

For Chiropractors
By Chiropractors



Internet Marketing for the Chiropractic Office

- Maximizing referral stimulation
- Maximizing retention
- Maximizing Income generation
- Marketing your website
- Search Engine Optimization
- Maximizing Social Media
- And much more

800-695-8937
www.nowyouknow.net



Internet Marketing



Chiropractic Office

Presented by:

Now You Know

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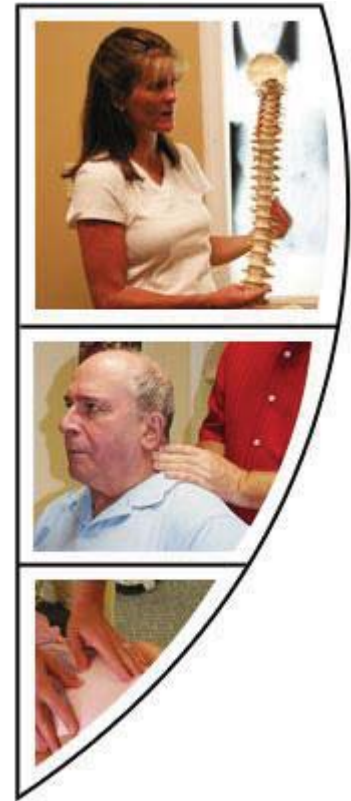
Introduction

We will start with one basic assumption in this book. You want your office to grow and prosper. The fact that you want your office to grow and prosper speaks to your commitment to help suffering humanity, as well as a desire for personal abundance.

Growth and prosperity in a chiropractic office is achieved in ways beyond the scope of this manuscript. It is important to note that this book is focused on a discussion of the tools of the Internet and how to maximize them.

Now You Know proudly states that we are “For Chiropractors, By Chiropractors”. The advice and procedures in this book are built on decades of experience in our offices and in the offices of NYK Subscribers. NYK is proud of the fact that some of the most successful growing practices in Chiropractic use NYK services. Listening to these offices, and applying the knowledge we have gained has helped us evolve our services and the following marketing strategies that utilize these services.

This book does not cover the technical aspects of “how to” implement the procedures described. Understanding how to use NYK’s advanced technologies can be found in our online support section. This section contains a growing number of written and video tutorials that simplify the process of using NYK services. If you have any additional questions, NYK’s professional and knowledgeable staff stands ready to help you and your staff in the implementation of these procedures.



How to use this book and maximize results

To maximize the marketing strategies described in this book you should keep a record of what you are doing. Make notes directly in this book to help you and your staff keep track of what has been done and what has yet to be implemented. When assigning tasks, have some way to monitor implementation and accountability for completion. Items in this book should be discussed in office meetings so that your team is all on the same page.

It is also important not to view this book as an end-all-be-all of marketing. Internet marketing is only one portion of a successful marketing strategy. Integration of the strategies in this book, along with other tried and true marketing tactics, is essential to getting the most out of the technologies that are available to you today.

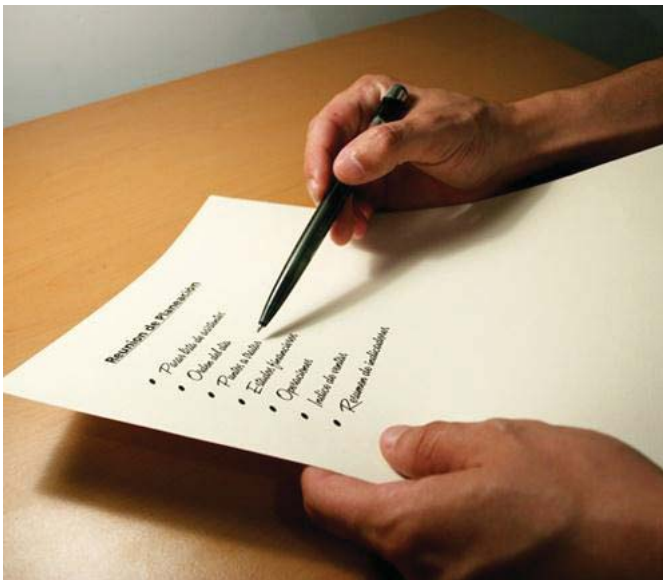
There are always new ideas and new strategies that can be implemented. Technology and marketing are both dynamic entities. NYK continues to advance and test the boundaries of

communication technologies, educational materials, and marketing strategies. As a result, this book will continue to be a growing manual. As new services are created, as new processes are developed, and as new marketing concepts refined, we will continue to have updates available via download for all NYK subscribers. You should print all future downloads and insert them into the proper chapter.

Implementation

We realize that the information in this book covers a wide range of subjects and is quite an undertaking to implement. We therefore recommend that you add the procedures recommended in this book in manageable increments that can be incorporated into your office procedures without causing undue stress.

We know that the doctor will not usually be the one actually carrying out a good portion of the procedures listed in this book. However, as the doctor in charge of the office, you will want to



read this book to understand the procedures, and to be able to monitor the implementation of these procedures by the appropriate staff members you have assigned to these various tasks.

When carrying out any strategy, you should also put in place a self monitoring system that allows you to check the effectiveness of your implementation. Over time, this will give you a good basis to judge how much time and resource should be used on any given strategy. Some

items, such as links and page titles, require very little effort. Some items, such as Blogs, require more time to keep current and therefore be effective. Use your time, and that of your staff, wisely.

As with any project, how you implement the marketing strategies described in this book can have a profound effect on your results. You should liken this to starting an exercise program. If you start off with too much too quickly, you will be sore and have a tough time in the beginning. Many people have discontinued exercise programs after starting too fast. When implementing the strategies in this book, it is best to implement them in a controlled fashion that allows you and your staff to be proficient at each item, as opposed to trying to do too much and therefore doing them poorly.

The Story of Gilligan the Tortoise

By Robert Braile, D.C., NYK CEO

For years, I have been a collector of rare and exotic turtles and tortoises. Several of these include species that are rarely even seen in zoos. On many occasions, when I would have guests to my house, I would proudly display my collection either in their outdoor pen or in my climate-controlled rooms in my basement. Most people look at these animals with amazement, not only because of the animal itself, but because someone like me actually went through so much trouble and expense to collect them, house them, and feed them.



Most people see no fascination with these reptiles. They are certainly not cuddly or friendly. You wouldn't sit one on your lap and pet it, and they seemingly have no personality according to the casual observer. But for me, most of these conclusions are untrue. I do see personalities in these animals. I can tell when one of them is not feeling well. I can also see a measure of intelligence that escapes most people. Turtles and tortoises are persistent

creatures. As slow as they move, they can get almost anywhere given enough time. They can figure out how to overcome barriers while puzzling me in their attempt. But, they also learn from their failures and adapt to new situations.

One day, I was feeding my collection. My routine is that I consistently feed them at the same time and place every day. Each morning, I would place a platter of fruits and vegetables in the exact same place in their pen. Within moments, the pride of my collection, Gilligan, a then four-year-old Galapagos Island tortoise, would crawl over and start to eat. After a while, Gilligan learned where the food was to be placed in his pen. He began to anxiously position himself right where I would place the food for his feeding. I would then have to move him out of the way in order to put the platter where I wanted to place the food.

One day, I was in a hurry and did not want to move Gilligan. So, in my haste, I changed the routine and placed the food platter on the other side of the pen. Gilligan was sitting in the old spot where I had previously placed the dish waiting for me to put the food there. He looked around, almost puzzled or disgusted and remained in the same spot. It took a few minutes before he decided to walk over to where the food now was and start eating. Over the next several days, Gilligan continued to be waiting in the old spot where I had been placing the food

for some time. So, in response, for the next several mornings I placed the food in the new position on the other side of the pen. Gilligan would then wait for a minute, and walk over to the new area and start eating.

One morning, as I entered with the food, I found Gilligan sitting right in the middle of the new spot where I had been placing the food. From that day forward, he would be sitting in the new place where I was now putting the platter of fruits and veggies. Gilligan had figured out that the food had moved. He had learned to adapt to where the food was, and to stop searching in the old spot in his pen.

The difference between Gilligan the tortoise and chiropractors is that most chiropractors will continue to sit on the old spot the rest of their lives. We chiropractors could learn a valuable lesson from Gilligan. For the longest time, we got our "practice food" from the same place. It is time to face the fact that the food has



moved. The types of technologies and strategies we once employed are now not as effective as they used to be.

The tragedy is that many of our practitioners, even after seeing these changes, continue returning to the same place to wait for the food to be brought to them. Many in chiropractic have decided that the way to make an old strategy work is to get better at it. Many have decided that if we look even harder in the same place, we can find more food when less is being placed.

Gilligan figured out that to be fed, he had to go to where the food is. In chiropractic, we need to realize that to be "fed" we need to move to where the people are. So the question that remains is, where are the people? They are online! People are moving toward wellness and self-responsibility. They are getting these ideas and concepts online. As chiropractors, we need to position ourselves and our marketing where the people can easily find us and be nourished.

Maximizing referral stimulation / New Patients

If you ask most high volume successful practitioners where most of their new patients and practice growth comes from, they will answer with one word, "Referrals." For many practitioners, referrals are an overwhelming source of new patients. In spite of this fact, it is



amazing to see how many doctors spend a large amount of time and energy on other areas, while neglecting the most effective one of all: referrals. It is with this understanding in mind that the services of NYK were developed and continue to be upgraded.

The strategies in this book look at a large variety of ways to use the resources of your services to market your practice. Since referrals are still the most effective method, many of the strategies in this book are geared toward enhancing referrals. It is far more fruitful to include a referral enhancement strategy into any Internet marketing, rather than only focus on trying to attract strangers.

The strategies in this book look at a large variety of ways to use the resources of your services to market

Maximizing retention / Income generation

Likewise, keeping the patients you do have is one of the most cost effective and stress free ways of growing a practice. If everyone who started care at your office became a wellness patient and never discontinued care, your growth would be assured.

Patient retention is a matter of education. This is where the NYK services excel. This manual will show you ways to bring education and information to your current patients and to help them convert into lifetime wellness patients.



Best practices for Internet usage in a chiropractic office overview

In using any form of technology in a chiropractic office, there are considerations that speak to legal, professional, and ethical concerns. Additionally, there are certain protocols and legal considerations that apply to Internet technologies that most doctors of chiropractic may not be familiar with. Unfamiliarity with these considerations can create considerable legal issues.

When a question arises as to the legality of an issue, please consult the proper law or legal authority. Please abide by all laws regarding Internet usage and abide by all laws and rules governing your state practice act. There are several obvious considerations that we will discuss here that will help you in avoiding problems and issues as you use this technology. This does not constitute legal advice.

