

GMCP Ep. 037 - Digital Marketing Techniques with Paul Ramondo

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

JACK: Well welcome back to another episode of the [Grow My Clinic](#) podcast. My name is Jack O'Brien and I am buzzing to be with you today in your ear buds. I have had a monster and ready to go because we are talking to Paul Ramondo from [Ramondo Media Team](#). The monster mascot really loves drinking this stuff. Hey how are you doing there Paul?

PAUL: I am doing very well Jack. How are you?

JACK: Fantastic. I am charged and ready to go.

PAUL: Awesome.

JACK: I'm buzzing, [0:00:36.5 inaudible] coffees, energy drinks—it's all part of the fun because I love talking digital marketing. I am such a geek critic when it comes to this stuff. And I think that is probably why we feel a little bit like kindred spirits.

PAUL: I was literally about to say the same thing; it's like we are kindred spirits, long lost brothers from another mother, for sure. Why wouldn't you enjoy talking about it? Because it is just so much fun. Digital marketing, Facebook ads - they are so much fun.

JACK: I love that, geeking out on digital stuff like Facebook and Adwords. It is becoming cool. It is trendy. Finally, I fit in somewhere.

PAUL: We found our people, Jack.

JACK: We have. So, for those who are not familiar, Paul and Ramondo Media is one of the leading digital agencies and education providers in the space around Facebook and Google and all things online to help you get more clients and grow

your business. So, Paul can you give us a little bit of your backstory and why you've ended up starting your own agency.

PAUL: Yeah, 100 percent. So where do I start? I will try to give you the short version of this. Realistically, it all started Jack when I was a kid. So, when I was at first few weeks at school I remember I find it really peculiar, there were a few kids of my year that were playing with marbles. And I was like "What are these marbles thing? There's only a few kids playing with them."

And then as the years or as the year progress, a lot more kids were playing with marbles. The boys in my year, by then a year, everyone is playing with marbles essentially. I was like, "That is interesting." Like a small group of boys start playing with marbles and now all of your group is, all the boys in your group playing with marbles.

And same thing happened year in and year out. Like the next year, marbles went cool, like Pokemon Cards are in and it is the same thing that happened. Small group of boys started playing Pokemon Cards. And by the end of the year majority of the boys say, "Why are you playing a Pokemon Card?" Happened again and again, year after year. Digimon and Dragon Ball Z and Lego and older kind of fads and crazes would come in fashion and would come out in fashion.

And I just remember this fascinated me at a very young age. And that kind of fascination in terms of why things spread, why things catch on, or social psychology or marketing if you will, kind of follow me all the way through to uni.

This stuff fascinates me Jack. Like you are saying before, massive geek, massive nerd. From a very young age, I was just really - I found it fascinating. I ended up going in uni and I did marketing among a bunch of things in the university. I love getting into digital marketing because we are looking for a way.

So, about 2008 I was a massive emo kid, massive fringe, eyeliner all that kind of fun stuff. I used to run shows for a local event management company. And this is at the time, pretty much like—this is like not pre-Facebook, but it is pre-Facebook in Australia. This is when Myspace was still huge. And we were running shows, just 100 kid shows, five bills a ticket type thing.

We were running local shows for small bands and at that point of time, the only way in which you really get in front of your customer was to advertise in local print

media called Express Magazine or [inaudible] Magazine. The thing with this is it was so expensive, like 200 to 300 dollars to put a print ad out. And this was when Myspace was huge and we realized that we could market way more effectively to our target audience for free on Myspace as opposed to dropping 300 dollars in print media.

So that is how I got involved in digital marketing. And then I did that around the same time as I was doing my degree and that kind of eventuate into making Facebook ads and just absolutely loving it. I worked in the agency world - when I started my career, I worked for agency world for a while where clients stay for a while. And then ended up being like "I am going do this, I will give a shot on my own and see where it goes." And here I am.

JACK: Here we are. So you have been doing Ramondo Media now for a couple of years?

PAUL: About four years now, birthday is in July so four years in July.

JACK: Amazing. We will help people get to your website at the end of this call. I mean it is pretty obvious on the homepage of your website. The results you were able to get using Facebook marketing, a little spend for massive results. Have you got some headlines for us on why we should actually trust you?

PAUL: Absolutely. I have been doing this stuff since - I have been doing Facebook Ads since before Facebook had its IPO. So I was doing Facebook Ads in 2010, 2011 when all you could buy on Facebook was a little side buy ads which would really small return investments. This is for the Facebook on your iPhone, so even before - pretty much when iPhone were in their baby stages.

