

The Evexus guide to marketing your Health & Wellness practice



Marketing to make your practice thrive

There's a lot written about marketing - from clever techniques to exaggerated claims of success. We've written this guide because we like to keep things simple and help your Health & Wellness practice, class or studio reach its full potential.

Attract attention

Whether your target audience is local or global, there are easy (and fun!) ways to grab the attention of potential clients. It's often said that a customer needs to see an advertisement seven times before they take further action. So consistency is key, here. It helps to create a long-term strategy that builds your visibility across different platforms - social media, print, website and even in person. Read overleaf for some tips.

Engage your audience

Think about how your messaging fits your clients' lifestyles. What solutions are you offering to their problems? How do you bring your services to them, in a way that's easy to access? Imagine 2-3 ideal customers and the conversations you'd have with them. What are they interested in, what are their challenges and what motivates them? Work that into your messaging and your tone of voice.

Make it easy

How many ways do you offer for people to take action and book a consultation or a class with you? Remember that in today's busy world, many people have short attention spans. There are lots of distractions out there, so if a new client can't hit a button or send a message straight away, chances are they might forget to come back later.

Making marketing simple

Prioritise your actions

If you're just starting out, or are a sole practitioner, chances are you won't have a huge marketing budget. That's OK! Prioritise your actions - this will depend on how you run your business, who your clients are and where they hang out. Older people may not be on social media so much, for example, but they may read the local village newsletter regularly or check the library noticeboard. If you're in a busy town or city, can you pop leaflets into local businesses and cafes? These need not cost a lot, but again, consistency is key. Keep those posters up, keep the leaflets well stocked up, so that people keep seeing your name.

What would have most impact, for the kind of person you're looking to attract to your practice?

Branding

You probably already have a brand. It's in what people tell their friends, when they describe you and what you do. It's in what makes you, you. And it makes you relatable, so you build trust and an emotional connection. Your brand is more than how you look. It's how you act, day in, day out.

So what's your mission, what's your 'vibe'? Work through the following questions to guide you:

- What problem(s) do you solve?
- How do you approach your work?
- What type of people do you want to help?
- How do you want people to feel when they interact with you?
- What's important to you?
- What are you passionate about?
- How and why are you different to other therapists? What makes you special?
- How much are you going to charge for your services?

Then, try this - take what you've written and then describe your brand in five words. If you're finding it hard to distil who you are and what you do in five adjectives, you can use up to ten words, but no more! You could also try to group similar words together and then choose one or two words to summarise each category.



Choose your platform

These are some of the ways we've seen practitioners like you grow their business. Some of them will feel natural and easy to you, some more challenging. Do what feels fun, first, and then challenge yourself to try those that feel less comfortable.

Above all, remember that you do what you do because you want to help people. There are people out there who need your services but just haven't yet found you!



Social media - one or several platforms including Facebook, Twitter and Instagram. Find ways to convey what you do, why you do it, and what you bring through social media. Spark up conversations, join in others' conversations, bring your passion for what you do alive through image, caption and story.



Website - if you don't already have one, think about creating one. Your website is where you really get to explain what you do, and how to book classes and consultations. It's the home for your brand.



Local newsletters and magazines - whether at village and town level, or regional, consider not only paid advertising but regular contributions. Could you write a monthly column, or seasonal tips for wellbeing, for example?



Local community engagement - a relatively cheap and easy way to advertise locally is to create posters and leaflets, to leave in local shops and libraries. Or consider using local Facebook pages or the NextDoor platform to post about your practice, or classes.



Referrals - word of mouth is powerful, and many people look to other's recommendations when choosing a therapist or teacher. Think about a referral scheme you could run periodically - for example, a discounted class or consultation when a new client books and quotes your name. Or entry into a raffle - perhaps you stock essential oils, or other wellbeing products at your clinic?



Taster sessions - can you offer a lunchtime drop-in class for busy professionals, or a once-a-month free evening class, or a free 10-minute chat option. If someone has never tried yoga/osteopathy/acupuncture/homoeopathy, how can you make it accessible to them?

We hope we've given you ideas and inspiration. Above all, we hope we've helped you think of marketing as fun! If you'd like a helping hand, talk to us. We're happy to support you with branding, website creation, social media posting and advertising. You believe in what you do, and we believe in you!



Marketing packages from Evexus

Let our expert team create you a new intuitive website, get your existing website in front of more customers, or enhance your social media to attract more followers and reflect your style. We enable you to devote your time to doing what you love.

Our team has decades of collective expertise in web design and writing compelling content, teamed with a background in health and wellness. We keep on top of the latest ways to reach new customers, so you don't have to worry about it. We're here for you, so that you can be there for your patients.

To find out more about our packages visit our website.

Whether you're a complete beginner or you're looking to improve your existing online visibility, we're here for you.



Contact us today!

evexus.co.uk hello@evexus.co.uk



Love what you do, but wish you had more time for your clients or yourself?

You've come to the right people. We specialise in supporting health practitioners like you in a high-value, no-fuss style. We take care of getting you noticed, you take care of your clients, your friends and family, and yourself.

About Evexus

At Evexus we only work with Health & Wellness professionals. Our business was developed from the experience of running a complementary health practice, so we understand the highs and lows of managing a Health & Wellness business. We know the challenge of getting people through the door never goes away, whether you're just starting out or well established.

Our mission is to let you spend time doing what you love and do best, working hands on with clients or just having more time for yourself, by providing simple, no-fuss services. We keep on top of the latest ways to reach new clients, so you don't have to worry about it.

We're right beside you

Once we've completed your project, we stay on track with your long-term goals. Our regular reports and audits help us focus on what's working well for you.

Interested in finding out more?

Like what you see, or have any questions about the services we offer? Please contact us using the details below, we would be more than happy to help.

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For handy tips, updates and inspiration for building your client list follow us on social media.



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