ensure it is user-friendly, visually appealing, and provides clear information about your services, credentials, and how to contact you.

Leverage Social Media:

Choose platforms that align with your target audience and use them to share valuable content, engage with your community, and build your brand. Consistency is key, so regularly post and interact with your followers.



We will expand more on how to best leverage social media in a future session!



Deliver Exceptional Client Experiences

1

Create a Welcoming Environment:

Whether online or in-person, ensure your practice environment is welcoming, professional, and comfortable for clients.

2

Focus on Client Relationships:

Build strong relationships with your clients by being empathetic, responsive, and attentive to their needs. Positive experiences lead to word-of-mouth referrals and strong reviews.

3

Solicit and Showcase Testimonials:

Encourage satisfied clients to leave reviews or provide testimonials that you can feature on your website and other marketing materials. Positive feedback builds credibility and trust.



Network and Collaborate

Build Professional Relationships:

Network with other professionals in your field, such as doctors, schools, or community organizations. These relationships can lead to valuable referrals and collaborations.

Participate in Community Events:

Engage with your local community by participating in health fairs, giving talks, or hosting workshops. This not only raises awareness of your practice but also positions you as an expert in your field.

We will expand more on how to build a referral network in a future session!



Create valuable content

Write a Blog:

Write blog posts that address common mental health issues, offer self-help tips, or explain therapeutic approaches. This positions you as an authority and helps with your brand!

We are always looking for new submissions on the Tava Blog! You can email us at blog@tavahealth.com to learn more.

Offer Free Resources:

Provide free resources like eBooks, worksheets, or webinars to help potential clients and showcase your expertise.



Engage in Public Speaking:

Offer to speak at events or contribute to podcasts, webinars, or local media. This builds your reputation and increases your visibility.





Monitor and Adapt Your Brand

Track Your Brand Performance:

1

Use tools Google Analytics (if you have your own webpage), social media insights, and client feedback to monitor how your brand is performing. Are you attracting the right clients? Are people engaging with your content?

Adjust Your Strategy:

2

Based on your monitoring, adjust your branding efforts as needed. This could include refining your messaging, exploring new marketing channels, or updating your visual identity.

Stay Updated on Industry Trends:

3

Keep an eye on trends in therapy and marketing to ensure your brand remains relevant and appealing.



Maintain Brand Consistency

Consistency Across Channels:

Ensure that your brand's voice, visuals, and messaging are consistent across all platforms, including your website, social media, and printed materials. Consistency builds recognition and trust.

Regularly Review Your Brand:

Periodically assess your brand to ensure it still aligns with your values, mission, and the needs of your clients. As your practice evolves, so should your brand.

The background is a solid teal color. On the left side, there are several thin, white, hand-drawn style lines. These lines form overlapping circles and arcs, some of which are incomplete, creating a sense of movement and organic shape. The lines are more concentrated on the left and fade out towards the right.

Thank you

Any questions?



See you at the next session!

Join us on August 29 @ 11 a.m. ET for our next
webinar in the Marketing Intensive Course -
Finding Your Niche