And in terms of headlines of trust, I mean, I have been in the trenches for years doing this stuff. I absolutely love it. I don't think there's much I can give you more in terms of why should you trust me, why you should trust my advice.

But like you said, go to my website, have look on some of the case studies at the end of the call and see for yourself in terms of what is actually possible when you have the right mix of targeting, the right offer, the right creative, and you are getting in front of the right audience.

JACK: I love it. It is probably one of the reasons that we ended up connecting. I saw some of the results. It is really easy for all these [inaudible] comments Facebook specialist out there to parade their stuff.

But when I was looking through your stuff and getting to know you, saying minimal spend and couple of thousand dollars in ads spent to getting 30 grand, 60 and 100 grand worth of results. It really spoke to me. I really like that, it really speak out.

PAUL: Thanks Jack. After you.

JACK: I was going to say I spend a lot of my days now with Clinic Mastery helping clinic owners implement Facebook Ads and a digital strategy across all the different platforms. And a lot of that I have learned from you, and your theory, and your mindset stuff. So I think there is plenty of reasons that we can learn from you.

PAUL: That is awesome. Thank you for the endorsement Jack, that is lovely. Thank you.

JACK: Okay, let us go. What we want to make sure is, on the Grow My Clinic Podcast, that we are really specific, really practical and tangible. Bearing in mind that people who are listening—you are a health professional, you have ended up in business, whether you're passionate about creating a bit more of a lifestyle for yourself. You want to help more people.

Whatever it might be, the truth is that you're a health professional by trade and you are trying to figure out this business stuff and grow your clinic. And so Paul, a lot of our listeners would not be familiar with things like funnels and creative and copy. Can you maybe give us the 30,000-foot view of what digital marketing actually is?

PAUL: I think digital marketing is just a long way of saying marketing. It is doing what we have always done but doing it in a digital platform. It is about telling and targeting a story or targeting an author on a platform in which everyone is now spending their eyeballs on or spending their focus or spending all their attention on.

So back on the day, people would be spending their attention on print media or on a newspaper, not that they still don't, there are still a place for it 100 percent. Perfect example is these days like, hardly anyone is watching television ads right? And if they are watching television ads, what are they doing? They are on their

phone while they are on the couch, and that's assuming that people are still watching free to air TV.

So digital marketing really for me is about getting in front of your audience on the platforms in which they are spending the most time. In the 2018 world, as I am sure you would agree Jack, it is on their mobile phones.

JACK: A hundred percent. I totally agree. I was watching something on ten play the other day, so watching a free to air series on replay. And they still make you, they force you to watch ads in the middle of a show. I'm just trying to watch it as a recording.

And the funniest thing, it kind of dawned to me as I was reflecting on it, during those forced 30-second ads of course, I was on my phone, and I ended up buying something from a Facebook ad. I don't even know I needed it and bought it in the middle of watching of a free to air ad. It was ironic but that is the truth.

And I think, also you touched on something really important there. Marketing and money, sometimes money is a bit of a dirty word or a dirty concept in the health space but I think you summed it up really well. That marketing is really just helping people find solutions to their problems with their attention.

PAUL: 100 percent. Not only that - I will touch on the money being a dirty word. I understand that money can have some negative connotations, but at the end of the day, you are running a business. And cash, money - whatever you are missing you might own it, attach to it. At the end of the day it is essential for you being successful, it's essential for your business being successful.

And not only that, if you are not generating revenue, money, cash, whatever word you wanted to use, from your clients and that means whether you are physio or you are a chiropractor or you are dentist or you are a doctor or whatever, it means that you cannot set out to fix the problems that you're solving in your marketplace. So if you are a Chiro, I love my chiropractor for example, I love paying him money because he makes me feel better.

I've got pain, like I got an adjustment last week, adjusts my neck, adjusts my back. I tell you what, my neck and my back do not hurt anymore. That for me is money well spent. And the fact that he is making money off my pain points as his client

makes me so happy because he is fixing the pain problem the actual physical pain problem that I have.

I understand people are hung up with the word money being dirty but I mean at the end of the day, I feel like it could be really helpful for anyone listening that does have that kind of hang ups, because I have that hang up as well when I started my business.

I got to charge people money, but I also got to eat and put a roof over my head. I've also got to charge for my worth for my services. Yet at the end of the day, you are solving people's problems and that is how you are making your living. I think that is something to be really proud of.