Copyright Laws

When placing any images or music online, make sure that these images or music are not the property of others. Many photo and sound companies have sophisticated software that can detect their images or music on websites that they have not granted license to. When these are detected a fine is levied that can be very costly. Only upload photos, images or music that you are certain will not have copyright issues. If in doubt as to original origin of an image or music, the best practice is not to use it on your website or emailing.

Bulk Emailing

Sending bulk emails is an effective and affordable way to communicate information to a large number of people in an affordable manner. There are, however, several considerations when using bulk mailing that should be followed.

1. First, do not become a nuisance. Over-emailing will lead people to consider your email SPAM, which will make your emailing ineffective.
2. Your mailings should have relevant content and not appear to be obvious advertisements. Many mailing programs look for words in email titles and text that identify it as SPAM. This will then cause your email to be placed into the recipients junk email folder and never be read.
3. When placing pictures into your email, make sure they are pictures that are already online, and just not in your computer. The NYK mailing system helps you with this through the upload center. However, if you simply paste an image into the document you intend to mail, that image will probably not appear in your email when the recipient opens the email.
4. Target your emails. You may want to send specific emails to specific demographics. The NYK mailing system allows you to create sub-lists so you can create targeted mailings. You are better off sending emails to a smaller group for whom the mailing is relevant, than to a larger group who has no interest in the particular email you are sending. For instance, if the subject of a mailing concerns seniors, it might be best to target that group with the email.



Obtaining Email Addresses



Collecting email addresses to add to your email lists should be an ongoing project for your office. Obviously, you want to add patient emails to your list, as well as others you come in contact with. However, you do not want to add lists of emails with which you have no contact or reason to have access to their list. Additionally, NYK does prohibit the adding of purchased or acquired lists of emails for the

purpose of SPAM emailing. A common sense approach to collecting emails is always the best procedure.

Opt-Out Ability

The bulk emailing system of NYK automatically places an opt-out link at the bottom of all emails that allows the recipient to remove themselves from your mailing list. This is not only a good practice, but also a legal requirement.

Inappropriate Website Content

We know that no one wishing to use their website as a means to attract patients would place inappropriate content on their website. However, your staff probably also has the ability to access areas of your website control area where images could be uploaded and placed on pages that you may not see linked into your site. A best practice is to review the documents and uploads in your NYK Central to make sure you are aware of what is in your website account. Also, if you have a trusted employee, that person could be the only person, besides yourself, with the ability to upload photos and other documents to your website.

Passwords

As with any secure area you work with, NYK protects your NYK Central account with a User ID and password. You have the ability to change these as you see fit. You may want to change these on a periodic basis if you feel there could be a security issue. It is strongly recommended that you change these every time your office has a staff change that includes someone who could have had access to your User ID and Password.

Search Engine Optimization and your website - SEO

Search Engine Optimization is one of the most misunderstood aspects of websites and the Internet. The subject of SEO has different implications for world-wide sales of consumer goods as compared to local business and healthcare related offices such as chiropractors.

SEO Background

Whether it is through referral or direct search, many people today use online search engines to find your office. Your NYK website comes with advanced features that allow your website to be uniquely identified and found on the Internet. For example, searching for your name, business name, and street will likely yield your website at the top of the search results!



The website market is filled with exaggerated claims and misrepresentations about SEO. Please keep in mind that search engines are owned by independent companies, and their ranking systems are their own intellectual property. The companies who claim to be able to unduly control, manipulate, or misrepresent another company's search results should be treated with caution. Search engine companies work continuously to correct misrepresentations in their results. At NYK, we will never misrepresent or overstate what is possible with SEO in order to make a sale or keep a subscriber.

Search engines have a place within your overall marketing plan, but should not be confused with an advertising or marketing plan. Your location, pricing, patient experience, market segment, hours, type of services offered and many other aspects comprise a marketing plan. For many practices, patient referrals, location, outside education, screening events and insurance networks are their primary source of new patients.

For those who also wish to be found on the Internet by generic search words, such as "Chiropractor in City Name" without paying for a sponsored ad, SEO is relevant and requires some effort.



SEO Strategy

SEO falls into two main areas, on-page and off-page. On-page SEO are includes the content you put on your website that affects SEO. Unique content on your pages are the primary factors for most search engine ratings. In other words, when it comes to SEO, "Content Is King!"

Off-Page SEO include your activity and contributions on other websites that help your site's ranking. Links from social networking (Facebook, Twitter, YouTube, GooglePlus), City pages (such as Google Places), and reviews (TripAdvisor) are important for off-page SEO.

The unique quality of content on your site helps make it a good target for linking, so the two aspects work together. It is important first to have a set of keywords that you wish to focus your marketing on, such as your city name and the word "Chiropractor." These keywords should be used in tandem and frequently in your website titles, articles and links. In addition to providing your own content, NYK has several unique and advanced ways you can change your site for better search engine rankings.

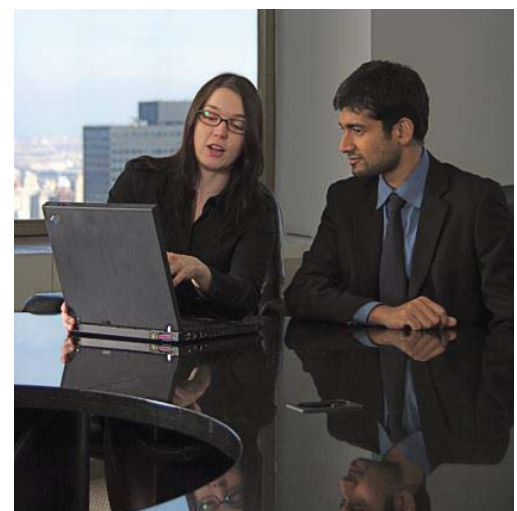
SEO - What you can do now with your NYK Website

If you are not sure how to start, or would like some additional assistance, you can submit a request for SEO help through customer service. One of NYK's expert webmasters will review your site, make sure standards are in place, and provide you with recommendations for the next steps. The next steps include simple things you or your staff can do to improve your search engine placement. There are many simple and extremely effective things you can do yourself.

If you desire a premium level of SEO that goes above what can be done on your website, NYK does offer additional SEO services that you can purchase at competitive rates with other SEO companies in the marketplace. Please visit our website or call customer service for more information.

Custom content! Content is King!

Homepage content. NYKCentral also allows you to edit your homepage greeting at any time. Use natural language to "speak" to your website visitor, explaining philosophies and services. These summaries could also provide links to your full services page, for example. Below are some website examples from different parts of the country who added a little extra effort and went the extra mile on their homepage content - not necessarily formatting. We recommend not going overboard with text formatting (fonts/sizes/colors) while in the page editor. After you see how it looks, then you



can select specific blocks of text for customization.

- <http://roanfamilychiropractic.com/>
- <http://newyorkchiropractic.com/>
- <http://wellnesswaycenter.com/>

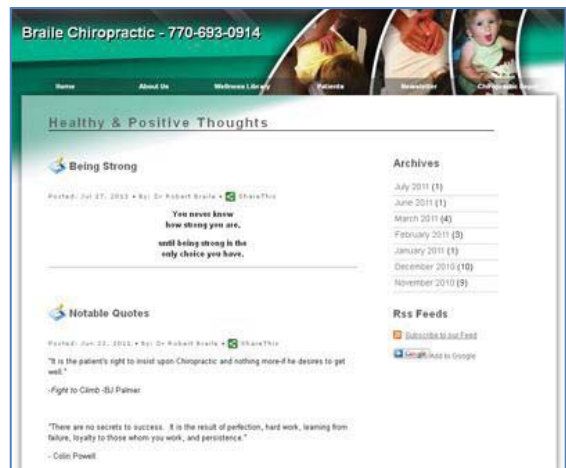
Website Title, Website Keywords, and Website Description: You should create a unique page title, keywords, and description of every page on your NYK website. NYK websites give you this advanced feature automatically. Your NYKCentral account has documents named WebsiteTitle, WebsiteKeywords, and WebsiteDescription that are the "defaults". However, you can customize these values on a page by page basis for most of your site. If you choose not to customize a page, the "defaults" are used. For example, if you go to your doctorBio document in NYKCentral, you'll see "Click Here to Add Search Engine Tags". Once you click on that option, clicking on the "i" symbol next to each name will give you more detailed instructions. While used somewhat by Yahoo and Bing, keywords are ignored by Google and can often do more harm than good. Website Description and [especially] Website Title are important. Your Website Description document needs to more closely match the content on your homepage, and vice versa.

NYK also offers an advanced option that allows you to have customized menu links that can improve your SEO. For example, your link to your Doctors and Staff page in the website menu can be changed from <http://www.domain.com/t2/doctor.html> to a link that goes to the same page but looks like this <http://www.domain.com/t2/chiropractor-royal-oak-mi/doctor.html>. The addition of "chiropractor-royal-oak-mi" can help increase your SEO.

The supported format looks like this:

- Default pages: <http://www.domain.com/t2/OPTIONAL/doctor.html>
- Custom SEO linked pages: <http://www.domain.com/t2/OPTIONAL/document/1faq.html>

The word "OPTIONAL" can be excluded entirely (the default), and replaced with any number of hyphen/underscore separated SEO keywords. We recommend no more than 3 to 5 words which are related to the content of the page. These can be customized on a link by link basis. To get this service, just log into NYKCentral and send a change request to our webmasters specifically telling them what you'd like for each link. It is



also a good idea to ask the webmaster to update your sitemap, if you have one, once this change is made.

Blogs are a great way to add unique, topical content to your site. Search engines love them if you post on a regular basis and use your keywords in the text of the posts. Your NYK website gives you the ability to add an integrated blog into your site easily by clicking "Manage Blogs" under the website section in NYKCentral.

SEO Outside Your Website

Off-page SEO is about getting others to recognize your name out in the marketplace. This includes advertising. Here are suggestions on improving your off-site SEO online footprint.

Links to Social Networking Sites. Are you updating a page on Facebook? Twitter? YouTube? You should be linking these social pages into your website or you can ask our webmasters to do this for you and link your website to your profiles. We recommend that you setup at least a Facebook profile and keep it up to date.

There are also some things that you can do that will have a profound positive affect on your SEO ranking. Is your business on Google Local? Yahoo Local? And Bing Local? It should be. This is very IMPORTANT!

