

How to

Build Your Practice

with Direct Response
Social Media Ads



www.chiropractic-masters.com

USING SOCIAL/DAILY DEAL ADS

The use of daily social media deals website advertising such as Groupon, Living Social, Team Buy etc. has resulted in HUGE new patient attraction for clients all over North America. The best part of this type of advertising is that it doesn't cost you anything! Find as many daily deal sites that serve your area and submit your ad using the components below. The examples you'll find below have produced 150, 170, and up to 250 new patients for my clients without them spending a cent!

Note: These companies usually write quirky descriptions for you, be sure to have the following components in your final ad!

COMPONENTS OF YOUR SOCIAL MEDIA ADS

1. A Direct Response Offer/ Cost Most Effective Is From \$27-\$47
1. Include Original Price Or The Value Of The Deal
1. Discount Percentage
1. Make Expiry Date Within 2 Weeks
1. Counter With Number Of People Who Have Purchased Already (Creates Social Proof)
1. Best With Bundling With Another Service Like Massage, Decompression, Nutritional Consult, Etc...
1. What Is Included: Exam, Spinal Images, Report Of Findings..... (List What You Would Like To Include In The Deal)
1. Social Media Links (Twitter, Facebook Sharing, Etc...)
1. Short Research Study Points Or Safety Points
1. Title Of USP (Unique Selling Proposition)
1. Pictures Of Happy People Or People Getting Care



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SOCIAL/DAILY DEAL AD EXAMPLE:

Tense, Sore Spots? For just \$27, get a \$380 Chiropractic Package. Incl. Relaxing Massage, Treatment, Posture Scan & More! 21 Locations!

\$27

Deal is over

FULL PRICE
\$380

SAVINGS
93%

⌚ TIME LEFT **00:00:00**

THE DEAL IS OVER

260 bought



Like 8

Tweet 1

+1

Email

PHOTOS



Highlights:

- Treat your body with some TLC! Get a body-rejuvenating chiropractic package, worth \$380, at Your Local Chiro for just \$27. Bye-bye aches and pains! Includes:
- A soothing half-hour massage
- An initial consultation and X-rays (if required), including a report
- A professional posture and balance scan, and
- An expert chiropractic treatment
- Available in 21 handy locations!
- Certain postures and movements can create stress on the body, so wellness care or spinal check-ups help. Patients are treated for a specific condition, so that they can carry on with their everyday living
- Studies show that chiropractic is a safe and effective treatment for many spine-related conditions - without the use of drugs or surgery
- Chiropractic care is used most often to treat neuromusculoskeletal complaints, including but not limited to back pain, neck pain, pain in the joints of the arms or legs, and headaches

EVERYONE'S FAVORITE STEAKHOUSE
Two-Course Meal at The Themed Monster Steak House!



PRICE SAVE
\$19 64%

[VIEW DEAL](#)

SYDNEY CBD 90 Minute Massage Spa Package with Foot Bath and Herbal Tea!



PRICE SAVE
\$49 61%

[VIEW DEAL](#)

Health & Fitness

★ 1

NORTH SYDNEY 30-Day Unlimited Gym Pass Including a Personal Training Session!



PRICE SAVE
\$10 96%

[VIEW DEAL](#)

Product

★ 7

IPHONE PACK Belkin iPhone Pack with Phone Case, Stylus, Windscreen Cradle, Car Charger & More



PRICE SAVE
\$29 85%

[VIEW DEAL](#)

PHOTO FRAME SET Stylish 20 Piece Photo Frame Wall Set! Comes Complete With Set Up Tools - Delivered



PRICE SAVE
\$89 70%

[VIEW DEAL](#)



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SOCIAL/DAILY DEAL AD EXAMPLE:

The Healing Path Chiropractic & Wellness Centre – Burlington

C\$49 for Three Spinal-Decompression Treatments with Complete Examination and X-rays (\$615 Value)

C\$49

No Longer Available

Value	Discount	You Save
C\$615	92%	C\$566

Buy it for a friend!

This deal ended at:
11:59PM EST
01/23/2012

Over 140 bought

Limited quantity available

✓

The deal is on!

