

# The Evexus guide to impactful social media



**Evexus**

Working For Health &  
Wellness Professionals

# What great social media can do for you

40% of consumers say that information found via social media affects the way they approach their health. And with almost 4.5 billion of the world's population (that's 57%!) now using social, it's never been more important for Health & Wellness practitioners to engage clients on social media..

## Five benefits of social media for health practitioners



### Save money

By using social media effectively for your practice you're reaching many, for very little cost, compared to what you would spend on traditional marketing techniques. That means more money to spend on your practice, studio, or venue.



### Immediate and transparent service

You can easily and quickly answer customer queries via social media. Speedy responses show that you're authentic, responsible, and helpful. This is so important in today's culture, with its expectation of instant responses. Being able to reach out to people immediately means excellent customer service and hence more growth for you.



## Give your service a personal element

People are more likely to connect with you if they feel they know what makes you tick, or if they can relate to you in some way. If you can make people think about or laugh at your post, they'll be much more inclined to like, share and, indeed, remember you. Giving your practice or studio a personality enhances your chances of growing your following.



## Get noticed

Because so many people spend so much time online and on social media, the chances are that if they want or need something, the first place they'll look is social media! People ask for recommendations all the time and word of mouth is an amazing tool. With so many businesses online, it's a really crowded market. A strong social media presence helps you stand out from that crowd.



## Be an educator

You want people to learn about, and benefit from, what you have to offer. Social media is an excellent way to do this, informing others about what you do, the history of your service, the story behind it and all its many and varied aspects.. Remember, the information you provide here can help people lead healthier, happier lives and consequently they may encourage others to do the same through your service!

# How to get more out of social media

Whether Facebook, Instagram or Twitter, social media is a place for community and real-time connection. On your social media pages, you can spark conversations, answer questions, inspire your followers and share handy Health & Wellness tips.

Consistency is the key to building community. Regular posting, replying to any comments or questions on your posts and following others' social media, will create authentic relationships that fuel the growth of your practice or studio.



Make a plan – how many posts a week can you manage? On which days will you post? Create a plan that works and make reminders in your diary or online calendar. That way, you'll prioritise your social media and ensure regular posting. It needn't take longer than 5 minutes once you get into the habit.



As you're browsing others' social media feeds, save posts that you love. Use them for future sharing to your own feed, or for inspiration to create your own original posts. Then when you come to create your posts, you've got material ready!





Make a content diary each month – plan a mixture of shared content from other sources and original posts about your practice or studio. For example, your monthly plan could include:

- a testimonial from a client
- a reminder of the days you work or the classes you run,
- a snippet of your story (how did you come to be a yoga teacher, or a homoeopath, what do you love most about what you do?)
- an image of your practice room or yoga studio.

Shared posts could include:

- the latest articles on how effective your therapy is at supporting people to recover from back pain/post viral fatigue etc.
- simple memes and quotes that uplift your followers.

Think about it in advance and you won't find yourself scrabbling for content at the last minute.



Follow others' social media, like and comment the posts you love. Social media can be a place for genuine connection and support – and the more you like and share others' posts, the more visible you become on social media. Remember to tag others when sharing posts, a simple 'Thank you for sharing' followed by their tag (@accountname) is polite and lets others know you're sharing their posts.



Use social media to share content from your website. You've likely invested time and attention into what you've written on your website, so use that content in your social media – take snippets from your blog posts if you write them, or from your 'About Me' page, and put the webpage link in the caption to signpost people to your website.

Remember, social media can be fun! It's a great way to grow your practice or classes because you can update it with fresh content so easily; keeping you in the minds of your followers. And when teamed with a well-designed website, it's a fantastic way to funnel potential clients to your services or products. Pick up our how-to guide to a great website, or visit our Evexus website for more help.

# Social media packages from Evexus

Social media will build your network and increase your visibility. But we know coming up with original ideas can be difficult and time consuming. Plus putting yourself 'out there' can be daunting, especially if you are unfamiliar with the technology.

Getting into a routine is the best way to start. If you work with us, we'll regularly post image-based high quality and unique content on your social media channels. With engagement in mind, we'll work with you to make sure the posts reflect your style and passions, as well as always being interesting to your followers.

To find out more about our social media packages visit our website.

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



Contact us today!

[evexus.co.uk](http://evexus.co.uk) [hello@evexus.co.uk](mailto: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.

w: [evexus.co.uk](http://evexus.co.uk)

e: [hello@evexus.co.uk](mailto:hello@evexus.co.uk)

t: 020 8798 0255

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