- <http://www.google.com/local/add/>
- <http://listings.local.yahoo.com/>
- <https://ssl.bing.com/listings/>

Also, your site should be submitted to directory sites. Add your business with links to your website "http://www.domain.com"

- <http://www.WebDirectoryHealth.com>
- <http://www.LocateaDoc.com>
- <http://www.ChiroDirectory.com>
- <https://www.spineuniverse.com/user/register/pro>
- <http://www.infousa.com>
- <http://www.yellowpages.com>
- <http://www.superpages.com>



- <http://www.merchantcircle.com>
- <http://www.dmoz.org>

Patient reviews and testimonials. Give your satisfied patients a forum to sing your praise! Testimonials are great for your website, and also on your Google Local page. In addition, these sites can also be used.

- <http://www.yelp.com>
- <http://www.insiderpages.com>
- <http://www.kudzu.com>
- <http://www.mojopages.com>

Link Exchanges. Create a "links" or "friends" page and trade links with people and companies you know in your area. It's usually best to link to complementary services and companies, but even exchanging links with the local hardware store will help.

- Health food stores
- Fitness Centers
- Massage Therapists
- Colleagues
- Friends and Patients

Some of our clients are not interested in being affiliated with WebMD, but considering this site's popularity for healthcare information, you may choose to be associated with it by going to the following link.

<http://exchanges.webmd.com/>

Email Signatures - Email providers such as Gmail, Facebook, and others scan the content of messages. They use this information to present small ads and related information when people are viewing their pages. Your email signature should include your business name, desired keywords, and website URL to help create references back to your business. Each time the message is forwarded or replied to, your email signature can help count as another reference to your business.

Social Media

Maximizing the usage of social media is a subject that alone can fill volumes of books. If you are a multi-national conglomerate, using



social media has a much different meaning than a Doctor of Chiropractic in his or her local office. Websites like Facebook and Twitter represent a unique opportunity to spread the message of chiropractic while adding links to your office.

One weakness Chiropractors have in using social media such as Facebook and Twitter is that most of their “friends” or “followers” are other chiropractors. This is good for sharing common experiences with colleagues, but not very good for attracting new patients. Most patients see their doctor as an authority and not necessarily as a friend to share personal images and messages with. What many of us share with other chiropractors or our family would not be overly interesting or educational for our patients.

Creation of a “page” for your office can help in this regard and is a minimal requirement for marketing using Facebook. Facebook has extensive instructions and tutorials on how to create a “page” and how to maximize that page’s effectiveness. You can then embed that page into your website. Facebook provides you with the needed “code” for page placement, as well as for “like” links. NYK websites give you an easy way to place these embed codes on any page on your website that you desire.

Placing “like” links for Facebook on all key pages is an important procedure that helps get your message out as well as helping you in the search engine rankings. In your emailings, it is also important to ask readers to “like” you on Facebook.

There are many other things you can do with social media that can help you spread the message of chiropractic. The question that must be weighed is the time required to utilize social media to the fullest versus using that same time in other avenues of education and marketing.

In summation, ignoring social media would not be recommended as it would pass up a valuable asset that can be an important component of your online marketing strategy. NYK makes it easy for you to integrate social media into your website and bulk emails without using an abundance of time or energy.

Website

Purpose of a Website

Your website is the centerpiece of your Internet Marketing. But the best usage of a website is actually much more than just a marketing tool. If you view a website as only an online advertisement, you will be only using a fraction of the capabilities a good



There are several things that you can do that will increase your website visibility and effectiveness in your patient base. These include the following:

Web address on stationery: Your website address should be on all your business cards, stationery, receipts, literature and anything that leaves your office. Usually, it is easier for people to remember your website address than it is your phone number. Second to your name, your website should be the most identifiable print on your printed media.

Website address on written reports: If you give your new patients a written report, your website address should be included with recommendations to get further information on the website. For example, if a patient entering your office has asthma, you should remind them that a search on your website will show 30 articles on asthma and chiropractic.

Article of the week: Giving patients an article on chiropractic has always been a recommended procedure of larger practices. The NYK website provides you with hundreds of well written and sourced articles that are relevant and timely. Printing these articles with a recommendation to return to your website for more information can be a valuable education mechanism that also increases website visits.



Article Search: On a regular basis most chiropractors have a patient make a statement that sounds like this, "I love chiropractic. I have a neighbor with bad migraines. What can I give them to get them in to see you?" This used to send the chiropractor looking for the tri-fold migraine pamphlet in the hopes that this one piece of paper would persuade someone to start chiropractic. Now, with a NYK website, your answer can be, "Send them to my website. I have over a dozen articles on migraines." Each NYK website comes with an Article Search box that allows for searches of the extensive database of articles contained on the site. Sending your patients, and recommending that they send others to the Article Search, can be a large and valuable resource for your office, as well as help stimulate referrals. In essence, your NYK website is the lending library you have always wanted, without the fear of books never being returned.

Marketing your website – Outside your office

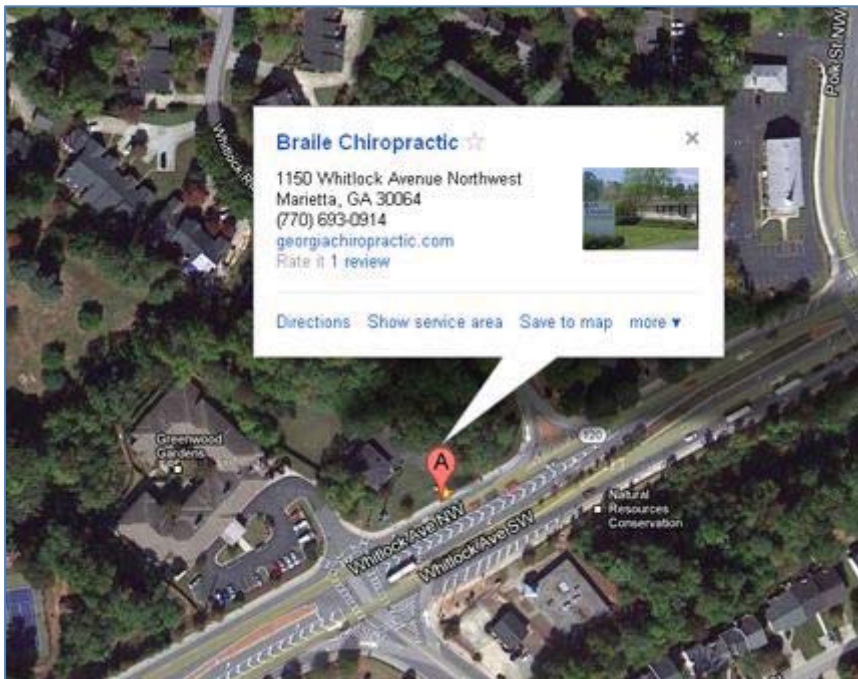
Marketing you website using outside resources can be a limitless and ongoing effort. The returns from this type of marketing can be profound and effective. In this book, we will share just some of



the many ways that you can market your office through your website outside of your office.

Signage: Often your office sign can be a good source of getting your web address out to the public. Years ago, placing your phone number on a sign was considered a requirement for street sign advertising. Today, placing your web address on a sign may be more effective. People will only call a number when they are ready to make an appointment. However, many more people will look at your website when they are still undecided, before they are ready to make that call. Additionally, since a web address usually says something and is not random, it is much easier to remember most website addresses than it is to remember a phone number.

Google Maps: Type only your office name into a Google Maps search (not just Google) and see if it comes up with the correct address and location. If there is a problem with the location, Google has instructions on how to report a problem and request a fix. They will follow up with an



automated call to the business number to verify your request for a change. You will also notice that if you click on the letter (usually “A”) on the map that represents your business, a small box will pop up that allows you to write a review. Ask your patients and friends to give you a review. Favorable reviews are very important for your ranking in search

engines affecting how easily you can be found. Additionally, a doctor with many favorable reviews will more than likely have people who are interested in chiropractic click through to their website to investigate further.

Links to Other Websites: Everyone in practice has other local businesses which whom they conduct some business. Exchanging links with these businesses will help both you and them increase your visitors as well as improving your search engine ranking. You may want to consider having a “Friends” page on your site with local businesses that are helpful. It can even be helpful to link to other chiropractors in other areas. Be careful not to go overboard on this. Long lists of links to other businesses will be flagged by the search engines and may actually hurt you in your search engine ranking.

Local Online Directories: In every area, there is an online phone book or directory that offers free or paid listings. Having your website placed on these not only gets you increased visibility, but it also raises your search engine ranking. Free listings, for the most part, are a no-brainer. Getting yourself listed on any free ethical online directory is worth the effort. Paying for a listing will have to be weighed against the expected returns. Sales people for these directories may offer extremely exaggerated claims as to the effectiveness. If you choose to spend money in this type of directory make sure you are in the right market for this expense.

Purchased advertisements in local publications: This type of marketing is often not cost effective. However, there are some areas where publishing your web address will draw enough attention to be worth your while. Smaller, inexpensive community publications may work better in this regard. These publications may be willing to have you place an article about your business in their publication if you purchase a large enough advertisement. You may also want to offer your expertise and write a health related column for their publication. This will usually be free and puts you in a favorable light in the community as well as getting your web address out into the community.

Mass Media: Radio shows, TV appearances, and other forms of mass media have not only a profoundly positive effect on drawing new patients, but they also have a large immediate impact on website visitors. Mentioning that listeners or viewers can get more information on your site will spike visits to your site. When possible you should also mention that you offer a free health newsletter for anyone who signs up for it on your website.



On some radio and TV stations, time for shows can be purchased so you can host your own show. When purchasing a time slot, the expense must be weighed against the realistic expectation of return. Free shows or guest appearances are only a matter of scheduling, and should be engaged in whenever possible.

Outside Events / Screenings / Talks etc.: It should go without saying that being in the public's eye is a plus for growing practice. However, to extend the impact of these events, you should make your website a main feature of your events.

Screening: At a screening, for every person that stops, many more have walked by. Seeing your web address on a banner could stir interest in these people later. Also, when people stop at your screening booth, they should always leave with some form of educational material that contains your website address. If you collect email addresses at a screening, make sure you add them to your email newsletter list. This allows you to follow up with some sort of offer at a later time.

