

## Grow Your Clinic Ep. 226

# Digital Marketing and Branding Tips for Clinic Owners

### Description

Promoting your business online through social media or through a website is one of the best ways to create brand awareness and attract ideal clients. To do this effectively, you'll need a good strategy and coherent messaging to set your business apart from the competition.

In this episode, Jason Chifan from Spark Labs talks about the latest digital marketing trends among top-performing clinics and how digital marketing can affect your brand and the growth of your business.

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## TRANSCRIPT

### [INTRO MUSIC]

*This is the Grow Your Clinic podcast from Clinic Mastery. We help progressive health professionals to lead inspired teams, transform client experiences, and build clinics for good. Now, it's time to grow your clinic.*

**JACK:** Well, welcome back to another episode of the Grow Your Clinic Podcast. My name is Jack O'Brien. Thank you for joining us for another episode wherever you might be listening, you might be in the car or public transport, maybe you're at the gym or going for a walk outdoors, thanks for joining us. We really appreciate it. And as always, I'm going to mention at the top here, you can head over to [clinicmastery.com/podcast](https://clinicmastery.com/podcast) for any of the links to connect with our guests today, any show notes and any links that we mentioned through the episode.

Today folks, we've got another guest joining us. I'm really excited out of our '7 Degrees of Clinic Mastery,' the *degree of brand and marketing* is one that really gets me excited — talking about attracting new clients and growing your clinic. And so today's guest will be able to share a whole bunch of insight and intelligence on that. We have with us today, Jason Chifan, client manager, strategist, lead over at [Spark Labs](https://sparklabs.com).

Jason, welcome. Where in the world are you joining us from today?

**JASON:** Thank you so much for having me, Jack. I am joining you from Vancouver, British Columbia, Canada.

**JACK:** Nice. You guys must be heading into the nice cold winters.

**JASON:** We are preparing ourselves for the cold winter that should be coming pretty soon.

**JACK:** Awesome. Did you get snow much, mate?

**JASON:** Well, we are in Vancouver. Thankfully, we only get snow once or twice a year, which is one of the warmest climates in Canada. So normally we try to get up into the mountains then, but the rest of Canada is basically under snow for about six to eight months of the year, which we stay far, far away from, from Alberta and Saskatchewan and Manitoba for a good portion of the year.

**JACK:** Yeah, of course. We're really excited to have you join us. I know we have a decent cohort of North Americans, Canadians, Americans listening into the podcast; and I think also for those and majority of the audience will be listening in from Australia and New Zealand or the UK, but I would challenge and suggest to those listeners that we can learn a lot from those in different parts of the world. It's a great opportunity to glean some fresh insight and fresh perspective. So that would be number one. And number two listeners, we live in a global village right and so the borders digitally are fast being removed and there's so much we can learn from anyone anywhere on the planet. And I'm really excited to connect with you, Jason, and Spark Labs today. But before we get into that, but a couple of quick icebreaker questions as per usual, are you ready?

**JASON:** I'm ready.

**JACK:** All right, number one, what are you reading or perhaps learning right now?

**JASON:** A book that I just about finished is called [Extreme Ownership](#) and it's by Jocko Willink. He's one of my favorite authors and Instagram followers. It's a book about personal development and personal leadership and coming from his experience as an ex navy seal, so I've really been loving that book and I started following him on Instagram. And every single morning, he posts a picture of his watch when he wakes up, and it's at a ridiculous time. I'm talking like three something in the morning, four something in the morning. And I just don't get it. I mean, his productivity is through the roof. That's what I've been reading and inspired by, by his crazy life.

**JACK:** Right? I like it. We were talking actually off air, listeners, about special forces and military type training, so Jocko definitely resonates with me. Yes.

Number two, who inspires you?