JACK: You are absolutely right. I think there are two elements, there is a commercial reality to what we do. And if you are not making your profit, then you are going to go out of the business. You are not going to be able to help anyone. You are going to be no good to anyone. And also you are right, it is the reflection of the value that you are providing, of the solutions that you are providing. And it is okay to be remunerated fairly and appropriately for that value.

PAUL: A 100 percent.

JACK: Well I am glad we are on the same page. So, now let us go into the deep stuff. Let us talk about this digital platform. Typically, we think of social media but could you may be lay out for us a couple of these platforms? And I'd love for us to dig in to Facebook, specifically.

PAUL: 100 percent. So I guess, first talking point in Facebook. When you think about Facebook, if I was to go back to the sixties and I was to sit down - I am not sure if anyone watched the little TV show called Madmen before. But if you would go down and sit down say with Don Draper and Madman, and you were to tell him that you had this piece of technology, keep in mind computers don't exist. Let us just appreciate this analogy for this.

You have this marketing device that tells you - or the most granular, sociographic and demographic information about your target audience, the people that you want to get in front of, the eyeballs that you want to get in front of. Not only that, you have all of these data points on your specific granularized target audience. But you can also, within minutes, serve an ad through their mobile device, or get an ad

in front of them, if we use an analogy again, in front of a billboard in front of them. That is essentially what is happening right now.

Facebook is 100 percent the greatest marketing invention that has ever been developed. And the fact that we have all these data at literally at our fingertips. And the fact that us as business owners and as marketers, we are able to target our audience effectively, it is absolutely amazing. And if you are not using it, it baffles me. It is the greatest marketing invention ever invented.

JACK: Right. And that is the beauty of the digital platforms, whether it is Facebook or especially Google Adwords, is that we are not paying for mass distribution of marketing anymore. We are able to target to a specific audience or people who are looking for a particular solution.

PAUL: That is it. You are essentially - instead of spray firing everyone, you are sniping off, picking off people. That is probably an adverse analogy. Basically, you are fishing in a really large pond with a really specific small net in a very defined area where you know your audience is.

JACK: Great. Okay. Love it. So, let us talk a little bit more about Facebook then. Probably one of the first things that comes to mind for health professionals is privacy. Is it possible, is it legal to be able to speak to some people with certain characteristics and not others? What is the understanding around targeting?

PAUL: So, I won't speak about the legality of targeting or the legality of copyrighting because I am not a lawyer. And it can't exactly speak to the terms and conditions of what you can and cannot say on Facebook in terms of ads because it is changing every day. However, what I would not pour your audience to do if they are concerned about what they can and cannot say to their audiences would be one to speak with their lawyer.

Secondly, if it is more for what is going to be approved what is not going to be approved on Facebook. In terms of Facebook ads help section, remember the ads is Facebook business model essentially. They have got so much material in terms of what you can and cannot say in the specific industries. And I definitely recommend reading up on that.

And look if the legality is not their concern, which I recommended them for that would be, but let us say that in a hypothetical scenario, legality was not a concern in

terms of what representation you can and cannot make to your target audience from running ads on Facebook. You could run the ads and if they get disapproved they get disapproved. That is the worst that could happen from a Facebook ads perspective in terms of its approval process.

JACK: Yeah. Absolutely makes sense. And you can really target that audience down. So what are some of the parameters that we can target people according to?

PAUL: There are so many, so we'll go through a few. So I will start with local awareness ads. Local awareness ads, I am so hot on them. So, local awareness ads, they basically are a digital A-frame for your business. So you know what A-frames are right?

JACK: Sure. Is that what you put in your front door?

PAUL: Exactly. It is like you will pass and "Oh there is a chiropractor here. Sweet. My neck hurts let us go there and get this fixed up.". With local awareness ads, it is pretty much like an A-frame, however, it only pops up on people's mobile devices in a specific geographic radius around the exact geographic location of your business.

So, I believe the lowest or the most granular you can go is one mile or one or so kilometers from within a specific radius. But imagine that, and you can also run the ads to people that are only in that location in that specific one in time.

So we're talking about targeting your exact audience. Take it even further, like if you already have an understanding of the age, the gender, the interests if you will that someone in your target audience may be into that's on Facebook. You can take all that targeting and then add another geographic targeting layer on top of that. So that they are only served ads when they are physically, literally physically on their phones in the geographic physical business location within that radius that you sign up on Facebook ad.

JACK: Unreal. That is amazing and so that is right, you are only showing ads to people who it is relevant for. And so the wording or what we call the copy of that ad, of the image or creative, would be specific for people who are close by your premises, right?