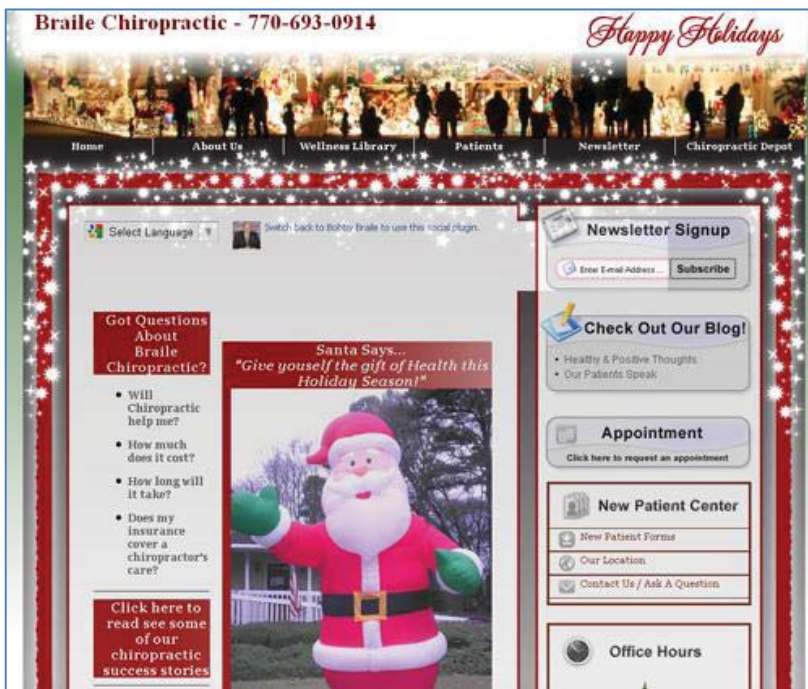
Speaking Engagements: When giving a talk, you should always mention that more information is available on your website. If allowed, give out literature with your website address on it. You may also want to consider sending around a newsletter sign-up list to encourage attendees to sign up for your free email newsletter.

Your Website Home Page

The first thing a website visitor sees is the home page of your website. This means that your home page will leave a first impression that could help or hurt how some feel about your office. There are several things that should be on your website home page to make it both inviting and informative.

Basic Information: Sometimes the obvious is overlooked. It is imperative that the basic contact information for your office be prominent on your front page. Clinic or doctor name, phone number and location should be easily seen by any casual visitor. If your office is near a landmark, that information should be included with the address. If the community you are in encompasses several towns, you may want to say something like, "serving the tri-town area".

Pictures: A website with only generic pictures will seem cold and uninviting. A website home page that has pictures unique to your office suggests a personal and caring facility. You should always add either a picture of your clinic, or a picture of the doctor. Having a picture of the clinic, or at least the entrance makes it easier for new patients to feel more familiar with your facility.



New Patient Center: Since you want to direct new patients to your website, you should have things they need linked into the front page. A “New Patient Center”, with links to new patient forms, is inviting and helpful. All new patients who call should be directed to the website to print and fill out forms at their convenience at home. Offering the new patient who calls a chance to save 20 minutes on their first visit will often motivate them to go to the site to download the forms. This starts the education process if you have additional educational materials linked into your site.

Appointment Request Online: When a potential new patient is viewing your site and decides to seek an appointment, they should have more than one option than just calling. In fact, they may be viewing your website when your office is closed and will not reach anyone if they call. An online system for requesting an appointment gives your office the feel of being available to serve 24

hours per day. A NYK website includes a feature known as “Request an Appointment by Text” (RAT for short). This unique NYK system allows a visitor to request an appointment through your website which is then sent to as many as three destinations. Best of all is that these destinations can be either email addresses or cell phones that receive text. We recommend that one of the destinations be an email address and the other two be cell phone numbers.

When a new patient clicks the link to request an appointment, a page opens with a form to make the request. This form is located next to your office hours, so the new patient can see when you are open. After they fill in the form with the request and they hit submit, they get a

message telling them that someone will contact them to confirm the appointment. The submission request is then sent via a text message to the cell phones you designated. This allows you to get the request instantly, so you or your staff can make a return call and confirm the appointment. A request is also sent via email to the address you designate. However, most people do not check their emails live, and the response is not as immediate as when it is sent via a text message. This near instant response for a new patient appointment leaves a very favorable impression with the new patient.

Health Article Leads: Once a visitor is on your home page, they should be able to see article leads that are linked to full articles. NYK website automatically adds four articles from the extensive database of articles. These articles change each time a viewer revisits or reloads the page. This

keeps the front page of your site fresh with ever changing information and articles. Having articles on the front page is important if you send your new patients to your website for forms or directions, in that it helps them learn that chiropractic is good for more than just the particular problem they came to you with.

Article Search Function: Having an easy way to look up health information and articles on your site is a must. Probably not a day will go by in your office when a satisfied patient does not offer you a scenario where a family member or friend has a health issue and asks you if you can help them. In addition to answering their question in the affirmative, you should direct them to your website and tell them to search



for that condition. They will then find articles that they can share with their loved ones on those health issues. They may also send their friend directly to your website so that they can search for themselves. Imagine your patient telling their neighbor with the asthmatic child that you have over 30 articles on Asthma and chiropractic on your clinic website. The likely hood is that parent will look for asthma on your site to see if there is information there that could help their child.

Office Hours: Obviously having your office hours right where people can see them is a good idea. You should also include notices about holiday closings or hour changes in this area as well. NYK websites give you the ability to change the office hours on your website yourself, as well as add text and images to that area if you so desire.



Social Medial Links and Likes: With the growth of social media it is imperative that you include links and likes to your home page. Sites



like Facebook can automatically generate embed codes for Facebook account and the NYK website makes it easy to paste those codes into your home page or wherever you want.

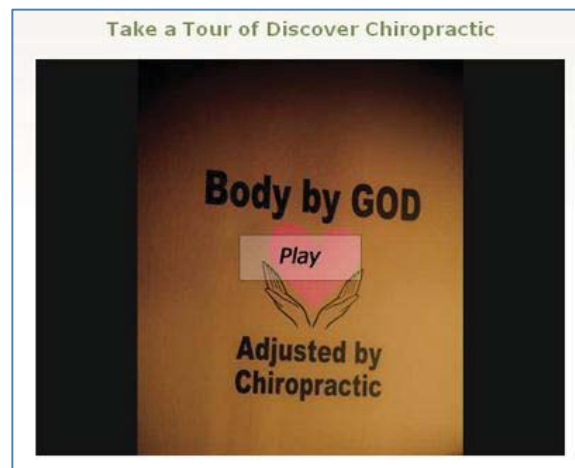
You may also want to create a link from your home page to a widget on another page that actually opens up your social media page inside your website. Since these widgets are large, we do not recommend having this on your home page unless you have done an extensive amount of work to your social media page and the educational value of that work justifies space on your clinic home page.

Newsletter Sign-up: Encouraging visitors to sign up for your email newsletter is a good way for people who are interested to receive regular updates from you. The information in the NYK newsletter is so valuable in this regard. Additionally, if you create or write your own mailings, then those signing up for your newsletter will receive these emails as well. As long as you do not overdo it, having several newsletters sent from a single list is a good idea.



Other Optional Items for Home Page: In addition to the items mentioned above, there are other things that you may want to include on your website home page. These include the following:

Videos: If you have created a good introduction or educational video for your clinic, you may want to include that on your website home page. Videos can be placed directly on your NYK website either by our professional webmaster staff, or directly by you if you have your videos uploaded onto YouTube. YouTube has become a standard for embedding videos on websites. YouTube easily generates an embed code that NYK will easily allow you to use to place a video on a page by yourself. One thing to note if you do this is that YouTube gives you options when creating an embed code. You will want to select the option that does not have suggested other videos be offered at the end of your video. YouTube may select a video from another chiropractor or from a therapy that you do not recommend. You may also not want to allow voting or comments on your videos.



Quick Links: There may be other services, events or information in your office that you want to feature. A quick link from your home page to a new page with that information may be desired. For instance, if you had an event at your office such as a Halloween party, you may want to have a thumbnail picture that links to a new page on your site with pictures of that event. NYK websites allow you to do all these types of things yourself. You may want to include common questions on your home page, and have these questions link to pages with the answers. Questions such as: "Will Chiropractic help me?", "How much does it cost?", "How long will it take?" Or, "Does my insurance cover a chiropractor's care?" are some of the more common question new patients may want answered. Links from these questions on your home page to pages with explanations and answers may be a good idea.

Testimonial Links: Nothing has seemed to be more effective in chiropractic than patient testimonials. Having someone tell their chiropractic success story is very impactful. We will discuss maximizing testimonials later in several areas in this manual. But for now, if you have testimonials on your website, it is a very good idea to have a link to the page with the testimonials on your home page. The link should include some kind of graphic or picture that draws attention to it or gives the message of people being helped. Text such as “Check out our practice member testimonials”, or “Read some of our success stories” may be good opening lines.

Intuitive and Easy Navigation System: It goes without saying; people will view more of your site if the navigation system makes it easy and intuitive to do so. The navigation system should be simple, yet organized in a way that makes it easy to find what visitors are looking for. Overly complex or unusual navigation systems may look cool at first glance, but they make viewing difficult and will turn people off. Typical drop down, or expansion menus categorized into several consistent topics work best. NYK websites come with intuitive navigation systems that make visitors feel welcome. You can also make changes that you feel you may need.

What NOT to Include on Your Website Home Page: There are certain things that we recommend you stay away from when creating or updating your website home page. Several of these things were common just a few years ago but are considered out of date or a nuisance today. Below we will discuss several of the “Not Recommended” items for your website home page.

Opening Flash Movies: Just a few years ago, Flash movies playing as you open a website were the rage. Years ago, NYK included several chiropractic versions of Flash movies on our websites. Today, people consider opening Flash movies a nuisance and a waste of time. Although it is good to have some movement on your site, having a movie play before people can see what they want will make them click off your site.



Auto Play Movies or Audio: When someone opens your site, and is immediately greeted with a movie or audio message that automatically plays, chances are that visitor will want to turn it off and leave your site. Having an audio play automatically can actually annoy people who did not want your audio message to start to play just because they visited your site. Having a movie ready to play with a “Click here for an important message” is much more appealing, inviting and effective.

Annoying Pop-ups: It is best not to have pop-ups jump in front of viewers the minute they open your site. It is to stop this practice that most browsers have “pop-up-blockers” automatically installed. You may want to still offer a pop-up that is set to only open the first time a particular visitor opens your website. This could encourage people to sign up for your newsletter. If used, these should be set to only open once per visitor (using cookies) so that a return visitor does not get bombarded by a pop up each time they return to your site.

Too Many Animations: A certain amount of gif animation may look cute when used sparingly on a website. However, when there are many animations moving all over the site, the look of the site is cheap and distracting. Animations created from gif cartoons are good for special occasions but not as a regular part of the website front page.

