EDWARD EATON MARKETING • PDF COURSE

Marketing for Private Clinics

Marketing, policy, follow up and planning for private healthcare practices

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Clinic marketing has rules most agencies do not know. This course covers planning, policy, costs and follow up for private practices.

Who it is for

Clinic owners, practice managers and marketers who work in private healthcare.

What you will be able to do

- Plan marketing for a private clinic
- Understand Google and Meta health ad rules
- Budget from patient value
- Follow up enquiries in ways that protect privacy
- Choose and brief help

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	The big picture
2	Rules and costs
3	Follow up and choosing help

CHAPTER 1

The big picture

Paid Ads for Healthcare Providers: A Careful Guide

> **The short answer.** Paid ads for private healthcare providers work best with Google Search campaigns on condition and service searches, a landing page per major condition, wording that describes the service and not the person's condition, careful Meta campaigns written to health policy, and call and form tracking through to booked appointments. Real clinic accounts reached £25.64 per conversion over 15 months and £18.23 on another.

The restrictions

Google and Meta restrict health claims, personal-attribute wording and some targeting. In the UK the ASA's CAP Code also applies. Ads that imply knowledge of a person's condition or promise cures are the usual cause of rejection. See the healthcare ad policy guide.

Google: where patients start

Most new patients search for a condition, a symptom or a service near them. Each major condition deserves its own page and ad group, and phone calls matter as much as forms.

Meta: careful and supporting

Meta works for education and practitioner trust, within its health standards. For acute conditions Search is usually the engine.

Real costs

Account	Conversions	Cost per conversion
Clinic, 15 months	388	£25.64
Clinic	282	£18.23
Higher-value rehab programme	277	$61.79

Different areas, treatments and currencies, so treat these as examples, not a forecast.

Track to the appointment

Call tracking plus a way to mark which enquiries booked and attended. Without it, the account looks worse or better than it is.

A marketing plan for a private clinic

> **The short answer.** A clinic marketing plan names the treatments to fill, runs Google first for patients searching and Meta for considered treatments, builds a page for each treatment, tracks calls and forms to booked appointments and follows up within minutes.

The plan in one page

A clinic marketing plan names the treatments to fill, runs Google first for patients searching and Meta for considered treatments, builds a page for each treatment, tracks calls and forms to booked appointments and follows up within

minutes.

Six steps

1. **Pick the treatments to fill.** Start with the highest value or most under booked.
2. **Capture search demand.** Google Ads and a Business Profile for people looking now.
3. **Build a page per treatment.** Clear, compliant and easy to book.
4. **Add Meta for considered treatments.** Describe the service, not the person.
5. **Track to booked appointments.** Calls, forms and bookings, counted once.
6. **Follow up fast.** Reply within minutes, minimal health details.

The numbers to track

- Cost per booked appointment
- Enquiries answered within an hour
- Appointments attended
- Return on ad spend

Budget

Most clinics start with an ad budget of around £1,000 to £3,000 a month plus management (see pricing). Work backwards from the customers you want, using your own close rate. The lead cost calculator helps.

Review monthly

A worked example (illustrative)

A dental practice plans one quarter. Goal: 25 new patients a month. Treatments: check ups, implants, whitening. Channels: Google for urgent and planned searches, Meta for whitening and implant awareness, a Business Profile routine. Tracking: calls and forms to booked appointments. Review: cost per booked appointment, monthly. After three months it keeps what books and cuts what does not. Illustrative.

Common mistakes

- A plan with no numbers.
- Too many treatments at once.
- No owner for follow up.
- Never reviewing.

A seasonal marketing calendar for healthcare

> **The short answer.** Plan clinic marketing around the patterns in your own enquiries: new year resolutions and returning to exercise, spring sports and gardening, summer holidays and quieter weeks, the September return to routine and the run up to winter.

How to use this calendar

Plan clinic marketing around the patterns in your own enquiries: new year resolutions and returning to exercise, spring sports and gardening, summer holidays and quieter weeks, the September return to routine and the run up to winter.

These are typical patterns, not rules. Check your own enquiry data for the last two years and adjust the months to match what your customers actually do.

The calendar (illustrative)

When	What to push
January to February	New year health goals, injuries from returning to exercise, check ups.
March to May	Spring sport, gardening and outdoor activity, injury and rehab treatments.
June to August	Holiday gaps, summer sport, flexible appointments.
September to October	Back to routine, work and school related aches, pre winter check ups.
November to December	Use up allowances, cosmetic and elective treatments before the new year, gift vouchers where relevant.

Move budget with demand

Raise spend ahead of busy periods, lower it when demand dips and keep a base level so campaigns do not lose learning. Health ad rules still apply year round, so keep wording policy friendly.

Check it against your data

Pull enquiries by month from your CRM or Google Ads for the last two years. Mark the peaks and quiet spells, and build your calendar from them.

A worked example (illustrative)

A physiotherapy clinic pulls two years of enquiries by month and sees January and September peaks. It raises Google spend in the weeks before each and runs a new year sports injury offer. It avoids relying on guesses. Illustrative.

Common mistakes

- Copying a generic calendar without checking data.
- Starting campaigns too late.
- Stopping ads in quiet months.
- Not reviewing after each season.

Want the full course?

This is a free sample of **Marketing for Private Clinics**. The full course has 3 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/healthcare-marketing-course and you will hear first when it launches.