**JASON:** Ah, that's a very good question. I would say for me, I've done a lot of non-profit work in the past several years, and I've been to a lot of different countries and seen a lot of people and met a lot of people. And I feel like I'm more inspired that by the people that are sacrificing their lives for others, and are not recognized — just people in Eastern Europe or in the Middle East, where we've been and just working with maybe single moms or youth or people that have just given their lives to help others and in the trenches in more of the underprivileged parts of the world. I've, I would say that those people have inspired me definitely in my past in some of the places that I've been in, and the people that I've met.

**JACK:** That's so good, mate. I think that'll really resonate with the audience, you know, we often talk about building clinics for good and amplifying your impacts locally and globally. So I think that would really resonate.

Number three, what did you want to be growing up?

**JASON:** When I was young, I was always like a hustler. Like I always... When I was 10 years old, I got my first job delivering newspapers. That only lasted for a few months when I started getting chased by dogs and I actually got a... I got bit by little chihuahua, which is, you know, when you're 10 years old, it's still a little freaky, but I've always had.. just to do more entrepreneurial stuff and I used to love like shark watching that show, we have a Canadian version

called the Dragon's Den. And I've always wanted to create something different and help people and, and I didn't really know what that looked like until I started getting into marketing and business development and using more of a creative way to help businesses and help people.

**JACK:** Hmm, nice. Finally, what's the motto that you live by?

**JASON:** Yeah, I would say, I like to keep things simple. So mine is to keep the main thing, the main thing. And that's what I like. Life is so complicated, it's busy, it's stressful, and always just try to focus on the things that are the most important and keep that first and then everything else could fall behind. And for me, that's faith, family, in business, and in that order. So just try to keep things simple and aligned.

**JACK:** So a good mentor of mine actually on that tangent, if we can, a mentor of mine talks about the five Fs, faith, family, finance, fitness, and fun. And so we're singing the same song, Jake there.

Talk me through that. As a little tucker delivering newspapers around the neighborhood, to now someone who helps health clinics and businesses with their branding, you know, client attraction, those types of things, connect the dots for us. How does Jason end up at Spark Labs essentially?

**JASON:** For sure, yeah, definitely. So after I had finished school, I actually went into Youth Work, and I got a degree in Youth Work before I got my business credentials and degree. And I started off with wanting to help people. And I was inspired by a lot of really good mentors in my life. And I spent several, well, I spent a couple of years overseas, working with urban youth, and working with underprivileged minorities in Eastern Europe. And that really, really inspired me to want to sacrifice and to help people with my life. After doing that for several years, both in Eastern Europe, and back in Canada, as a youth worker, things kind of started to shift for me, and I knew I wanted to help people, but I also loved business, and I love marketing, and I had the entrepreneurial spirit. And I kind of put those two together. And a friend of mine and I, we, you know, came together and we said, "Hey, we want to be able to help people, we both love certain types of work and we both have backgrounds in business and marketing." And we want to help people and we just decided, "hey, what's the best way that we can do that?" And we both

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had nots for digital. So we decided, hey, you know, digital marketing is still pretty young, in its early phases when we when we started and we knew some friends that were starting health clinics, and we said, “hey, maybe we can help you with your physiotherapy clinic? And we can build a website for you and get your social media up and running. And maybe we can get some clients through your door.” So we started with just a friend to clinic who now has 10 locations in just about five years. So we just started to see a ton of success in our work and we put a business plan together. And we just from there, we just said, “hey, we've kind of got into this market now.” And we've learned some strategies online to how to position companies and how to get more patients and to gain attraction and Instagram followers and good, great Google reviews. And we just start building and growing on that. And sparklabs kind of developed. And here we are five years later.

**JACK:** That's awesome, mate. So health clinics were really a key part of the mo from the get go.

**JASON:** Exactly, yeah. So we do have other types of clients but our focus and our niche is in the private health care clinic. So we work with physical therapists, chiropractors, dentists, psychologists, all types of clinicians and therapists. And that's kind of become our specialty over the last five years. We've worked with dozens of different clinics, some of them are larger with dozens of staff members, and some of them are just one or two staff members or clinicians. And we've been able to walk alongside them and determine ‘what are their goals?’ What are their budgets? What are their needs, for their business in terms of their online reputation or their growth and help them get to where they want to go.