Loud and Inconsistent Colors and Fonts: When designing a website, there should be a consistent theme and color scheme used so that the site is pleasing to the eye. Using loud colors and many different fonts designed to draw attention can take away from the look and feel of the site and hurt the effectiveness. NYK websites offer multiple themes that can be changed immediately while offering a professional look. You can customize many areas of the NYK website, but when adding text or images it is best to use the “style” changes for text so as to have that text stay consistent and matching with the website theme you choose.

Too Many Pictures: Pictures are a good thing, but like anything else, too many pictures are a distraction and hurt the look of the website. If professional pictures are available, use them over images taken with cell phone that may have size, focus, or lighting issues.

Long Home Page: Wanting to add too many things to the home page will make the home page longer and well below the viewer’s screen, requiring them to scroll to see your content. Most website require some degree of scrolling to see items on the bottom of the home page, but too much scrolling is a distraction and makes it unlikely that the person will see what you have on the bottom of the home page.

Flash Only Website: Flash websites were all the rage just a few short years ago. Today, Flash is still in use, but it is decreasing steadily. Not only are new online codes being written that will make Flash obsolete, but Apple mobile devices like the iPod, iPhone and iPad are not compatible with Flash and will not play it. When using Flash NYK websites, also include an image as a replacement for Flash. This way when one of our websites is viewed on an Apple mobile device, they see an image instead of a blank space where the Flash was supposed to be.

Additional pages you may want on your website

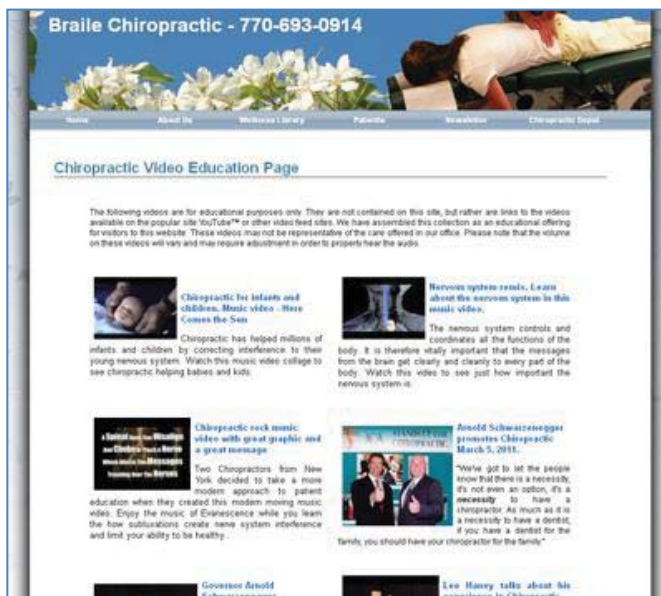
Having covered the front page, we will now look at what additional pages you should consider for your website. NYK websites automatically offer a considerable amount of educational pages and resources. However, making a website unique for your facility will enhance your viewer activity and referrals. The more you add about you, the more your website works for you.

Pictures from other sites: Always be careful when importing pages from other websites. You must have permission to use them. Also, beware that the images on those pages may be copyrighted and therefore cannot be used on your site. If you are not sure, do not use them. When in doubt, use your own pictures.

Shared Pages

In addition to the NYK included educational content pages, there are many pages and features that are available as free add-ins. Some of these have been compiled by us but are common domain materials. Some of these pages come from NYK subscriber websites and from Dr. Braile's clinic website. These pages include the following:

Chiropractic Video Education page: Dr. Braile has compiled a growing list of YouTube videos with great educational value for a chiropractic office. Thumbnails of the videos can be seen on the page <http://www.brailechiropractic.com/t2/document/chiroVideo>. Each thumbnail links to a page that contains the embedded YouTube video. Review these pages and videos at your leisure to see if you want a feature such as this on your site.



Many NYK doctors have asked that these videos be included on their sites. The NYK document creation feature allows you to create your own video education page and add as many videos as you choose to your site. If you do not want to create your own video education pages, you can send a request to the NYK webmasters and ask that a duplicate of Dr. Braile's video education pages be placed in your site.

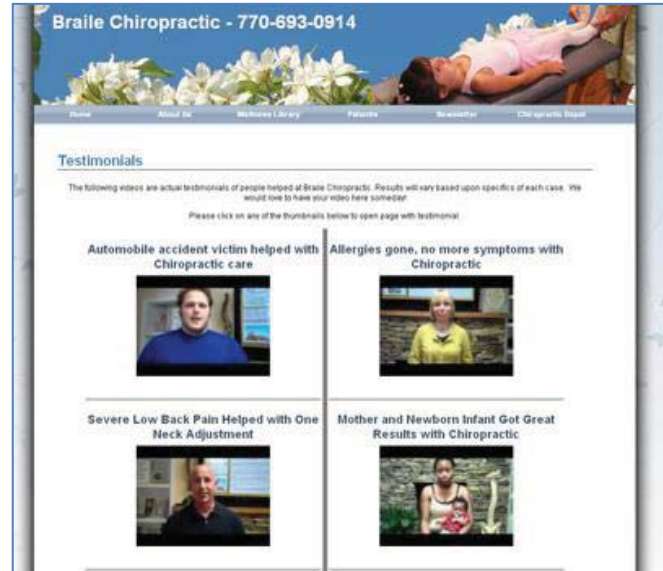
Generic Testimonial page: Testimonials are always a great way to gain the interest of viewers. They are also very effective in convincing others to use your services. There are large numbers of generic testimonials that are available through NYK that can be placed on your site. These testimonials do not mention a doctor or a particular chiropractic technique and are therefore

usable in most any chiropractic office. If you want these to be added to your site, please send a request to our webmasters. These testimonials can be seen on Dr. Braile's website on the page, <http://www.brailechiropractic.com/t2/document/Testimonials> below the video testimonials.

Pages You Should Consider Creating on Your Site

In addition to adding pages that others have assembled, creating your own unique pages is a good practice. Adding pages to your website is simple with a NYK. Below are several ideas of what you may want to add to your own site that would be unique for your office.

Patient Testimonials: Nothing is more powerful than patients from your office giving their own stories about how you have helped them with chiropractic. Testimonials can be either written or video. A combination of both is probably the most effective way to impress people and get their attention. Creating a testimonial page is easy with a NYK website, and embedding videos from YouTube can be easily accomplished with little technical knowledge. Please be sure that testimonials are allowable by your governing or chiropractic regulatory body. A sample of these can



be seen at: <http://www.brailechiropractic.com/t2/document/Testimonials>. Remember to always get a signed patient release for testimonials and videos.

Chiropractic and You, Power Point: If you have created a power point presentation for outside talks or patient education, you should consider publishing that presentation to Google Documents, then embedding it back into your website. The content of the presentation can vary from a formal lecture to a tour of your office. A sample of this type of presentation can be seen at: <http://www.brailechiropractic.com/t2/document/1virtualTourOfOurOffice>.

Blogs and other Writings: Keeping a blog is not only a way of expressing yourself online, but it also educates your patients while helping you in the search engine rankings. Blogs do require a good deal of regular maintenance and should be updated fairly regularly. Getting in the habit of just jotting down your thoughts related to health and chiropractic could develop a readership that drives people to your site. Additionally, if your blog is of sufficient regularity and quality, you can offer it to local print media as a source of content for their publication. You may also want to have links from your social media posts back to your blog to drive readers to your site.

Events & Picture Gallery: Most doctors host events and take pictures. These precious moments should be added to your website to show your community that you are having fun while helping people. Images can be either in the form of thumbnails or an automatic player that plays a group of images. Be certain when publishing pictures online that you have the permission of those patients whose pictures you intend to publish.

Other Health Articles: Probably on a daily basis, you read articles on health that you want your patients to see. Copying those articles onto your website would be a violation of copyright laws and would create problems you do not want to have. However, placing a link to them is legal (unless stated otherwise) and still allows your patients the ability to read this material. Creating a page for these links to outside articles adds a great resource to your website. The only issue here is that sometime the original publications change the URLs of these articles. It is therefore prudent to regularly check the links on this page to make sure they still go to the original articles you intended them to. When linking to an article, it is best to use a link that sets the “target” as a “New Page” so that the article pops up as a new window and does not replace your website on the open browser with their article.

Online Tour of your Clinic / What to Expect on Your First Visit: Making someone feel at ease with your facility makes it easier for that perspective new patient to make an appointment. A video or slide show tour of your office is a great way to ease any anxiety of what they should expect when they come to your office. In addition to the tour, you may want to give the new patient the ability to see what a first visit will entail in your office. This information makes the first visit to your office less threatening and more familiar process for the new patient.



Community Friends & Links page: Creating a community page with links to various organizations, events and businesses in your community is always a good idea. If these events, groups and businesses place a link on their website back to your website, then you not only get extra traffic from the link, but you also dramatically raise your search engine profile. This is a win-win situation for both of you. Do not overdue this as the search engines will see too large a list as an attempt to fool their search system, and thus penalize you in their search engine rankings.

Resource Link page: A page with links to associations and online resources should be created. This page should not link to specific articles but rather to associations that can help the viewer get more information. If links from these sites could be made back to your site, this would also be

helpful for your search engine ranking. Normally the purpose of these links is to give viewers the ability to see nationally available educational resources.

Ongoing Updates You and Your Staff Should Do

There are several things that should become a regular part of your office's marketing responsibilities. Updating your website drives people back to your site giving you added opportunities for education and referrals. A site that never changes does not draw repeat visitors and cuts dramatically into the effectiveness of your site to stimulate referrals. These items are in addition to email address list maintenance described below.

Blog Updating: Keeping your blog fresh and updated is a good way to keep your practice members interested in returning to your site. The types of items you can put in a blog include office news, general health news, testimonials, community



updates, event updates and many more items. The NYK website system allows you to create multiple blogs so that you can create blogs on various subjects and categories.

Front Page Updates: On a regular basis, your front page should be updated with new content and announcements. There should be some items that you do not want to remove from your home page. However, in addition to these, an area for update announcements should be included. Since front page real estate is very valuable, it is advised that the content on the front page not be lengthy. When possible, use a "more" link to other pages for any items on your front page that are lengthy.

Office Hours: While your normal office hours may not change, there are certainly holiday hours and office closures that should be announced. Announcing a change in your office hours a month in advance is a good practice. If your patients know that the hours posted on your site are updated regularly, they will check back to look for changes during holidays or vacations. NYK websites give you the ability to instantly change your office hours and add an area where you can announce special holiday hours.