PAUL: 100 percent. And you can get really smart with those and kind of clever with those kinds of things too, right? So if you were to do some kind of referral

promotion or if you have some kind of incentive that you'd be running traditionally, there is nothing stopping you from running that traditional promotion and turning it into and executing it digitally on Facebook ads or an Instagram ads for the people physically in that location.

So, the most simply I can, I do not run and have many clients in the health clinic space but think of any type of promotion. Let us take an Optometrist for example, this might work. So given an Optometrist, what would be a perfect real life lead magnet to get someone to walk in that's walking pass the Optometrist store to walk off the street and into the store if they saw an A-frame advertised at the front?

JACK: I will look for a free eye test, the screening of free test of some sort.

PAUL: Bingo. Right? In the same way do you have like a free eye test as you walk pass on an A-frame as you walk pass an Optometrist which incentivize people to walk in. So I will get my eye check and it is free, why would not you right?

And by doing that, that is just a simple A-frame, literally gain people that are walking pass on the street to walk in the store. Either you can do exactly the same thing in a larger geographic area would just do within walking distance of the Optometrist through receiving local awareness ads on their devices on Facebook.

JACK: So rather than waiting for people to walk past your A-frame, you are putting your A-frame in the phones of people who it is relevant for.

PAUL: Exactly.

JACK: I love it. Okay, this is fun. So, how about for, moving forward, let us take me as a case study. So I have been in the physio clinic in the Newcastle area and we could make it super relevant and really for listeners they are just going to get listen in on a really high-level consulting call here with Paul and Jack.

So to make that relevant for me that would be we sell Archies which are a pair of orthotic thongs. They look like Havaianas. They're about the same price point as Havaianas with arch support, that is something that we could run a local awareness ad for to get people to come in and buy these thongs, right?

PAUL: 100 percent.

JACK: Okay fantastic. So that covers some local awareness stuff. Let us talk a little bit more about the targeting and audiences. What are some of the mistakes you see people make when it comes to audiences or what are some of the little known audience features that people can utilize?

PAUL: Both are really good questions. Sorry, my mind just went to a million different places. Repeat the first one for me Jack, please.

JACK: What mistakes that people make and what are the unknown elements of audiences?

PAUL: I feel like some of the main mistakes that I see, lot of people that are running Facebook ads themselves they make again and again is mistaking themselves and their own preferences for the target market.

JACK: So they run ads and they target people according to their own interests and likes rather than that of their ideal customers.

PAUL: That is it. Or what they think without really having a big like granular understanding or really think about what are the pain points of the people in their audience, what are the people in their audience look like.

JACK: That is an important point right? Sorry to interrupt you there but that is really important for health professionals because we are really data-driven. We like empirical evidence-based approaches. But what you are saying is not to go with personal preferences but to try a bunch of different things and do what the data says, right?

PAUL: Yup. So if you want to get really nerdy and really geeky let us do it. So, if you wanted the inside started base approach to that, I would start, I would implore people's instinct to start by looking at the make-up of their existing customers within their practice. And let us try to group your existing clientele into four different what we called avatars.

So an avatar is basically like a shell that has certain attributes that represent someone within your target audience. Let us use your practice for example. Let us say that you have -.

JACK: Well let me share one of my audiences here. Let us say the netball of the female, 35 year old, female, deluxe plain, social netball and has some children in primary school. That could be one. Second one might be the 55 year old male who likes doing parkrun on the weekend, is a bit of a weekend warrior runner.

PAUL: 100 percent. Now, where did you get those avatar from? How did you come up with those audiences?

JACK: Yes, so they are the people we like to treat, firstly. And we can provide solutions for them and we know we can solve their problems. And second of all, it is based on data who actually walks in and we look at our whole list because, let us be honest, clinics do really well in capturing people's name, email, mobile. And then we can look at overall the personas that sit within our database.

PAUL: 100 percent. And that is how you do it right you base. You do not need to reinvent it, no need to reinvent the wheel, just reverse engineer it. You have already got this data within your clinic and you will be able to see a lot of similarities between the clientele that you treat.

And then you will be able to, because of those relationships that you have with them, they are the ongoing clients, we have an understanding of what their life looks like. From that, you can drill down and get some ideas about what age group are they in, do they have kids, do they like netball, do they play netball.