**JACK:** Nice. So let's take a step back. You mentioned that digital was still pretty young, when you guys kicked off five plus years ago. Some would argue that digital IS still pretty young, right? So many health clinics that we started working with haven't thought much about digital or maybe they're just finding a lot of success with some of the more analog or manual types of client attraction. So for perhaps the uninitiated, when you say digital marketing, online marketing, like what does that actually entail? What does that mean? Right?

**JASON:** Yeah, that's a fantastic question. So now with especially in the last two years, with everything going on, the pandemic, and everything getting pushed online, we've seen that if businesses don't have an online and a digital presence, they're going to miss out on potential growth for their business. What I mean is, it can be anywhere from a website that's user friendly and responsive to having great social media pages like Instagram, LinkedIn, Facebook, or it can also be something like running digital ads and campaigns where, you know, you're actually reaching out to your community and your neighborhood saying, "Hey, we're new clinic, or we've been here for five years, and we're looking to, you know, offer this promotion or offer this for residents in this area, come see our clinicians, and we'd love to help you, you know, get back in motion," or whatever you're offering as a clinic. So I would say to answer your question, I mean, digital really is just getting your brick and mortar business presence online so that people can relate and understand and see and visualize your business online and obviously, that would lead to more bookings, and lead to more engagement, and trust that can be built between your patients, and yourself.

**JACK:** Okay. So, you know, maybe then let's talk... That's really helpful for those perhaps really early in their awareness journey, for those clinics who have maybe gotten a head start, or at least made a start on dipping their toe in the proverbial Digital Ocean, or they've got a website, or they've got a Facebook page or an Instagram page, their LinkedIn account, how do you see clinics able to set themselves apart, and how they're able to position themselves or brand themselves different to everyone else who's now online.

**JASON:** Most clinics and most businesses that we work with have some kind of a digital footprint, maybe they'll have a basic website, or they'll have a basic Facebook or Instagram page, whether that's updated or not, is, you know, depends. I'll give you an example. So with the clinic that we have been working with, for the last five years, they've grown from one location to 10 locations within about a 30 kilometer radius. So quite a lot of locations. And not at a massive area. There's about 2 million people in the areas that they're serving. And so to have 10 locations is, you know, there's a lot of potential there and there's a lot of people that they can reach with their service. And there, they do physiotherapy, chiropractic, all types of kinesiology and other rehab work. So what has helped them grow and what we've worked with them is, they have a very nice website that's mobile responsive, and they have

very clear call to action. So when people come on to their website, they don't get confused with different colors, and different pop ups and different-this and different-that. It's very, very clear, 'this is who we are, this is what we offer you, this is how we can help you, and this is where you can book to make an appointment.' Yeah, very, very obvious. But it takes a lot of work to simplify a message especially on a website. So if you think about your options, when you go on a website, you if you open a website, it could be anything, a business, or even a new site, whatever it is. If within two seconds, you don't know why you're there, or what you're reading, you're going to close the website, and you're going to click off of it. And that can be an app that can be anything. So we've noticed, especially with this company that we're working with Synergy Rehab, they we've just refined their websites that every person that accesses their website will understand who they are, what they're about, and the steps they need to make in order to make it an action and to book a consultation or to book an appointment. So there's that. And then there's social media. And that's a big one. It seems like a lot of people have a social media page but in order to upkeep it is... seems impossible and seems stressful and time consuming. What we've seen work really well with the clinics that we work with is not only having a social media page with updated posts with value driven posts for your community and for your clients but it's also to have an engagement aspect. So actually connecting with the right people, actually responding to comments, and actually connecting with the community, doing joint outreaches with different businesses in the community and posting and showing that, "Hey, we're active. We're not just sitting back and waiting for you to walk through our doors. We are connected with the community, we are engaged. We're real people trying to help and outreach." So we've seen that digital can be used in order to really bring people together. And we found that the companies that are doing that really well especially in the health services field, they're very, very engaged with their community.