Pictures: A picture is worth a thousand words. Putting pictures taken at your office onto your website gives your site a community feel that increases your patients' desire to visit on a regular basis. Always make sure you have your patients' permission to place their pictures on your site. You should only put patients' names on these pictures after receiving written permission with the patients' signature on the permission form. Adding pages to your site is the best way to add picture galleries for events in your office. When adding pictures to your site, it is best to have thumbnails on a page with the thumbnails linking to pop-up full size images. Posting large images is not recommended as scrolling through a long page of large pictures is not the best way to get people to want to see pictures from your events.

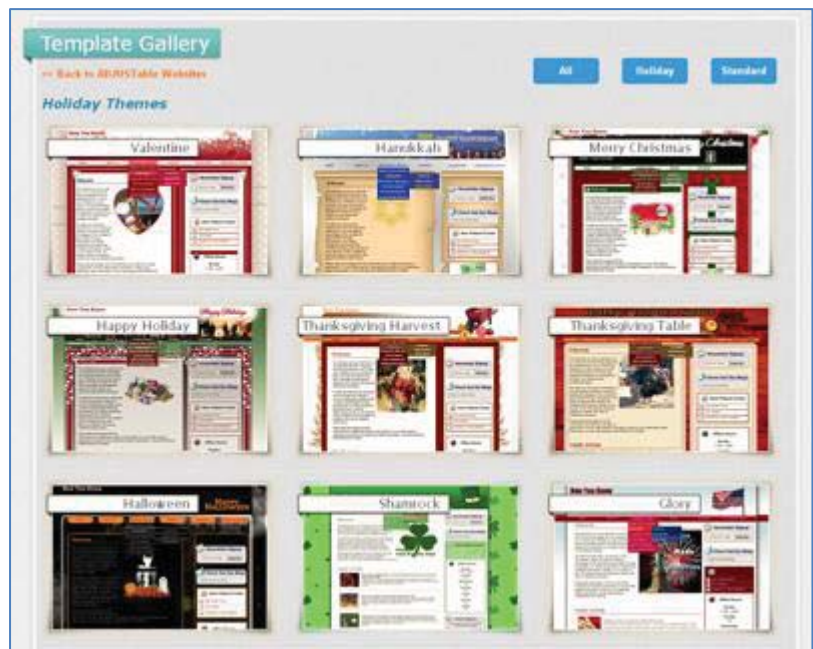
Maximizing Your Website Features & Effectiveness

Like anything in life, the more effort you put in, the more results you get out.

Changing Themes: The **NYK ADJUSTable websites™** allow you to completely change the theme and look of your website as often as you want. Changing the website theme gives your site an entirely new look and feel which encourages return viewers. There is a certain amount of personal preference as to how often you may want to change themes. If you use a color scheme in your marketing,

you may want your website to maintain that theme on an ongoing basis. Usually, the use of certain fonts and images will suffice to keep a consistent look between your outside marketing and your website.

If you want to change the look of your website, you will want to consider using the variety of holiday themes provided by NYK. The growing number of holiday themes available allows you to have office events celebrating those holidays, which enhances your in-office marketing and programs. If you do utilize changeable themes for the various holidays, please remember to change those themes after the holidays have past. What do you imagine a potential patient thinks when they visit your website the week before Thanksgiving only to see your website is still using a Halloween theme? Remember to change your website theme in a timely manner.



Request Appointment via Text (RAT): The **NYK ADJUSTable websites™** contain a unique feature that is not available anywhere else. Although it may not sound desirable to put a RAT on your site, we recommend that you do so. RAT stands for Request Appointment via Text, and is a feature



that can be easily turned on and off on your NYK website. This feature allows you to have new patients request an appointment directly on your website. This request is then sent to as many as three destinations of your choosing. We recommend

that at least one of these be a cell phone. This unique technology then allows you to get the request nearly immediately, so that you or a staff member can return the call and verify the appointment.

Since most offices do not check their email live, you should set the appointment requests to go to at least one cell phone via text, as well as one email address. The NYK system allows you to send these requests to three destinations.

Most current patients will not utilize this feature to request appointments as your office may have set their schedules on the patients' prior visits. This feature is primarily used by new patients. Typically, the three best destinations for this feature would be the clinic email, the doctor's cell phone, and the receptionist's cell phone. The RAT setup allows for the changes to be made at any time.

Newsletter Sign-up: If you have the **NYK Real-News Email Newsletter™** service with your website, there will automatically be a module on your front page for signing up people to your newsletter. You do have the option to place this where you want on your website. It should appear in a prominent position but not as a dominant part of your home page. You may also want to consider adding links to the newsletter sign-up process in various areas on your website.



Doctor's Writings: If you write articles, columns, your own newsletter, or any other written works, you should consider uploading them to your site and linking to them from some type of index page. It is best to create an index of titles that can be linked to separate pages for these writings. Articles are best online in one of two formats: formatted text page (html) or as a pdf file. The NYK page creation ability allows you to use either format. If you want people to download or print out the articles, it is better to use pdf formatted files. If you plan on editing the articles, or wish to format them with pictures and color, an html page would be a better choice.

Meet the Doctors and Staff: People want to know who will be taking care of them. A page with biographies and pictures is important to put people's minds at ease in their healthcare decision. In addition to a generic biography, a statement or quote from each of the staff members gives

this biography page a warmer and friendlier feeling. While doctors can use professional posed pictures for this area, pictures of the staff are better when they are at their stations as if they were working.

Calendar of Events: If you schedule events inside or outside your office, you should have a calendar of events so visitors to your site can regularly see what upcoming events you have scheduled. This can be done in a list fashion with the newest events at the top of the list. However, using a list requires the regular deletion of past events so the list does not look dated. A better way to keep a calendar is to have a Google calendar set up for your office and then embed that calendar into a page on your website. Once you set up a Google account for your office, you can keep events on the calendar and Google will keep the current dates on the first page of the calendar. Google offers many options for the appearance for your calendar, and they provide an easy embed code so you can easily put the calendar directly into a page on your website.

Your Fees: There is reasonable debate over the wisdom of putting your office fees on your website. However, if you decide to do so, creating a page for your fees is easy in NYK Central. Remember that once you have published your fees, people will now expect certain charges. If your actual fees turn out to be higher, there could be an issue.

You may also want to put an explanation of insurance, Medicare or wellness care programs in your office. Explaining what a person should expect goes a long way to removing the fear of the unknown in a potential patient's mind.

As with anything you put on your website, make sure that your State Board or governing body does not have restrictions about publishing your fees.

Insurance Information: If your office accepts insurance or Medicare, you may want to have some information on this subject on your website. If you are part of insurance plans in your area, you may want to list them so that employees with these programs can easily identify you as a provider for that plan. The level of specificity would depend upon governing laws, the plans in your community, programs you participate with, and your own judgment.

The New Patients and your website

Integrating the use of your website into your current new patient procedures should be seamless. Using your website from the initial contact with a new patient will help the entire educational process and enhance the patient's likelihood to refer others to you. There are many different procedures doctors use for handling new patients. Below we will address the website aspect of the new patient interaction. We



New Patient Forms

Save yourself 20 minutes!
Click here to print out your initial visit forms.

are not recommending that you change your office procedure if you do not choose to. We offer this only as a guide for incorporating website usage into your new patient procedure.

New Patient Forms Online: The easiest and most common way that doctors have used to integrate their website into the new patient process has been through directing new patients to their site to download and fill out new patient forms. This easy process not only makes your office more efficient, but it also save the new patient time in your office which they are usually grateful for.

In most offices the forms are placed onto the website in a pdf format. This allows the new patient to print them out at home and fill them out at their leisure. Usually new patients will be more thorough in filling forms out at home then they would be in your office. Additionally, when they bring the forms in filled out, they can be seen within minutes of entering the office. This makes your office seem much more efficient and professional to the new patients, and we know how important first impressions are. Every doctor knows the scenario of a new patient who enters the office and takes 45 minutes to fill out the forms. You know what this does to your scheduling and office flow. Patients who enter with the forms already completed are a great help to your office timetable.

A NYK website gives you the ability to upload your own forms onto your website. This allows you to make changes and upload newer versions any time you want. If you create your forms in a program like Word, you should convert these into a more universal form such as Adobe pdf files.

NOTE: If you purchase new patient forms from a company, those forms are probably copyrighted by that company. To prevent from being in violation of copyright laws you will need to get permission to publish those forms online before uploading them to your website.

If your office has a management program that allows for secure online filling out of forms, NYK can easily embed that module into your NYK website so that the forms can be filled out online and transmitted directly into your office management program. Check with your software management program to see if they have this ability.

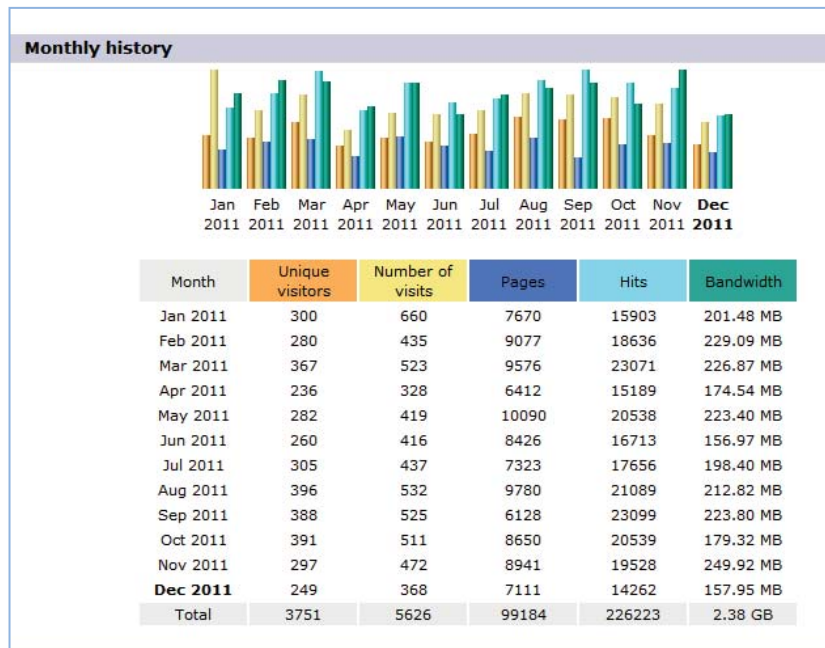
Directions & Map: It is almost universal that when a new patient is setting an appointment the office staff person will ask, "Do you know where we are located?" A certain percentage of people will not know the exact location of your office. This is where you website can really be of help. Instead of your staff person giving turn by turn directions, they can send the new patient to the website and direct them to visit the location page. If set up properly, the patient should see an interactive map that can provide the patient with turn by turn directions from their location. A picture of your office front or building should also be included to give the new patient a visual landmark when they have arrived. With the number of GPS and navigation systems in cars today, putting coordinates for an exact GPS location is also a good idea.

