

Chiropractic Internet Marketing Assistant Job Duties



The purpose of this position is to help your office grow through marketing activities your office does on the Internet.

Today's Internet marketing is no longer just about having a good web site. The web and all its avenues need to be used if you want to stay competitive in today's fast changing and aggressive market place.

The primary medium for marketing, aside from direct contact, networking and subsequent referrals, is through the internet.

Attached is a "starter" list of some of the key activities that should be done on a regular basis. Because of the rapidly changing nature of technology, this list may need to be updated often.

It is not necessary that you personally perform each item or even know how to do all of them. You may not have the time or experience to get to all of these activities. Some might be performed by your web site administrator and others delegated to outside specialists. . As many as possible should be done all the same.

To start, meet with your doctor and work out how each item should be done, either by you, or by someone else. If done by someone else, write the name of the person next to the activity. Get an agreement from your doctor for the amount of time you are allowed to work on this checklist each week, and when. Minimally and for starters, it should be 1 hour.

While you do not have to do all of these activities, you are in charge of seeing that as many as possible get done effectively.

Go over this list each month with your doctor or at a staff meeting and report what items were completed.

CIMA Mission: The Mission of the this job is to get the services of your office better known via the Internet such that more people come into your office for care and stay under care.

CIMA Outcomes. If you do a good job, you will see more new patients coming in directly from the Internet and indirectly from other sources but assisted by your on line activities. Your office should also see an increase in returning patients as well as improved patient retention.

As part of the overall marketing management of your office, your New Patient Tracker will tell you each week and each month how effective your activities have been.

For assistance with these items, contact your PM&A consultant. You may also want to contact Dr. Jaime Phillips at www.chiropracticmarketing.com who is an approved affiliate for PM&A. Dr. Phillips specializes in internet marketing.

Chiropractic Internet Marketing Assistant Checklist

Fill In → A = Always, M = Most of the time, S = Some of the time, N = Not this time		A	M	S	N
<i>Who:</i>	<i>Date:</i>	<i>Sample. Add, delete, edit, and use.</i>			
1. Create local business listings (LBL) [Write WHO should do each item if not you]					
a.	Google Maps	A	M	S	N
b.	Yahoo Local	A	M	S	N
c.	InfoUSA	A	M	S	N
d.	Acxiom	A	M	S	N
e.	Superpages.com	A	M	S	N
f.	Linkedin	A	M	S	N
g.	Nomoreclipboard	A	M	S	N
h.	Technique sites that your office uses. (Gonstead, Activator, etc.)	A	M	S	N
i.	Other (competitors)	A	M	S	N
2. Update local business listings (LBL)					
a.	Google Maps	A	M	S	N
b.	Yahoo Local:	A	M	S	N
c.	InfoUSA	A	M	S	N
d.	Acxiom	A	M	S	N
e.	Superpages.com	A	M	S	N
f.	Linkedin	A	M	S	N
g.	Nomoreclipboard	A	M	S	N
h.	Other (competitors)	A	M	S	N
i.	Technique sites that your office uses. (Gonstead, Activator, etc.)	A	M	S	N
3. Add relevant content to your web site					
a.	Written success stories	A	M	S	N
b.	Video testimonials	A	M	S	N
c.	Original articles (newsletters).	A	M	S	N
d.	Add to your blog	A	M	S	N
4. Get reviews posted on review sites					
a.	Google	A	M	S	N
b.	Yahoo	A	M	S	N
c.	Linkedin	A	M	S	N
d.	Yelp	A	M	S	N
e.	City Search	A	M	S	N
f.	Insider Pages	A	M	S	N
5. Social Media – Started and updated					
a.	Start a Facebook Fan Page (invite patients to join)	A	M	S	N
b.	Invited patients to join	A	M	S	N
c.	Twitter updated	A	M	S	N
d.	Youtube (create and upload clinic video content, optimize content)	A	M	S	N
6. Email marketing					
a.	Auto responder -New patient welcome series	A	M	S	N
b.	Newsletter delivery	A	M	S	N
c.	Event broadcasting	A	M	S	N
7. Pay Per Click Management: Create Campaign					
a.	Manage campaign Pay Per Click	A	M	S	N
8. Keep statistics for marketing results from internet.					
		A	M	S	N