**JACK:** Which I think is a huge key, right? Because when it comes to healthcare, it's one of those things that as a service or a product, it's not discretionary. People don't want to go to the physio or the chiro or even the psychologist, like, they go because they've got a problem to be solved. And so when those problems come up, you want to know that there's a clinic that's engaged in the local community that's present and proactive and progressive. So I like that. I love that.

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So if we can, let's go deeper. When you think about some of those high performing clinics, those in the top 1-2% that are performing well, and really growing and doing a lot of the good stuff? What are some of the things that those at the top of the game and doing that the rest of us can learn from?

**JASON:** Yeah, that's a fantastic question. And what we've noticed is, when it comes to marketing, and branding, there's so many different aspects to that. It's like saying, sports or music or healthcare, it's like, there's so many different ways to engage in that and to understand that, and to operate within that. But what we've found is the companies that we've worked with that have seen amazing success in their growth, and in their outreach to their communities, and to their clients and patients, is that they're very much involved in the branding and the marketing process as business owners. To distinguish between a marketing agency or if you're doing marketing for your business, or if you're doing accounting, it's very, very different. Generally, if you're doing your accounting, or you hired an accountant, you just get a stack of paperwork and just throw it on a desk and say, "Hey, sorted out, right?" Whether it's, you know, a receptionist, whether it's an owner, whether it's a third party that's been hired, you just say, "Hey, this is all the paperwork, here's 3000 receipts, just put it into this program and give me whatever I need out of that." What we've noticed is business owners that seem marketing like that, where they'll, they'll just hand it over to maybe an assistant or a receptionist or a marketing agency, "Hey, take care of my marketing for me," we've seen that those businesses don't do as well as those where the owner says, "Hey, I understand that this is very, very important. And I want to be engaged in marketing, I want to be engaged in branding, I want to know where my money is being spent, I want to be able to get the data and get the results and to scale those things." So what we do is we actually sit down with our clients, and we have either a monthly or quarterly meeting where we just bring all the data, bring all the information to the table, say, "Hey, like this is where your social pages are doing. This is what your your digital ads, your Google search, or your Facebook ads are, this is where they're going, this is who's been clicking them. This is the type of engagement that we've had with the community." And that we try to take all this data and we try to use it. So see if we run a Facebook campaign for a new clinic that just opened up in a medium sized city, say, a city of a million people. And their demographic is 30 to 60 year old, say, female athletes — say, something like that, you know, something very specific. And say, we start running a campaign and we start

noticing, like, hey, there's no 30 to 50 year olds that are clicking on any of your ads, like, they're all 50 to 60 year old. And we start noticing trends and getting the data and then we start to take all that information, say, "okay, well, why is it that 95% of the clicks or the new bookings from these campaigns? Why are they mostly, you know, women between ages 50 and 60, we wanted to actually promote it to say ages 30 to 50." So we'll take all that data, we'll review the messaging, we'll see what is attracting this certain demographic, rather than the other demographic and all that data we kind of take and it's really important for business owners in the 1% to understand that as well like, "hey, maybe it's maybe it's the way that the clinic is designed that it's or the website is designed, maybe it's attracting a certain demographic over another demographic and, and it's not something that a marketing agency could just come in and take over and fix it. It's something that an owner or a practitioner would have to come and say, Okay, well maybe there are certain adjustments that we need to make in our business to, say, attract a certain market that we're trying to attract with our brand."

**JACK:** I really love that perspective. And we're talking a lot in the clinic mastery community at the moment around immersions, you know. As we are at time of recording, we're running a recruitment immersion where we're going to be running a new client immersion in and around the Christmas period, and you speak about not just outsourcing your marketing and dumping on someone's desk or on an agency. As an owner, I think that's a key takeaway for this episode. For mine is as an owner, marketing is one of those things you can't just outsource you have to be immersed and own it. I love that.

**JASON:** Marketing, for me, is one of those things, it's constantly changing and evolving and what we do now in 2021, is so different to what we did in 2019. So and you know, you've alluded to the pandemic a little bit and as shifts in digital behavior. What are some of the fresh new different things that you've seen work for a marketing angle in the last, say, 12 months?