Tracking Your Website Activity

It is important to regularly check the activity level of your website. How many people visit your site in a given time frame is important but it is not the only piece of information that you should be reviewing. The NYK website service allows you to track a large amount of information about the activity of your site.

The number of hits a website receives is just one small part of measuring just how effective your site is. Each of the statistics available to you with your NYK website helps you also understand how effective your marketing and your educational efforts are. Below are some of the statistics you can track with your NYK website service.

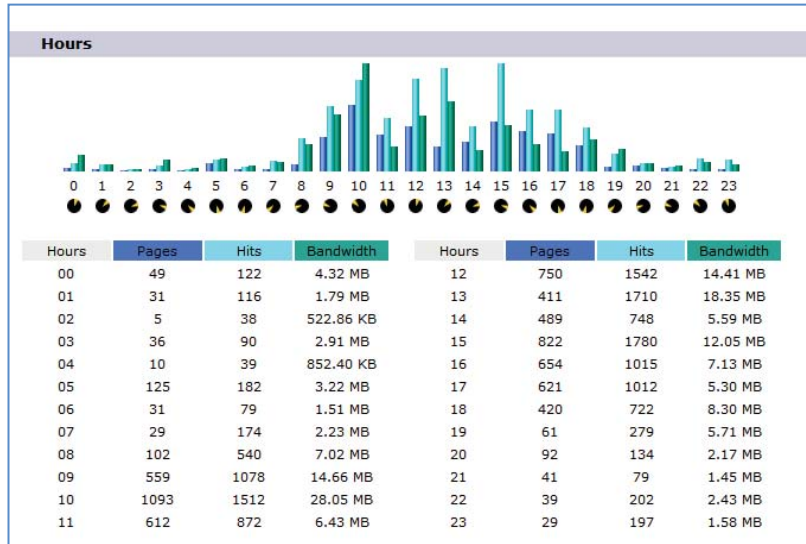
Monthly History: Tracking your website activity in terms of Unique visitors, Hits, Number of Visits, and Number of Pages is available with your NYK website. This information can give you a month by month breakdown of activity on your site. You can even view several past years so that you can do a comparison of the activity on a month by month basis. This type of information helps you plan marketing to either coincide with the busier months, or to increase activity to help bolster weaker months of activity.



Days of Month: Looking over the days of a particular month can show you how well monthly activities are driving people to your site. This is a good way to judge the effectiveness of mailings or newsletters by the expected spike in activity after an emailing. This also can show you if outside advertising is driving people to your site as these outside promotions should also show up as a spike in activity shortly after the promotion or event.

Days of Week: Looking over activity for the days of the week can help you decide what days may be best for bulk emailing. Again, this knowledge helps you plan better by knowing when people are more likely to view your website.

Hours: This can be helpful when planning what time of day to do an email blast. If you purchase radio or TV advertising this information can be very helpful in allowing you to choose the best times to maximize your advertising dollars.



Visits Duration: One look at this statistic will tell you that most people do not spend a lot of time on any particular page

on your website. This means that information must be readily available and extended educational items are no more effective than short to moderate educational modules. This statistic also shows the importance of a good home page. You should track this statistic with an eye toward creating content that increases the time people spend on your site. When tracking month to month, or year to year, note *when* people spend time on your site.

Pages: Knowing which pages are visited most frequently is very valuable information. Knowing what people look at most on your site helps with developing additional features and content. This information can help you enhance the more viewed pages, and track how well newer pages are visited. This information can also show you how effective your navigation system is. Pages linked from your home page should normally be visited more than those linked from other pages. This statistic should be monitored after a new page is created to judge the interest of that page. Additionally, if an in-office promotion focuses on a subject that is featured on your website, you can judge the effectiveness of the program by seeing the amount of increase the featured page receives.

Search Keyphrases and Search Keywords: This information shows you what people were searching for before entering your site. This type of information helps you plan content and text for unique pages on your website. The absence of words that you thought would be used can be just as telling as the words people used to find you. For further understanding of the effectiveness of searches for your site, please read the section on Search Engine Optimization.

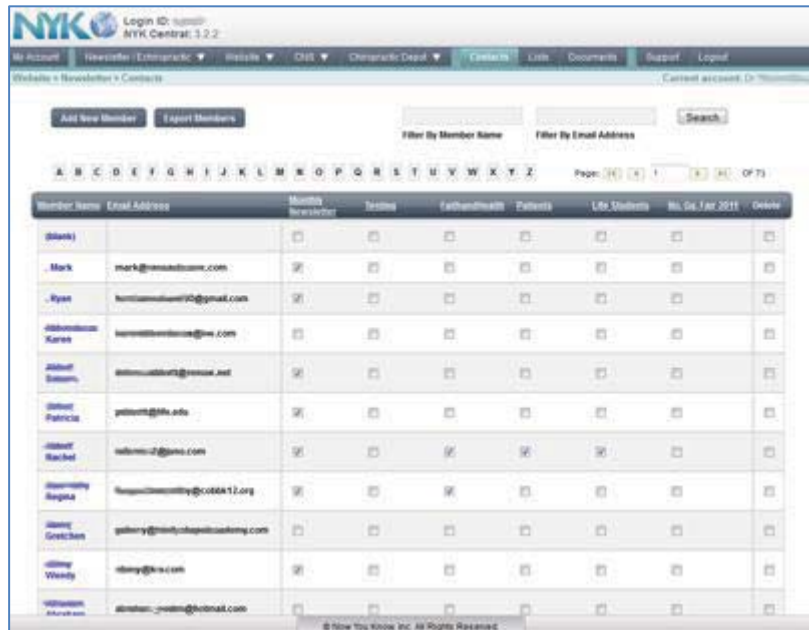
Newsletters & Bulk Mailings

While a website is a valuable resource for an unlimited amount of material, it does require someone going to the site to obtain that information. In contrast, emails are sent to recipients and opened inside their email accounts. The only action that is then required is either your

email is read, or it is deleted. To put it more simply, emails represent an outreach educational conduit that brings your message to a person, instead of waiting for them to find you.

Organizing Mailing Lists: The first step in effectively using emails for marketing and outreach is to organize your mailing lists. Before you can even collect email addresses, you must have a place to put them in an organized way, so that you can use the addresses you need for specific mailings. The NYK system allows you to create multiple lists with overlaps for the various types of mailings you will want to do. Having only one mass list is not the best way to market using emails. There will be many occasions where targeted mailings will be more effective than a general blast email.

When adding an email contact to your system, you select which lists you wish them to be included into. A single contact will only need to be entered once, but it can be included in any or all of your lists. There are several sub-lists that you should maintain for mailings. You can create additional lists later. The lists you may want to consider starting with could include the following:



The screenshot shows the NYK Central system interface. At the top, there is a navigation bar with options like 'My Account', 'Newsletters', 'Lithographs', 'Website', 'CRM', 'Charitable Dept', 'Contacts', 'Jobs', 'Documents', 'Support', and 'Logout'. Below this, there are search filters for 'Filter by Member Name' and 'Filter by Email Address', along with a search button. A navigation bar with letters A-Z is visible, and a page indicator shows 'Page: 1 of 73'. The main content is a table with columns: Member Name, Email Address, Monthly Newsletter, Patients, Lithographs, Patients, Life Studies, and an 'Overview' link. The table contains several rows of contact information, including names like 'Mark', 'Ryan', 'Karee', 'Patricia', 'Rachel', 'Regina', 'Gretchen', and 'Wendy', each with their respective email addresses and checkboxes for various lists.

Member Name	Email Address	Monthly Newsletter	Patients	Lithographs	Patients	Life Studies	Overview
Mark	mark@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ryan	ryan@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karee	karee@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patricia	patricia@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rachel	rachel@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Regina	regina@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gretchen	gretchen@central.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy	wendy@central.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alison	alison@central.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Monthly Newsletter: By default, the NYK Central system gives you this as your default list. This is the list of recipients that receive the NYK Real-News Email Newsletter sent by NYK with your clinic header. Under most circumstances, you will want everyone you collect email addresses from to be in this list and receive the newsletter. In essence, this is your general mailing list.

Patients: Obviously, you will want to include your patients into your Monthly Newsletter list. But in addition to this, you will want to have a specific list of just patients. This is useful for announcing office closings, hour changes, and office news that might not be suitable for those who are not patients in your office.

Events: You may want to consider a list for people whose emails you received at a specific event. This would allow you to follow up with these people with specific mailings about that event and offer follow up materials. Screenings, health talks, and other appearances where emails were

collected would make up the people on this list. You would probably also want these people to be included into your general Monthly Newsletter list. Eventually, you can keep these people in your Monthly Newsletter list, while removing them from this Events list so that new names can be added as needed.

Other Lists: You may want to consider lists for seniors, churches, schools, general media editors and large employers in your area. Any group that you feel would warrant a specific mailing should have a unique list. The possibilities for lists are endless. But remember, that a list is only effective if you create mailings to send to these recipients. As with the other lists, these people should be on your general Monthly Newsletter list.

Test List: It is recommended that you have a Test List that contains only your email addresses, your staff and possibly some family members. This list is very helpful if you intend on creating and sending out your own mailings. Inevitably, if you create a mailing, there will at some time be a formatting, grammatical, or image problem. It is a very prudent practice to send all self-created emailings to this test list first. Then, after reviewing the emails and if there are no errors, send the bulk emailing to any of the other lists. It is recommended that you have several types of emails, such as Gmail, Yahoo, AOL, and email that goes to an Outlook type account so that you can see what your intended mailing looks like on several types of platforms. It is also a good idea to check these emails on a different computer than the one you composed the mailing on. It is also a good practice to include these email addresses into all of your other lists so that you can receive copies of your mailings whenever you send out a bulk email.

Obtaining email addresses: Getting email addresses are easier than you think. But it can be labor intensive. NYK does not allow the importation of purchased email lists. All addresses must be obtained by your office in a legitimate fashion. That being said, there are email addresses available that you may not be aware of, that you can legitimately add to your list. Here are just a few areas of available addresses for your lists.

Patients: Obviously, these are the prime people that you want on your email newsletter list. Part of the intake information you get from a new patient should include their email address. Patients should also be added to a separate sub-list for patients only, so that they can be sent emails that are not intended to go to everyone.

