

# MARKETING STRATEGY HACKING GUIDE



**2021**

After 12 years of mastering how to market to surpass your competition, I've finally written down this step-by-step guide to help current businesses succeed in **2021!** You may be aware of some of these, but please note its significance in the order listed below, and place equivalent weight and time on which you choose to pursue.

Businesses who serve their community, like dentists, chiropractors, plastic surgeons, wellness centers, realtors, and spas, can benefit by implementing strategies.

Who is this **not** for?

If your business has under 3 star reviews on Yelp, Google, or Facebook, then this guide is not for you, and you should stop right here. If your intent is to trick or cheat your customers, then this guide is not for you.

This guide is solely for ethical means of increasing patients, and thus increasing revenue. You still have a duty to your customers to provide outstanding service and to show superior professionalism.

# 1 THE COMMERCIAL

You need a commercial. Point blank.

High quality, engaging, professionally produced. Remember what your goal is with your commercial. For most of you, it's not to go on TV and it's not to be an "infomercial." For the multiple video campaigns, one can serve as an infomercial to act as a placeholder on a website page.

But for those of you who want a commercial to be used online, and specifically as an ad for social media and Youtube, then your video should have one sole goal and it's not to go viral: it's to convert your targeted viewers.

You can create a solid, engaging 1 minute commercial. But make sure there is enough footage to create 3-5 different versions of the commercial so that you can split test if possible, and to add a different version every 2-3 weeks once your viewers have become accustomed to your ad.

While your production team is there filming, see if you can arrange about 5-10 past patients to stop by to give testimonials on camera. Use these testimonials for your YouTube channel and on your landing page your primary commercial leads to in order to build confidence with your patients.

Lastly, it would be most effective to have a separate video for your landing page (next section), welcoming and actually explaining your offer/product to your viewers. If you don't have this, then you're left to explaining via text.

# 2 CREATE A FUNNEL

So a funnel isn't just for cooking?

A funnel is a process which involves using a site which your commercial leads to. So your commercial, which when ran as an ad on Facebook or Instagram, will have a link associated with it leading to a site. That site, or landing page, will have an offer or landing video explaining the offer or text offering a limited time offer for your patients to commit, or at least to give their emails. This process is called a funnel and is a proven process to slowly get your visitors to commit.

Just like you don't walk into a store where a salesman jumps in front of you at the door offering you a product and asking for your money right away, you don't want to do that either. Build up to it, using a funnel, and increase your success rate. Your offer and copy must also be well established and worth it. If you take a dentist for example, you can't simply offer a "free toothbrush" and expect new patients to flock to your practice in herds. On the other end, you can't offer Invisalign to everyone for free or else you'll lose money and have to shut down. So the offer has to be good enough to get someone in while not causing a loss to your business.

One of the most popular online funnel software is ClickFunnels and there are thousands of videos online examining every part. Be advised that almost every YouTuber or site which goes into detail about ClickFunnels, is also an affiliate, meaning they'll provide a link for a free trial, and if you do end up subscribing, they'll get a large percentage of the revenue.

In addition to the funnel, you can have an automated email response set up to follow up with those who don't purchase, or to send newsletters and offers. This can be done with a separate software, like Mail Chimp, although I don't always recommend automated emails for every business.

### **3 AD HACK**

"I'm no hacker."

How do you know what ads to run? You can look at your competitors. Now, if you just go to their Facebook page and check their ad library, you may see their ads, but you won't get other metrics you'd get if you were served that ad organically.

So the next question is, how do you get served the ads organically? You hack their ads. "Hacking" involves going to their ad and putting in your info or adding their item to your cart. This will trigger the "pixel" so that you're now labelled and you'll be served that exact ad, or similar ones from competitors. When you get the ad, you'll be able to see how many views and how many comments the ad has, so you can evaluate if it's successful and what the average visitor or client thinks. Pay attention to the ad and see what they're using to be successful, or why it may appear the ad is failing. Is the offer poor or did they post a "commercial" using an iPhone from 4 generations ago.

### **4 CREATE A COMPELLING AD, COPY, AND OFFER**

It's 2021, strike as quickly as possible.

Your ad can't say "Buy my service!" Your offer can't be "Come on in, free Q-tips!"

Your ad headline and tag line must be compelling enough to get people to both try you, and those who are already committed to someone else, to switch over to you.

What's the easiest way to do this if you have no clue? Look at your competitor's ads and offers and see what they're offering, and go one above. Be aware that you can't just offer them to come in without closing the deal; meaning, giving an impressive experience is a must so that your clients become lifelong advocates. How do you find your competitor's ads? Ad hack (look to the previous step).

## **5 RUN SPLIT TESTS**

You're only as good as your best ad.

How do you find your best ad? How many ads do you run to determine it?

I recommend running two ads, but only changing one thing about them. For example, when running an ad with the same commercial, change a headline or copy to see which is more successful. This is called split testing. The most successful method of split testing is testing two different thumbnails, as a thumbnail is the most effective in getting a person's attention.

You can also test different genders, ages, or geographic areas if that will help you narrow down to your ideal clients so you can target your ideal client.

## **6 UPLOAD VIDEOS TO YOUTUBE**

Do your homework.