Twitter

Email

Facebook Send

Facebook Like

Healthy Living

In a Nutshell

Noninvasive procedure begins with consultation, examination, analysis & x-rays before table relieves pressure on spinal nerves & discs

The Fine Print

Expires Jul 25, 2012
Limit 1 per person, may buy multiple as gifts. Limit 1 per visit. Services are non-transferable. May redeem across visits.
[See the rules](#) that apply to all deals.

Home

How far is this from home?

Add Home

Ever since humans evolved necks, they have craned them to look at the stars, making astronomy the oldest profession and chiropractic the second oldest. Align yourself for continued constellation-scoping with today's Groupon.

The Deal

The Healing Path Chiropractic & Wellness Centre

[Company Website](#)

New Mother's Day Deals Added!



[See the deals now →](#)

More Great Deals [See All](#)

Two-Year Individual or Family Membership to Toronto Botanical Garden (Half Off)

Redeem from Home

✓ Over 10 bought

C\$40

C\$80 value

View It!

View

Toronto

5 or 10 Single Dance Classes or 5 or 10 Couples Dance Classes at BachaSutra (Up to 77% Off)

✓ 5 bought

View

Etobicoke (New Toronto)

10 or 20 Classes at Bikram Yoga Red Tree in Etobicoke (Up to 84% Off)

✓ Over 140 bought

View

Ridgeville

Two-Night Campsite Rental, or \$20 for \$100 Worth of Cabin or Campsite Rental at Bissell's Hideaway in Ridgeville

✓ Over 40 bought

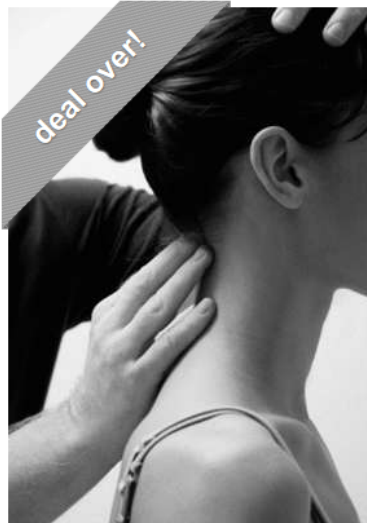
View

Toronto / Lower Ossington



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SOCIAL/DAILY DEAL AD EXAMPLE:



details

It's *snow* coincidence that you're the reigning snow-shovelling champion of your block, but a winter's worth of heave-hoing has left your back feeling as though it's encased in ice. Unthaw with today's deal from **Calgary Family Wellness**: dig up \$47 and get a one-hour deep-tissue massage, a chiropractic consultation, and a computerized health assessment (a \$125 value). Visit this wellness centre -- located on Elbow Drive just south of Glenmore -- and feel tension melt away during your deep-tissue treatment, which is designed to relieve discomfort in your muscles and connective tissues using targeted pressure. The chiropractic consultation from Dr. Dana Loughheed and her team provides a comprehensive review of your spinal health, and you'll take home the computerized assessment for your records. After all, you want to be loose, limber, and ready to go for the warming weather.

Want more? Check out Calgary Family Wellness on [Facebook](#).

PAID VALUE DOES NOT EXPIRE
PROMOTIONAL VALUE EXPIRES ON July 25, 2012

location

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Calgary Family Wellness

One-Hour Deep-Tissue Massage, Chiropractic Consultation, and Computerized Health Assessment

C\$47

[sold out!](#)

[gift it!](#)

62%
savings

250
purchased

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remaining

[f share](#) 8

[tweet](#) 3

[email](#)

popular right now

[Sunshine Mountain Lodge](#)
Ski-In, Ski-Out Banff Lodge + Lift Tix

»

[Banff Caribou Lodge & Spa](#)
Banff Lodge + Spa

»

[Advance Laser Clinic](#)
Unlimited Laser Hair Removal for Three Body Parts

»

[Rejuve!](#)
Five or Ten Infrared Sauna Sessions

»

[Pyramid Lake Resort](#)
Canadian Rockies Lodge

»



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