These are all interests and demographics, and socio graphics that you can then build an actual data driven approach to your audiences that you then target on Facebook. So did you just say netball mom with kids? Perfect. We have already got three pretty important data points. So you probably got an age demographic, age bracket story of let us say 10 years other sides. We can get like say 27 to 37, we have got gender female.

Cool, so we have refined down by age and gender now. We can go further and refine down by geography because there is not point targeting someone in Perth if you are running your practice in the Eastern State. You know what I mean? So that is another data point we can drill down to.

If you want to go down more specific, we can drill down to which actual city they are in, which suburb they are in, we can go further. Facebook also allows you to target parents or mothers. You can target young mothers with young kids. You can target

mothers with kids between the ages of 0 and 3, 3 and 6 and so on and so forth. That is how granulated you can get with the targeting.

And if they like netball, and this is probably one of the key ones for this avatar. If this client or these clients like netball, then it is a matter of thinking a little bit outside of the box. If they like netball, what kind of pages would they like on Facebook? And I do not know anything about that netball but what kind of pages do they like on Facebook? Maybe the Netball Association of Australia. I do not know if that is a thing but you see, catch my drift, you see where we are going with these?

So you might find all the popular women's netball team and their Facebook pages and you do your research. Another little cool trick and hack that I love to do is use Facebook's graph search which is when you are in Facebook and you just search on top of Facebook you might just search for a friend to go on a profile. You can use that tool to drive your insights or interests that your audience may have.

So all your type in is you type in pages liked by people who like page X. So I will use basketball for example because I understand basketball. So you can type in pages liked by people who like the Toronto Raptors. Then you type that and search in Facebook and then it will spit out 10 to 20 if not more results of all of the top pages liked by people that like the Toronto Raptors.

You can then go down and manually go through that list and find other pages because not all can be relevant, right? You can go through and find many other pages which may be relevant and you add that to your potential interest targeting.

Now we have got, so let us just say we did that for netball, so now with all the way back or back at the rabbit hole, we have got a female between ages 27 and 37 that has kids define whichever age bracket the kids are in that likes netball but also because they like netball they also like pages related to netball which are now found through the Facebook graph search.

And not only that, you also got the geographic targeting on top of that. You have now got a pretty good starting - a place to start in terms of what your avatar potential target audience is going to look like. And you can then start running ads with that audience and start testing to see what works and what does not work.

JACK: Amazing. So, what you are saying is if we just went with the simple geographic and gender targeting, females who live within 30 kilometers of my clinic,

Facebook will tell you that that might be your 200 thousand people females who live within 30 kilometers. But to granularize it down that 27 to 37 year-old female with young kids and she likes the Australian Netball team and the associated pages, out of 200,000 we would probably only going to get in front of five to ten thousand people.

PAUL: A hundred percent. And you said that the start of the call in terms of how did you go about generating results, why should we trust you and how we are able to get the results? And I guess the one word which builds upon this example that we just run through is specificity - specifically targeting those relevant potential customers or prospects within your target audience. Because if you are going to throw big net out into the ocean and you catch a lot of fish does not mean that they are going to be ones that you can eat. It's also a bad analogy.

If there is anything consistent about this Jack is that I am terrible in analogies. It's all about specifically getting in front of the right target audience and that is what is so powerful about Facebook. You got all these data and you have a data-driven approach that you can then leverage to get in front of your specific target audience to then solve the problem for them. Because if you cannot get in front of your specific target audience, how on earth are you going to be able to help them with their back injury or their neck injury.

JACK: Great. You are spot on. So if we target down - I guess the take home message there is get as granular as you possibly can and target people who you want to be in front of so you can put the right message there.

What are some of the other audience features, things like pixels or custom list, that type of thing?

PAUL: I love that we are on the same wavelength, geeking out hard. I am so glad you asked that. Basically, we have got the interest targeting, the demographic targeting, the socio graphic targeting and the geographic targeting we have just run through. That is all really great but that is basically targeting a called audience, right?

It is targeting the audience that you're - even though we have done our research and we used a data-driven approach to figure out what that avatar looks like, nothing is going to beat the data that you have within your own clinic. And also, nothing is going to beat the data that you have, the people who are already

brand-aware, also known as people who have already been on your website or people that are already exposed to your brand.

So one way that we can do a more granular data-driven approach is by using the Facebook Pixel. And for those who do not know, the Facebook Pixel is basically a small snip of a code that you place on the header of your website and it basically allows you to track the activity of every single person that uses your website, and then matches that to the user ID on Facebook which then allows you to send them specific ads, variable to whatever goal that you are trying to achieve whether it generate leads or whether it get them repeat purchase behavior or referrals and that in terms of specificity. That is even more specific than doing an avatar based-approach to your audience.

