

CRYSTAL CLEAR'S  
DEFINITIVE GUIDE  
TO DEVELOPING  
YOUR  
**TARGET  
MARKET**



**CRYSTAL CLEAR**  
SOFTWARE | MARKETING | CONSULTING

## About Crystal Clear Digital Marketing

Recognized as one of the top aesthetic companies in 2017, Crystal Clear Digital Marketing helps doctors and medical practices navigate marketing best practices in the digital age. Building a digital presence is not impossible, even for beginners who are still stuck in the stone age from a marketing perspective. Although it can seem intimidating, digital marketing can be a lot more effective than traditional marketing methods, is far more interactive and modern, and allows the people and personality of your practice to stand out.

At Crystal Clear, we provide a full range of marketing solutions to help bridge the technology and marketing gap so that physicians, medical professionals and practice owners can focus on what they do best - taking care of patients. Need help filling the seats in your waiting room? Looking for guidance on how to maintain new opportunities and turn them into paying patients? Look no further!

Our digital marketing specialists hope you find our ebooks helpful in teaching you easy-to-learn aspects of digital marketing that you can employ today to increase your bottom line. Whether you are new to digital marketing best practices or if you already have some experience managing your digital presence, we have both baseline and advanced solutions to help you move your practice into the 21st century.

## About This Ebook

Everyone wants to achieve great success in the growth and development of their medical practice, but like all great things, it doesn't happen overnight. This is the first in our ebook series from Crystal Clear Digital Marketing, and for the new digital marketer, this is step one on your path to success: developing your target market and finding where they hang out online. Remember: if you're marketing to everyone, you're marketing to no one, so before we hit the ground running with our digital marketing best practices, it's important to start at the basics - who your marketing is speaking to and where to find them.



## I'm Kind of a Big Deal

You already know you're the best at what you do, but how do you tell your patients that? Where do you begin? There are several components to digital marketing, but your website is the home base of it all. When it comes to positioning yourself as an authority on your medical marketing website, you want to give people the impression that you are a big deal. It sounds simple, but there are right and wrong ways to go about it, and if you go too far, you could potentially make the wrong impression on those who could potentially choose your practice for their services. Consumers in the technological age are more empowered; with the world at their fingertips via computers and mobile devices, they are doing their research and making their own decisions rather than relying solely on marketing to tell them where to go and what to do.

Marketing in today's world is about patient choice. Your potential patients do not want to feel forced into their decisions; the goal is to draw them in and let them decide on their own that they want to choose you. So, how can you help guide them to your practice? Start at step one: your target market.

## Part One: Developing Your Target Market

The goal of most practices is to gain a multitude of patients both locally and nationwide, but when kicking off or refining your marketing strategy, developing a specific target market is essential.

When you're having a conversation, it's easier when you know who you're talking to. The same goes for your marketing: your strategy will have more success if you know who you're targeting, but it requires a little planning in the beginning. The first step is to focus on finding your avatar.

## Avatar? Like the Movie?

Although the thought of a blue alien-like creature dictating your marketing strategy seems cool, what we are referring to is your ideal customer. An avatar is an iconic representation of whom you would like to sell your services.



It's easy to assume that your avatar is everyone, but the truth of the matter is, if you are marketing to everyone, you are selling to no one.

For an example of a target market in action, take a look at the Facebook page for famous footwear brand Nike. Check it out here: <https://www.facebook.com/nike/>.

Did you notice they have almost 29 MILLION followers? Did you also notice that they are clearly marketing to a particular audience? What age and interests do you think they are targeting? If you guessed 20-35 year olds who have active lifestyles, then you are right!

Next question. Of those 29 million fans, do you think all of them fit that exact demographic? Of course they don't, but by defining who they are talking to, Nike has gotten the traction they need to be a marketing powerhouse in the online space.