**JACK:** Yeah, that's, that's a very, very good question. There's so many changes that are always happening in the marketing and in the tech world. And we consider ourselves also a tech company, because we're always on top of the latest changes and that's happening. And what we found is, there's really only a few big companies that have a big share in the marketing world. And that's

Facebook, because they own Instagram, and WhatsApp and then Google, they just have a huge share on the market. And also like Apple as their smartphones are used quite widely in correspondence with these other digital apps. So what we found is, if there is a big algorithm change to say, Facebook algorithm, or the way that Google Search works, or SEO works, it kind of throws every curveball at any companies... They just keep changing the rules. So you know, you'd normally pop up second on the Google search list as organic, but then they change the algorithm or the keywords that people are searching for, then you're not even on the first page. So you're, you got to think, "Okay, well, what did Google do here that bumped my business way down the list, and nobody can even see it?" So something that's really important is just to kind of be aware of some of the changes that are happening. And what we found is like, there's always new things being released. So Google Maps, at least in Canada, and North America, they've released where you can do Google Maps ads. And that's if you just open your Google Maps app. And then certain businesses just kind of pop up from the map. And you can get a ton of impressions for that, like, so many people open up the map. And if you're a clinic, or if your business just pops right up, when they're hovering over a certain location, we found that that's amazing. You get tons of impressions and clicks from tha. And like that just was released a few months ago, but now, a lot of businesses are starting to promote that. So things change, then companies adjust. And we found that there's always changes like that and we're always trying to stay on top of them, like what's new in the market? What are people doing now? And we were also talking off the air that I had started a podcast about eight years ago, seven or eight years ago, when podcasting was very, very new. And there's very few listeners. And we thought, "Hey, I thought to myself, hey, that, you know, I think it's just a fad. Like, I don't think very many people are going to be listening to podcasts in the next few years." But here we are in 2021, and myself included, I listen to podcasts for hours a day, sometimes, and it's just blown into something that's been so amazing and brought such great value to people.

**JACK:** What you're really saying is things like Google Maps, ads, and podcasts and all the algorithm updates, it's constantly changing. And therefore, if we want to be good at marketing, we've got to be on top of those changes. I would also say for clinic owners, if you want to have good practitioners, you got to be on top of the science and the evidence shifts. And if you want to create amazing experiences, you got to be on top of the shifts. And so as clinic

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guys, it's really hard to be across all things at all times but to have experts in your corner is super useful. So I'm actually curious if we're going to shift gears a little bit Jason, in essence, Spark Labs is a marketing agency. Forgive me if that's too simple, but what I'm curious is, if you were talking to clinic owners who are thinking about getting some help with their marketing, what would you encourage them to think about? Or what should they be looking for when they're talking to someone who might be able to help with their marketing strategy? How should clinic owners think about marketing help?

**JASON:** There's a lot of different ways to approach it, I would say we generally when we have owners or clinics that are interested, they want to, say, grow their clinic, say, if they have two practitioners, and they want to grow it to five practitioners at their location, and they have a lot of appointments that need to get booked in order to, you know, be able to support that or if they want to open up another location, or multiple locations in a certain period of time, we'll, what we normally do is we'll we'll do a digital assessment. That's the norm, the first thing we'll say, "Okay, so, ABC Clinic, let's Google your clinic. Let's see what comes up." Like, let's just see, do you guys have a website? Do you have an Instagram page? Who's connected? What are your reviews? Like? What are people saying about your business online? Anyone can do this, we'll generally do, like, a digital business assessment. Once we do that assessment, we can determine, "Okay, well, we were on the website and it's very confusing or it's very, you know, it's very well made and we'll make a criteria of where things are at in your digital presence." And then we'll say, "Okay, Well, what are your goals? Do you want to get 100 new patients a month? Or do you want to get 5000 new patients a month depending on the scale of your business? And what's your budget? What are you willing to spend in order to acquire new patients or to really get your name out there. So we'll take all those things into consideration. And what we've generally found works very, very well, from an outsourcing perspective, or it can also be done yourself, as long as you have a simple website up with that's straightforward and has an easy booking link that's connected to a third party app that can easily handle your bookings, as long as you have a social media page, and as long as you're running simple digital ads. So Google search ads, I found work very, very well, especially if you localize it to your community. So anybody, say, within 15 or 20 kilometers of your clinic that searches for any type of service related to what your clinic offers, or what your business offers, that will be the first thing that pops up between the first and the third, on