So you can now run ads to people that you know have been on your website, you can go even more granular than that. You can run ads to people who have been on your website and visited more than two pages of your website which would insinuate that they're more bought in or they have done more information search on your website.

You could go even more specific. You could do a cross section of people that are in your email list or that you have their mobile numbers of and cross reference that to their behavior on your website to find the more engaged brand evangelist or your most engaged audiences.

JACK: To be clear, these are people - it is lucky if you have seen something on JB Hi-Fi's website or [inaudible] website and you might be looking at the latest smart TV. And although you do not buy it, but all of the sudden those ads are chasing you around Facebook and the interwebs.

PAUL: 100 percent. And then from that, once you have generated enough data, another cool thing you can if you do not want to do all the heavy lifting yourself, because these things take time - building avatars, doing audience research, testing specific audiences to see what works and what does not work, that all takes time, right?

You can use what is called the look-alike audiences tool on Facebook to get Facebook to do the majority of the heavy lifting for you. So if you got enough data on your website in terms of people who visited your website and you have collected enough data using your [Facebook Pixel](#) or you have got enough emails in your

email list or enough people that have liked your Facebook page, you can use the look-alike audience feature in Facebook Ads to get Facebook to generate an audience which looks as similar to your audience based on all of the data points they have in the back end of Facebook to your own which is absolutely amazing.

JACK: Incredible, and that is mind-blowing, the look alike feature. So essentially, you are saying "Hey Facebook, take these people that have been into my website and that have shown interests. They might be a thousand people, hypothetically. Go and find me another 10,000, 50,000 people that share the same characteristics."

PAUL: Exactly. Then what Facebook does at the back end is just look at all data points, runs its algorithm. Takes a while to spit it out or by allowing maybe five to ten minutes. It creates a pre-populated audience for you who you can then run ads to, which depending on how large your initial sample size is. It is going to be as hopefully accurate as possible in terms of the people that you want to get in front of.

JACK: Amazing. Okay. So that is audiences. There is much more to that we could dive into, but we do not have time for it today. And also Paul, before we move on to the creative stuff, this is actually going to be one of our longest episode ever; I'm just having too much fun. But one more thing just to cover [inaudible], to put people's minds at ease around privacy and confidentiality. When we say that we are tracking people who have been in our website and we are re-targeting them, these are things that people have opted into when they've signed up to Facebook or they approve cookies in their browser, it is all above board?

PAUL: Correct.

JACK: Sure. Okay. So listeners, if you are concerned about that confidentiality, it is all okay. Everything is alright. People can opt out of this but when you sign up to Facebook, you agree to participate into this type of an arrangement. So it is all fair game.

PAUL: A hundred percent.

JACK: Now let us assume that in my case let us run with the same example. We have targeted down to this - we have created an avatar, the female, netball, the 27 to 37, lives near me. And we have also got an audience that has been into my website. We have got two different audiences, right? What are some of the mistakes

that people make when they are writing ads? Let us talk about the creative, so the wordings, the photos, the videos, what do people do wrong?

PAUL: I think, one of the biggest things people do wrong is they don't really think about what stage of the purchasing or the buying process that their specific audience is in, right? So, someone who has been to your website and maybe looked at more than two pages on your website, is going to be in a completely different mindset to an audience that you have just created that your targeting based on a demographics and sociographics.

JACK: It is like an intent thing, right? If people know nothing about you versus people who have been to your website know about you.

PAUL: Exactly. So you have to tailor your messaging variable to the audience in which you are targeting. The way in which you talk to someone that has been to your website that already is brand-aware, already knows who you are, or has a general vague idea who you are is going to be very different to the way you talk to someone that has no idea who you are whatsoever.

JACK: Okay. So, let us be specific. How do you talk to the person who knows nothing about you?

PAUL: Another variable that comes to play is what is your goal, right? Are you just trying to drive awareness about your business? Just trying to make them aware? Are you trying to get them in to actually walk in to your clinic? Are you trying to get them to come and sign up for a free trial of some sort of using that optometrist example of you trying to get them to come walk in and get a free eye test?

It is really about whatever your goal is. If your goal is to have a goal of driving referral business from existing clients, so that would dictate your creative in that way. So the goal would be - or what about referral from existing clients which is a great strategy. Word of mouth will never die. It is amazing. Because people trust people. They trust friends, right? That would dictate the creative and the messaging in the way in which you go about approaching the people in that audience.