## Benefits, Not Features

Another important element to notice in Nike's social media is that rather than focusing on their products, they talk about the larger picture of what they would like to associate their brand with as well as its benefits. Their cover image is very simple; a black background and their famous slogan, "Just Do It." Rather than talking about shoes, their slogan is a call to action that is meant to motivate the consumer. Their posts carry that call to action forward by showing videos of young athletes and fast-paced imagery. This is a great place to point out the important distinction between making an association and outright lying to your potential customers. As we mentioned earlier, there is a right way and a wrong way to engage your target market, and if Nike were to come out and make false claims to sell their products, that would be a serious violation of integrity. These are merely subjective views created by Nike and accepted by those who follow them.

The main takeaway for you is this: false claims and unproven guarantees can get you into trouble that you may not be able to backpedal from. But, with a little thought, you can make a list of benefits that your products and services have and draw associations of what those benefits represent. Draw your target market in first; fill in the blanks later



when they're in your office for a consultation.

## It's Time to Find Your Target Market

Ready to start? Let's begin by writing down who your avatar might be. Answer the following questions:

1. What age is my ideal client?
2. Are they married? Do they have kids?
3. Where do they live?
4. What are their interests?
5. What are their needs at this age?
6. What conflicts with their needs and their wants?

Just like any conversation, once you know who you are speaking to, you then want to develop what you are saying to them. Here are some ideas to get you started:

1. Where do they hang out online?
2. If there is one product I sell that they need, what would it be?
3. What are the features of that product? What are the benefits of that product?
4. What pleasures can I associate with that product?
5. What fears can I associate with that product?
6. What can I associate with my product even further down the line?



## Part Two: Finding Where Your Target Market Lives



Now that you have developed your avatar and know who your marketing is speaking to, we need to find out where your audience hangs out online. For many companies, Facebook is probably going to be a likely candidate. Once you have identified one social media platform that you are going to use and excel in, you should begin to hone your message and master the voice of your practice. Then look at the views, likes, and response data to the posts you create to gauge what your audience is interested in.

At Crystal Clear Digital Marketing, our marketing team has decades of experience in the industry, and after analyzing the marketing strategies of multiple companies, one thing is very clear: most of them are not familiar with social media and don't have a lot of time to use it. The way to be present on social media but also make it manageable for yourself is this: rather than trying to be everywhere on every social platform, pick the platform that your avatar is most likely already spending time and focus your marketing efforts there. Make that your jumping off point and don't worry about other branching off to other platforms until later.



## Pick a Platform and Excel

Although we manage four social media platforms for our clients - Facebook, Twitter, LinkedIn, and Pinterest - it's important to realize that there are hundreds that you could potentially choose from, and it's your responsibility to find the ones that best fit your audience.

It's also important to have a well-rounded set of goals when using social media, especially in the beginning when you're just getting started. For example, a lot of people have an unreal expectation that when they begin to use social media, they will generate a ton of traffic right from the start. Although this is possible, it is highly unlikely, and here's why.

Rather than thinking of social media as a billboard, think of it as a building. A lot of planning takes place when constructing a building for business. You look for prime location, accessibility from the street, how many people pass this area on a daily basis, how much is it going to cost, and several other factors.

Believe it or not, building a social media platform is very much the same thing. In the first few months, your goal should be to start with something small and measurable. Rather than setting lofty goals of generating traffic right away, you'll set yourself up for success by looking at the data and setting realistic goals that you can measure. Don't overlook that first you must have an audience to speak to; building an audience is a goal and strategy in itself.

## The First Goal of Social Media: Find the Right Platform

Our goal for the first few weeks is to identify one social media platform that is an appropriate fit for your avatar. Build out your company page. Each social media platform has some level of customization they allow, so use your logo along with successful marketing you have previously used in the past and personalize it. Consumers and businesses connect with humans and authenticity!

## The Second Goal of Social Media: Build Your Followers

Establish goals for building your followers. Find current clients, past clients, family, and friends because these are the easiest to identify and connect with. Then, set goals to establish new connections for each week. Find people using hash tags, community pages, or pages similar to yours and see who follows them.



