

# 5 CRUCIAL QUESTIONS

TO ASK WHEN HIRING A MARKETING ADVISOR

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If you want to see more right fit patients and grow your practice, hiring a podiatry marketing advisor can be a smart move. Unfortunately, not all providers are equal – not by a long shot. And if you hire someone who doesn't know podiatry, you could wind up worse off than when you started.

# INTRODUCTION

Are you interested in hiring a marketing advisor?

You've heard that digital marketing can improve your clinic's online visibility and generate more patient visits. Until recently, building an online presence was an afterthought for most podiatrists. Clinic websites were really basic and didn't do a lot to help boost a clinic's reputation or create real benefits.

That's no longer the case. Many podiatrists now see the potential but aren't sure how it works or which methods are both ethical and effective.

Does that sound like you, too? I've spoken with many colleagues about this side of their practice, and a common theme is, "I just don't know the best way to get started."

A logical place to begin is to seek the expertise of a marketing advisor. After all, while you're busy treating patients and managing your staff, they can help by planning and building your online presence.

There are many digital marketing providers to choose from, not all provide the same level of expertise and return on investment.

Here are the 5 crucial questions to ask when hiring a marketing advisor for your podiatry practice:

# QUESTION #1:

## HOW WELL DO YOU KNOW PODIATRY?

There are a lot of great digital marketing consultants or agencies out there. Most work with small businesses to create a strategy and deliver services like Google search ads, building websites, and SEO (Search Engine Optimization). But, will they be any good at these things for your podiatry practice?

Not always, it turns out. Podiatrists who've worked with me after trying "general" marketing agencies have told me: "I paid more and more money, but I didn't see results."

Being able to create successful marketing strategies is essential, but so is a working knowledge of podiatry. An advisor who understands what you do, the challenges you face, and importantly, the types of patients you want to attract will almost always do a better job of getting you results.

This why should skip general marketing firms and look for one that combines both podiatry and marketing. You need someone who understands what it's like to be in your shoes and those of your patients.

Someone who understands podiatry and that:

- Only implements forms of marketing that will generate a significant return on investment

- Builds out a website that will rank well in local Google results
- Communicate clearly with patients the ways you help solve their problems
- Understands your time is valuable and is available to present reports and confer around your busy clinic/surgery schedule.

In short, it saves you time and money if the marketing advisor has a mix of podiatry marketing and practice experience.

## QUESTION #2:

### ARE YOUR SERVICES CUSTOM FOR MY SPECIFIC NEEDS?

Getting back to that complaint of paying more and more money but not seeing results, this often ties in with taking a one-fits-all, cookie cutter approach that some agencies employ. Honestly, the marketing provider you choose should provide a custom strategy and plan of implementation that helps you achieve your clinic's unique objectives.

They must explain to you how their services are helping you reach these goals. A recent conversation with one of my clients stands out to me. When describing his previous agency, he said, "I felt like because I didn't know how any of this works, they could tell me anything and just keep charging money."

No podiatrist should feel this uncomfortable with their marketing firm. It's not that you need every tiny detail (you don't have time!), but you do need to see a direct correlation between what you spend and the value created.

It can be unconformable to try something new and not completely understand how digital marketing works.

**Here are 5 specific things to look out for or be aware of:**

### **1. Marketers or colleagues selling a "proven system"**

Along with outrageously positive claims, they will generally introduce urgency or scarcity when pushing their system.

Take your time and work with someone who appeals to your intellect and has track record with other providers, not someone toying with your emotions.

### **2. A Low Click Through Rate (CTR) with Google Search Ads**

If a marketing agency or firm cannot generate above a 10% CTR with Google Search Ads after a few months, it's generally a red flag. Either they aren't knowledgeable enough about podiatry or they aren't paying close enough attention to the return on your marketing investment.

### **3. How They Define & Set Up Your Conversions**

When setting up your account, what does the agency or consultant count and track as a conversion (a desired action by visitors to your website)?

The conversions that matter most to podiatrists are form fills or phone calls that lead to appointments. While clicks and “Likes” are nice for the ego, a marketing agency should be prioritizing the results that improve your bottom line.

#### 4. Transparency From Mentor & Agency

Commonly, podiatrists are introduced to the concept of digital marketing by an "expert/mentor." After learning of the benefits, the mentor suggests the podiatrist hire one of their "trusted partners" to start digital marketing services.

It's important to know if there's a financial relationship between the mentor and the marketing company. Usually, there is.

If they're transparent with you about this arrangement, I don't see an issue. As a solo advisor, I know that I can only deliver a high level of quality to 6-8 clients at a given time. But with three parties now involved in your marketing, the roles, responsibilities and lines of communication must be clarified.

A different model is to work directly with an advisor who builds the strategy and also implements the plan for your clinic's digital presence.

## 5. An “All The Things” Approach

People seeking foot and ankle care in your local community are increasingly discovering and scheduling appointments online. So there's a growing feeling of FOMO amongst care providers that can lead to a rushed, "all the things" approach.

Fear not.

Know that there are **5 fundamentals of podiatry marketing** that serve as framework for a successful online presence:

- **Foundation** (a website set up with analytics that serves as the hub)
- **Discovery** (SEO, organic/paid search, Google My Business)
- **Promotion** (paid social and display ads)
- **Reputation** (Google & healthcare review websites and local listings/citations)
- **Communication** (email marketing, organic social & blogging)

BUT, most podiatrists would benefit by building up their online presence over time. It's about finding the combination that works for your practice and provides the best return on investment.