JACK: Okay. So I think what you are trying to say here is to use your analogy back to you. You do not want to go for the third base on the first date. We need to go on a relationship journey, right? And kind of [inaudible] that relationship escalates. We can look at that moment when it comes in for the initial consult.

Most health clinics, most listeners here would be looking to get someone in the door for an initial consult. That is the end game but it takes a bit of warming up. It takes a journey.

Okay so what about the audience that has been to our website? Do we speak differently to them? Do we play the creepy business that chases them all around the internet?

PAUL: It can. It really depends how much time do they spend on your website, what kind of pages have they looked at on your website? If someone just [inaudible] a general information search and they spent all of 30 seconds or 45 seconds on your website, if you go really aggressively in trying to get them to come in and pay for your services it may work. More often than not, it is probably not going to work because you are being a bit too aggressive and you do not really have a relationship with them.

You have a relationship that probably spans thirty to forty-five seconds and you are going in and trying to close that immediately is probably not going to be too successful. It does work in certain circumstances. However, you will spend a lot more money trying to get that person. The cost for acquisition of getting a person in that have very little to a no relationship with is going to be a lot higher than someone that you do have more of an established relationship with.

Someone that is consuming your content on your website. Someone that has gone back to your website multiple times. However on that point, if someone has been to say—if someone has been to a lead page on your website or they have inquired to get more information about your services and what you offer, that means that they are more engaged and they are more interested in what you are selling.

So the way in which you talk to the more engaged audience, you pretty much got their permission to tell them more about what you do and what you offer because they ask for more information. They have asked to learn more about your practice or they have asked to learn more about the services in which your practice provides.

JACK: Okay. So I guess what you are saying is be intelligent about the signals or lack thereof that your target audience is giving off. If they are being cold audience and you built this avatar, let us be honest they have not given you any signal so you

want to speak at a bit more of a superficial level versus someone who has been on your website the seven minutes and they have checked out six different pages.

And they have been to a hidden URL that is a landing page. You can [inaudible] a little bit deeper unless superficial and look at moving towards second base and third base.

So what about videos and photos, carousels, all these different image creative options. What works and what does not?

PAUL: Again, variable to whatever your overarching goal is. So if you are running [inaudible] the local awareness ads for example that we are talking about earlier, the lifeline, the carousel ads are quite good for local awareness ads because you are essentially doing what is called instruction marketing. You are targeting people based on their avatar and what they look like when they are in the specific geographic location to your business.

So by nature, you are hopping in their Facebook feed, they have no relationship with you, you have not relationship with them - you are interrupting their feed. So they consume [inaudible] pretty much. Now if they are scrolling through their feed and if you have done the targeting correctly, and the call to action is to get directions which is [inaudible] that is another great thing about Facebook with local awareness ads.

The call-the-action can be a button that is get directions and that get directions button, they click that on Facebook and that fires up their Google maps or the local map client in their smart phone and literally takes them from that location in that point in time, and gives them walking directions or driving directions to your clinic which is amazing.

However, if you have an author, a carousel author, let us say we use the optometrist example again. If it is a free eye test, you might have information about the free eye test on one of the carousel cards in the app that you are running. And then, you might have the next second carousel card which is get directions. So the first carousel card might have a really attractive image which tells them about the free eye test or like a little quick 15-second, 20-second video telling you about the eye test. And then a call-to-action at the end of that video or within that carousel card would be swipe left to get directions or click at directions to come and visit us in store.

A little bit of more of context because you are interrupting them. And for the people you have interrupted and you have stopped, you want to educate them in a microsecond in terms of what you are offering. And that would give you the best chances of them actually through and clicking your call-to action, in which in this example is get directions to the clinic.

JACK: That is incredibly powerful. I mean I get excited thinking about this stuff and that brought you into it. What about the some specific wordings, whether it is a Facebook Ad, whether it is a Google Adword. Do you have any tips around writing copy generally? Should we use first person or third person? Talk about us and our features or the benefits and the outcomes for potential readers. What are your tips on writing copy?

PAUL: Again. I can't even say it. I'm going to stop trying. It has been a long day. Basically, think about the avatar that you are talking to. The way in which you talk to a male in your audience maybe may have subtle differences or subtle nuances that are different to the way in which you talk to a female in audience.

Again, the way in which you talk to someone that is engaged with your business, that is aware with your business, has a relationship with your business is going to be different to someone that has never heard of you before. And sorry, I have gone off track, sorry what was your question again Jack?