## The Third Goal of Social Media: A Consistent Posting Schedule

It's one thing to develop a consistent posting schedule, you also have to follow it! With a little thought, you can pre-schedule a week's worth of social media content in about an hour.

### Tips to Having Great Success with Social Media

- We suggest you post at least 5 times per week and preferably up to 3 times per day.
- Create a call to action in every post to create motivation for your followers.
- Include a picture with almost every post to attract attention.

### Find Your Brand Voice

Who is the one most likely talking on your social media posts? Whether it's you or a person at your practice, find the star of your platform and have them set the standard for your brand voice.

### What Should I Post?

Now you've chosen your platform and have an idea of how you want your brand to sound, what should you post? Don't panic! Here are some ideas:

- This or That
- Days with themes
- Client Showcase
- Office Showcase
- Business Shout Outs
- Caption This



## Ideal Posting Times

**Try to pre-schedule 3 posts a day:** 8AM, 11AM, 4PM, and 8PM

### Three Times a Day? I Don't Have Time for That!

If you run your Facebook posting like a business and put it on your schedule, you will find time for it. If you follow the posting plan that you created, you will eventually get to the point where you can create a few week's worth of posting in just an hour or two. Don't overthink what you're posting: speak to your audience and be consistent. Then, all you have to do is check in for a few minutes daily to make sure everything is operating smoothly and build a community by responding to comments on your posts. Building a relationship of trust in a public forum is important in these development stages and will set the tone for the rest of your digital presence.

The last page of this ebook is an actual content map that you can use to write your "every week" schedule. We have created two full days as an example. With this as a guide, you will see that every Monday there will be a "Local Business Shout Out" at 8 a.m. Ideally, it would be great to have three posts a day, but if your time and staff are limited, simply pre-schedule one post a day at different times.

Once you have mastered this concept, take a 1 or 2-hour block of time each week to schedule this content and watch the followers grow.



## Social Media Content Types Explained

### This or That

This could also be “Do you prefer product A or product B and why?” or True and False questions that are relevant to your practice.

### Days with Themes

- Health Tip Tuesday
- Game Day Theme
- Don't forget to add a product/service tip of the day!

### Client Showcase

Bring your clients into the story with a gas card give away monthly!!

### Office Showcase

Help your clients feel like they are a part of your world by highlighting birthdays, milestones, and other major office events.

### Business Shout Outs

Highlight other companies and @tag their FB page for exposure.

### Caption This

Find funny pictures that people are left to add their imagination and comment.

### Monday

Post 1: Local Business Shout Out 8am

Post 2: This or That 11am

Post 3: Caption This 4pm

### Tuesday

Post 1: Themed Day (Health Tip Tuesday) 8am

Post 2: Office Showcase 11am

Post 3: This or That 4pm

Simply continue this type of posting for the rest of the week. Once you get going, you will see that it's easy to develop a stress-free posting plan ahead of time.



## Find Your Target Market Today!

Digital marketing encompasses many different but interconnected tasks that are necessary for success at your practice. Many practice owners have not yet taken these strategies seriously and thus have not achieved optimal results in their market. Don't be them!

If you are a small, medium or large practice trying to build a brand in today's world, the time to begin the journey to building your online presence and reaching your patients is now. You may be able to tackle some of these on your own; others you may want to hire people to do for you. Whatever approach you take, make sure you take it wisely and with small, measurable goals in mind.

Visit our website at [www.crystalcleardigitalmarketing.com](http://www.crystalcleardigitalmarketing.com) for more resources such as:

- Responsive website design
- Search Engine Optimization
- Social Media and Content Marketing
- Digital Marketing Consulting, where we teach you how to market yourself!
- Our proprietary Social Patient Center, your one-stop shop for managing
- your patient opportunities and revenue!