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Google. Get those up. Or if you want to offer some kind of a promotion, you can create a Facebook video or photo ad, which also connects to Instagram. And you can say, "Hey, we're offering a promotion, you can get free, say X-Rays, or you can get a free first two sessions, if you sign up in the next 30 days, if you come to our clinic. So kind of just starting out with some promotions, but you only get as much as you really put into it. We've had some clients that say, "Okay, well, I have a budget of \$500 a month, and I want 30 new patients a month. And it's like, well, the return on investment would be amazing. If you can spend \$500, and you can get 30 new patients. It's that everyone would be doing that. And what we found in the marketing world is it really is about taking shots. Since I'm Canadian, I have to use a hockey analogy here. We see it as if you're not taking shots, you're not going to score any goals. And we found it's really the same thing when it comes to digital and to marketing. If you're not trying things, you're not going to get anywhere with it. So we generally start small with our clinics that we're working with. We'll say okay, maybe let's just run one campaign, let's test the data, let's see how things are going. And if we're getting a lot of response from it, we're getting a lot of clicks, we're getting a lot of bookings, then we're going to scale it up, we'll start adding more funds, we'll start creating new campaigns, and we're kind of built from there. But if you know you run a campaign, you spend a couple \$1,000. And it completely flops and you have no clients from it, you gotta sit back and think okay, well, not gonna give up on marketing altogether. Because, you know, we took a shot, and we missed. So what, what do we do wrong? What can we adjust? And what are some things that we can do, or try to maybe start over and try something again. So yeah, so I would just say, it's really important to try new things. And if you're not comfortable with doing that yourself, we noticed a lot of clinics, if they want to grow, they have internal staff that can do that and that's fantastic. But if you know, if you're not comfortable with having a you know, a couple thousands or more dollars a month and spending for ads, and you want to make sure it's done the right way, we can recommend you know, having a third party to manage that for you and to provide reports and analytics for you to see, "hey, these are the people that are clicking, and these are the things that that are working that are not working."

**JACK:** I love it, mate. That's awesome. And I really appreciate your insights into how people get started, how people can really play at the top end of the pool,

and some insights in some of the mechanics and how things work behind the scenes. I think that'll really resonate with clinic owners who are listening.

Hey, Jason, if people want to check out a bit more about Spark Labs or get in touch with you, how should we best do that?

**JASON:** Yeah, for sure. So you can check our website, it's [sparklabsmarketing.com](https://sparklabsmarketing.com) and we have a lot of information on there with how we can help you and how we can generally have our first call and see how things are with your clinic and what your goals are and see if we can come alongside and help you. Or you can email me directly, and it's just [jason@sparklabsmarketing.com](mailto:jason@sparklabsmarketing.com).

**JACK:** Awesome. And listeners, if you're out and about, we'll make sure we link all that up in the show notes, we'll pop in some social links, as well as those URLs and email addresses.

Jason, it's been real. Thanks for joining us and I really appreciate you sharing your insights on the podcast, mate.

**JASON:** Thank you so much for having me appreciate it.

**JACK:** And listeners, thank you for joining us. As always, we appreciate your reviews, ratings, and feedback. If you can do that in the podcast player of your choice, or you can get in touch with me directly, [jack@clinicmastery.com](mailto:jack@clinicmastery.com), head to the [website](#) for any show notes, all links and I can't wait to bring you another episode of the Grow Your Cleaning Podcast again really soon. Bye for now.

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