JACK: Around speaking and writing copy. How do we write copy that actually works?

PAUL: So right copy that is talking about the person who you are targeting, not about how good you are.

JACK: So it does not matter what degrees I have got, how many years of experiences, so if you work on seven days does not really matter, right?

PAUL: No, it does matter but I feel like in terms of constructing your copy, you are pretty much trying to construct your copy to solve the pain point in which your business is sowing for that client to begin with. And then you can use accreditation or authority primers at the end of your copy.

Not at the end of your copy but it would be beneficial for you to include both but I always to frame an offer specifically relating to how I am solving their problem. And

get in front of them and then if they going to do a bit more of an information search, especially if they are a called prospect that has [inaudible] a word of mouth referral, then you can include some extra authority primers to let them learn more about you.

Again if they are going to come to you and they are a called prospect, you'd hope that you have those degrees and why you are a specialist in your field on your website if someone is going to go through and conduct a deeper information search.

JACK: Sure. Okay. I like that. So the take away there is to lead with the problems and solutions and then you can speak about yourself and what qualifies you to solve that problem later on.

PAUL: A hundred percent, because if we think about it like if they are - if you are not talking about the problem that you are solving and you are talking about how good you are to begin with, why would they listen - in my mind, it's like why would someone listen to you if they do not know what they are going to get out of it to begin with."

JACK: You go to start with - begin with the end in mind as Stephen Covey would say.

PAUL: 100 percent. I mean if I had a chiropractor target me and they would be telling me like we have got X amount of years of experiences and we have cured XYZ person. I would be like, "Cool, but like, does it help me with my neck? Because it really hurts right now."

JACK: It makes perfect sense right?

PAUL: Then I'll do my due process to make sure they are not going to kill me, so I would be thinking they are not going to hurt me or anything like that right? To begin with, it is like I have a pain point, I want my pain point solved. I will worry about everything else after that.

JACK: And I guess it so easy for us to forget what it is like to be in our patient's shoes, to forget what it is like to be a consumer, and so we really need to either be led by the data or remove ourselves from the business ownership sense that wants to get more patients and put ourselves in the consumer's shoes. What really matters to our patients when they are scrolling the Facebook feed and we are

intentionally interrupting them?

PAUL: If we could just frame ourselves from that: How am I solving this person's problem? That mindset like, "How are the services that I am providing solving the problem for my intended target audience?" Because that is essentially what your business is at the end of the day. It is solving problems. That is what your audience cares about.

JACK: Right. And that is why I get excited about helping clinic owners. Just this week we are helping speech therapists provide solution for kids with autism and learning difficulty. For me that is not marketing, that is helping people. Whether it's OT dealing with handy shoes, physios and Podiatrist, exercise physiologist helping get those solutions in front of people changes lives, like Facebook ads changes lives, Paul. That is what this is about.

PAUL: I love it.

JACK: You have been super helpful. We have gone way overtime. I am just so pumped. And like I said, for listeners, I learned a lot of stuff that we use in my clinic and to our Clinic Mastery from things like Paul's courses and following along with Ramondo Media.

So Paul if people want to learn more or want to read more, where should they go?

PAUL: Jack thank you so much for having me and thank you for the plug and the kind words. I really appreciate it. If you guys would like to learn more about me you can head over to PaulRamondo.com and on the homepage of my website you will see a little funnel.

As you scroll down, there is a start here button. Click the start here button. It will scroll you down into the funnel and basically it will allow you to sort through all the content in my website which is all free, variable to whatever problem that you are trying to solve.

So if you want to increase your website, visit us, there is an option for that. You want to generate more leads, there is an option for that. And if you want to emphasize selling there is an option for that. And variable to whichever option you choose it would load up content variable to the problem that you are trying to solve. And you can go through and start the discovery and learning process from

there.

JACK: Amazing. I love it. So that is PaulRamondo.com, right? PaulRamondo.com

PAUL: That is correct. I don't even think I have said my website name there.

JACK: We will make sure that we will link that up in the show notes and around all the socials around this episode.

Paul can you share your Instagram handle? If you want to get insight into this dude's life, you will love it. It is super exciting. What is your Instagram handle Paul?

PAUL: Thanks Jack, it is [PaulRamondo](#). All one word.

JACK: Great. Fantastic mate, we loved having you on the show. Listeners, thank you for sharing your earbuds with us for another episode. We look forward to bringing you another slice of the Grow My Clinic podcast really soon. Bye for now.

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

[OUTRO MUSIC]