Your commercial, each testimonial, and question and answer videos should all be uploaded onto YouTube and Facebook, but not all videos at the same time. There should be a consistent upload rate, like once or twice a week. If you're using them as ads, you can upload each video simultaneously to YouTube and Facebook.

More importantly, there should be customized, visually pleasing thumbnails with text for every single video to get a viewer interested and engaged before even watching.

## **7 GET TESTIMONIALS**

Every single person.

Ask every single person for a testimonial and review, unless of course you know something went terribly wrong and their review would be detrimental to your legacy.

But either you or an office manager should ask for a review, which can be used as a testimonial on your funnel. And if possible, arrange a production team to film some testimonials, as many as you can, so that you have those for your funnel, YouTube and Facebook.

Be aware that you don't want your customers using your wifi to write a review, as it will be flagged by sites such as Yelp and not counted.

If possible, make sure you also invest in your filming so that it looks like you have a budget for your commercials and ads. Appearing cheap will cause some of your clients to overlook you.

## **8 CREATE ORGANIC INTERACTIONS**

Post quality, not quantity.

The misconception is a business should post any random post on Facebook and Instagram, and then "boost" it and count that as an ad.

Garbage posts, or those which get no or below average interactions, actually hurt your page. Some businesses post graphic content like somewhat sexually explicit images or graphic posts, which is a turnoff to the average person. Remember, you're trying to engage with people, not repel them. Your post doesn't even have to be related to your business directly every time.

I suggest making regular posts, but not blatant ads. For a medical practice, talk about successes of staff, charities, and then perhaps special offers. When a post does well, that's when Instagram/Facebook recommends you boost it, and that's when it's appropriate to boost a post. How much should you invest? That depends on your budget. If you have \$100 per week for Instagram, perhaps consider allocating \$20 just for the boost recommendation.

## **9 TAKE HEADSHOTS AND STOCK PHOTOS**

Become familiar, not generic.

Take professional headshots. For the love of getting revenue, don't use stock photos for your site and social media. Patients should become familiar with you, the business owner, and your staff by watching your videos and seeing your actual photos online.

Hire a photographer. Get professional headshots. While you're at it, have your photographer take 20-50 staged photos for you to have for your site, social media content, and for unique posts. You may want to skip over using your office manager/hygienist in too many photos if you have a high turnover rate. But get some meeting, working, and interacting with patients, and if you can't find patients willing to be on camera, hire actors. At the end of the day, you need some content to post and having actors is better than having no one.

## 10 UPLOAD Q AND A VIDEOS

Q and As like a boss.

As the owner, you should answer general questions your clients may have, like what procedures you may cover, what products you sell most, and other genuine questions your customers have. You can also talk a bit about what you do on your free time, your hobbies, and anything else about yourself that makes you more personable.

These are also not only effective in informing people of what to expect, but it's more video content to upload on your Youtube and Facebook. These informative videos are gifts you're giving out essentially for "free" to gather good faith amongst your customers. The more you "give," the more you can "ask" when you're selling or offering something.

## 11 OPTIMIZE YOUR GOOGLE MAPS

Google Maps: the secret weapon.

Google Maps is incredibly powerful. Many businesses simply think having a presence on Google Maps is sufficient. But to truly take advantage of Google Maps, you have to stay active in within it.

The best strategy is uploading photos to your Google Maps and Google business regularly. Then the next key is to name each photo with your business name and location, which helps your SEO if people were to search for a business on Google. With an overly saturated market for lawyers, for example, you could easily get the upper hand just by having more optimized photos on Google Map. Some areas have multiple variations of the same businesses, creating an overly saturated area. This combatted with the release of daily photos and videos which propel your business ahead of others.

## 12 REMOVE NEGATIVE REVIEWS

Fight the negatives!

Lastly, the longer you've been in business, the higher your chance of having an undeserving negative review on Yelp, Google Reviews, or Facebook.

If you honestly take a look and conclude that a negative review is written maliciously or unfairly, I'd recommend taking the proper actions in removing the review. This consists of finding out, within the guidelines, if you can prove this person did not receive service from your business, or if they are acting outside of reviewing guidelines, you can contest it to get it removed. You can ethically ask others, whether staff or friends, to also flag the negative review so that the algorithm removes it on its own.

If that fails, provide a polite, professional counter to the review online in hopes it provides context to people reading the reviews. People who are generally negative and vulgar will stand out as outliers to the general public and their viewpoints will be dismissed.

### CONCLUSION

You can run with these 12 steps and implement them as soon as possible to optimize and to propel your business forward ahead of your competition.

But if you're busy running your business and want someone to take over everything, and I mean everything, let's talk.

Shoot me an email, or call/text my cell phone. We're currently offering a subscription based plan, which means you don't have to pay for the commercials, filming, editing, sound design, music, landing page, funnels, photos graphics, or running the ads. I also work with only one practice within a zip code, so once I enter in a partnership, I won't be able to work with another similar business in the same zip code.

Want to just talk about any other specific question or are you confused? Email me anyways!

Eagerly awaiting to help you elevate your business,

Arash Tebbi

[marketing@tebbimedia.com](mailto:marketing@tebbimedia.com)

858-231-1319