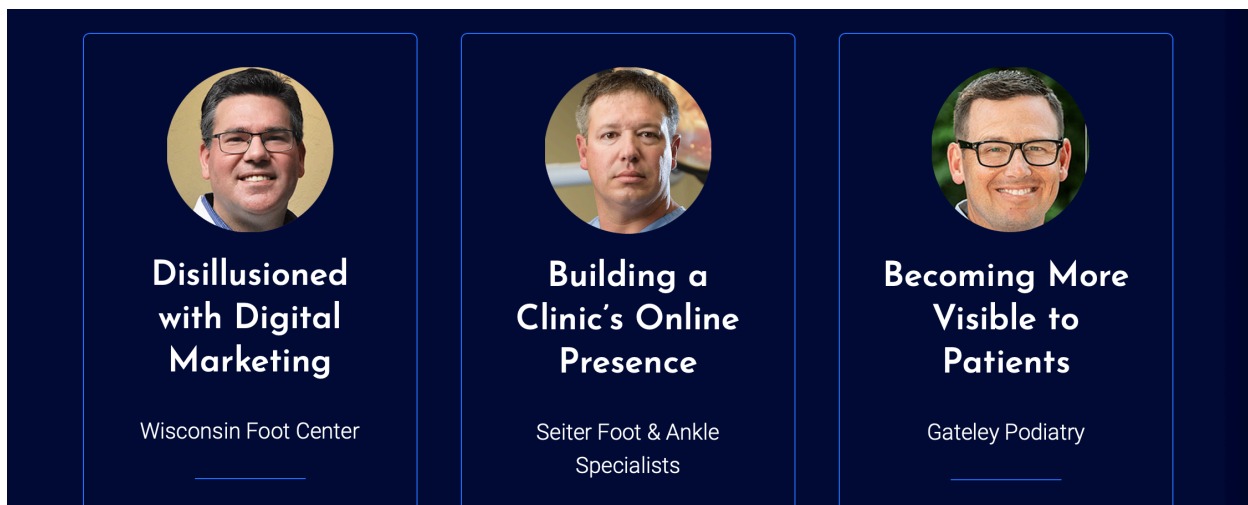
So while an integrated approach is essential, don't feel pressured to do everything all at once.

## QUESTION #3:

### ARE REFERENCES & CASE STUDIES AVAILABLE FOR REVIEW?

Ask for references or case studies that highlight what the marketing agency has achieved for other podiatry practices. If they're genuinely good at what they do, they should have some happy customers who have no problem recommending them.

Where do you find these testimonials? They should usually be highlighted on their website.



Look out for case studies from identifiable podiatry practices - they should outline the challenges faced, the general approach taken and results achieved. Less-helpful reviews are those that are signed off by "Dr. M." or similar, where you can't possibly know who the case study is from or if it is even genuine.



## QUESTION #4:

### HOW WILL WE MEASURE SUCCESS?

Like clearly defining their services, a marketing provider should also explain in plain English their approach and plan to get results. By working with you to create objectives and then draw a straight line between their strategy and how you will achieve those goals.

One thing missing that's sometimes missing from the relationship between podiatry practices and marketing agencies is a shared definition of success.

You want to work with an expert that equates positive marketing results to positive business results.

For example, if your Facebook page isn't engaging or driving patient visits, it should be put on pause until you max out options that create those positive business results.

If you're not on the same page with your marketing provider, it can be difficult to know if their efforts are moving the needle in the right direction. So be clear with them about what you want and that their efforts should be focused on methods that generate patients visits and increase revenue, not just clicks, and marketing metrics.

## QUESTION #5:

### HOW DO WE KNOW IF WE'RE THE RIGHT FIT?

Hiring a marketing advisor is a significant investment in your practice. So, the least they can do is invest time upfront by giving you a proper introduction & learning about your practice.

An initial 15 minute conversation is a great way to start. It's a time when the podiatry practice and the marketing advisor can determine if there's a good fit. It's an opportunity for them to learn about your practice, objectives, and to make sure they can help.

If there seems to be a good fit, a second meeting can follow. Be sure to go into that conversation prepared. What are the top questions that need answering to be confident in your choice to hire them? How will you know it's a good fit for you and your practice?

When you're ready to move forward, working on a small first project is a logical next step. For example, a thorough online presence audit and action plan can help determine if this will be an excellent long-term working relationship.

So, look for a podiatry marketing provider who's willing to invest in your success and consider a small project when you're ready. Just like you wouldn't get married 20 minutes after meeting someone, don't feel pressured by a marketing agency to get locked into a 12-month contract.

# FINAL THOUGHTS

Digital marketing doesn't need to be shrouded in mystery. It starts with a transparent strategy and plan of action that you're comfortable with—and then determining its success by comparing your marketing investment to the value of the results achieved.

Working with the right advisor who understands your profession and can deliver real results will provide you with the best opportunity for success.

## Next Steps...

If you're looking for something to help accelerate your progress and decrease your risk, I'd like to invite you to apply for a [1-on-1 coaching call](#).

**Book A Call with Jim**



## Here's why you should consider my advising services:

1. An independent evaluation of your current online efforts or agency to confirm if you're getting optimal results.
2. Learn the methods that provide the highest return of your investment & are aligned with interests of your patients
3. Partner with a colleague who combines a deep understanding of podiatry and a moral compass to market your practice in an ethical, effective manner.

Don't let a lack of time or digital marketing knowledge stand in the way of building a successful practice. [Email me today](#), and let's create a valuable online presence that works.



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