Schools: If you communicate with local schools, you will notice that all teachers and staff have their school email addresses on the school website. You may want to create a separate initial mailing introducing yourself and offering your email newsletter as an educational aid.

Churches: In much the same manner as schools, approaching churches is a good idea. Again, most churches have a staff and pastoral directory with email addresses, on their websites.

Local Clubs and Organizations: If you, your staff or your patients are members of an organization or club, you should be able to add those members to your email list.

Local Businesses: Chances are you do a large amount of business in the area of your office. Every business and restaurant has business cards with email addresses on them. Make it a habit to take a card from everywhere you stop and add those people to your email list.

Your Staff: You should expect your staff to be a part of spreading the chiropractic message. This includes having them add their friends to your mailing lists. If they believe these people should be under care, then they will have no problem giving you their email addresses to add to your list. Your staff can also collect business cards from local merchants and businesses that they frequent and add those addresses to your mailing lists.


Social media: If you participate in social media websites, you probably have local people on your “Friends” lists that have their email addresses in their profiles. These emails should be part of your mailing lists.

Friends of Patients: Patients want to help you spread the chiropractic message. They will want to help you by adding people they know to your newsletter list. You want to do this is a soft and professional way, so as not to offend your patient. Patients will want to be assured that you will not share those email addresses or bombard them with junk emails. You may want to point out that people can easily opt-out of the mailing list at any time. You will find that most patients have a friend or relative they want to have come see you anyway. Ask these patients if they would mind adding their friend to your newsletter list so they could get information that could help them. You may want to ask for the email address at the conclusion of your doctor’s report when the new patients are most excited. You can even have a campaign, or contest among your patients for who helps the most at getting the word out by getting your email addresses.

Announcements in your NYK

Newsletter: The NYK Newsletter allows you to add text and pictures into the newsletter just below the date. The document identifier in NYK Central is “NewsletterGreeting”. You can fill this document in with whatever you want and the contents of this page will automatically be placed into your NYK Newsletter.

This is a valuable area to add a message that will appear near the top of your newsletter. You do not want to make this



December 2011

From Our Family to Yours,
Have a Blessed and Healthy
Merry Christmas

And have a Happy and Health New Year!

We will be here for you in 2012 to serve you, and your family's health needs. We are grateful for the trust and support you have shown us in 2011, and for all the referrals that you have sent to our office. Keep up the good work in 2012 and help us change people's lives through the gift of chiropractic. God Bless.

- [Improvement in Autistic Behaviors Following Chiropractic Care: A Case Series](#)
- [Taking Just a Little Too Much Tylenol Each Time Can Be Deadly](#)
- [Is it Time Your Baby Saw a Chiropractor?](#)
- [Reversed Neck Curve and Lower Back Pain Corrected with Chiropractic - A Case Study](#)
- [Smartphone Addicts Have Now Started Feeling the Pain](#)
- [Doctors Put Foster Children at Risk With Mind-Altering Drugs](#)

Improvement in Autistic Behaviors Following Chiropractic Care: A Case Series

area too lengthy as it could have an adverse affect on people reading the newsletter. It is important to remember to change this message at the beginning of the each month. If you forget to change the message, the previous month's message will remain and be sent out again with the next mailing. It is a good practice to change the Newsletter Greeting message in the first week of each new month.

This is a good place to put any office announcements, event announcements, office hour changes, closed days, other announcements and office promotions. Since this is inserted into your general newsletter which goes to your entire newsletter email list, you may not want to put messages in this area that are only intended for patients. Messages intended only for patients can easily be handled in a separate emailing.

Generating Interest in your NYK Email Newsletter: It is important to generate patient interest in your email newsletter to maximize its effectiveness. The best way to do so is to make references to articles in the newsletter either by handing out an article of the week, or by direct reference to a subject covered in the newsletter. Your staff could say something like, "Did you know that chiropractic can help people with migraines? Please read this article from our newsletter." These simple interactions will generate interest and help stimulate visits to your website, and ultimately generate referrals.

In addition to handing out articles, posting articles on a bulletin board, or on walls, or putting several copies on your front desk will generate interest from patients. If you get permission, you may be able to deliver printed copies of your newsletter to churches, businesses, schools, health food stores, or anywhere that people might pick them up.

If you have a friendly relationship with churches or groups or businesses, you may be able to get them to link the printable online version of your newsletter onto their site. This not only gains you exposure, but helps in search engine ranking as well. The link for the printable version of your newsletter should look like this: <http://www.yourdomainname.com/t2/printableNL.html>.

Additional Emailings & Announcements: With the NYK bulk mailing system included with the Real-News Email newsletter service, you have the ability to send additional bulk mailings to

**Santa Is Coming
FREE Pictures
Dec 23**

**Santa Is Coming to
Braile Chiropractic !!!**

**Thursday, December
23rd, Santa will be at
our clinic with toys for
the kids and
FREE pictures !!!**

**All are welcome! Bring
your own camera, or
we will be happy to
take a picture and
email it to you.
Santa will be available
during our normal
office hours,
10-1 and 3:30-6:30.**

Braile Chiropractic
www.georgiachiropractic.com
770-693-0914
1150 Whitlock Avenue, Marietta, GA 30064
(across from Marietta High School)

your contact lists whenever you want. This ability gives you a very important tool for additional communication and education with the people on your email lists. Although the type and frequency of additional emails are limitless, there are several emailings you may want to consider.

Special Office Events and Promotions: Most offices have events and in-office promotions or parties. These events should be preceded by a bulk email that announces these dates to your general mailing list. Things such as holiday parties, patient appreciation days, special theme days and any other events in your office should be promoted with a bulk mailing. Additionally, if pictures were taken, you may want to put these pictures on your website and then send out an email with a link to the page with those images.

Speaking Engagements: If you schedule a speaking engagement, you should send out a mailing announcing it. Even if it may not be an event that most people can attend, the news of the doctor speaking at a group can generate interest from other groups and could land you another speaking engagement. Knowing that you are speaking at various events will add to the interest of having you speak at additional events. And again, after the event, an email with a link to pictures to talk about how successful the event was would be a good idea.

Press Releases to General Media: If you keep a list of the local media outlets, you should use this list to send regular press releases about everything of news worthiness concerning the doctor and the office. Awards, speaking engagements, seminars attended, educational programs, office changes or upgrades, equipment purchases, and even success stories could generate a free news story from a local media outlet. When sending out press releases, you should follow general press release formats so that you get a higher response rate from news outlets in your area.

Doctor Attending Seminars: It may seem like a routine event to us in chiropractic, but patients and the public do not know that we attend regular seminars to further our education. An email about the doctor attending a seminar on subluxations, or adjusting, or some other title will generate interest if the release was written properly. When writing these emails, they should be written from the perspective that furthering the doctor's education enhances the doctor's knowledge, therefore providing additional benefits for the patients.



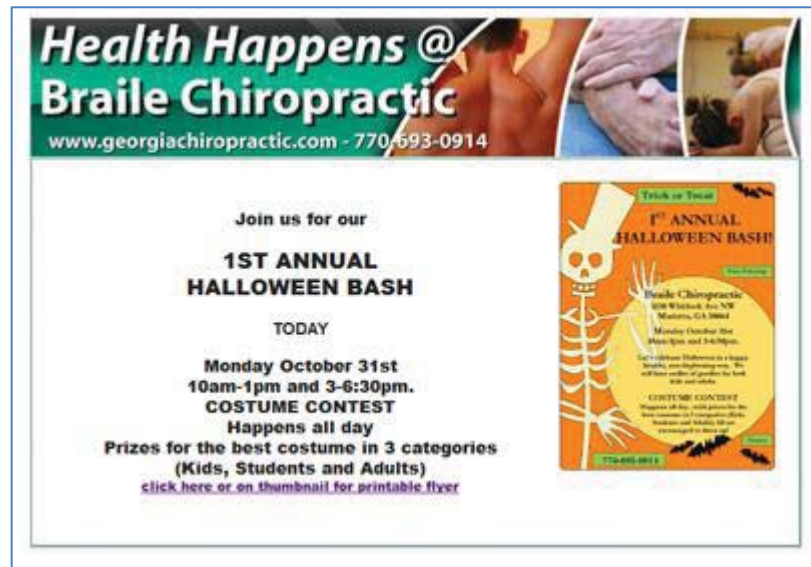
Holiday Greetings and Best Wishes: Your office should not miss the opportunity to send holiday wishes and greetings to the people on your email lists. In addition to the obvious holidays such as Christmas and New Year's, you should not neglect the opportunity to send greetings for days such as Valentine's Day, St. Patrick's Day, Independence Day, Chiropractic's Founder's Day, Subluxation Awareness Month, Back to School, Memorial Day, Veteran's Day, Easter and other religious holidays, Father's Day, Mother's Day and even local fairs and events. NYK includes several of these holidays with website themes that you can change your website ~~into~~ to coordinate with your mailings. Additionally, NYK's EChiropractic Ecard service includes many Ecards with graphics for these holidays that can be used for bulk mailing.

Patient Testimonials: Since referrals are the largest base of new patients, testimonials are a form of non-direct referral stimulus. If allowed by your governing authority, using testimonials can be very effective. Including written testimonials in emails to your lists is a valuable educational tool and referral generator. All testimonials sent by email should also be included on your website. A link to these testimonials should also be included in the email so that people could follow that link to other testimonials from patients with other health problems that have been helped by chiropractic.

Responses to Health News in General Media:

Those of us in chiropractic routinely see stories and articles in the media about health issues that we know can be helped by chiropractic care. It is often frustrating to see a local news story about a person suffering from a debilitating illness, who is having a fund raiser for an expensive medical

procedure, when chiropractic could possibly help that person for far less money. Sending out bulk emails give you the opportunity to respond to news events from a chiropractic perspective. These commentaries can reinforce your message to current patients and give food for thought to perspective new patients. When sending out emails that are mainly commentary, the contents of these emails should be included on a blog on your website. NYK websites include built-in blogs.



Creating Your Own Email Newsletters: In addition to the Real-News Email newsletter that your patients receive from Now You Know, you can create your own email newsletter and send it to any of the lists of contacts you maintain in your NYK Central account. Sending out your own newsletter, in addition to the NYK Newsletter, adds a personal focus to your emailings and

generates specific interest in your office. The number of different newsletters you can create is limitless, and only dependent on your desire to create content and the specific groups you want to contact. You may want to create separate newsletters for groups such as seniors, families, employees of a major employer in your area, churches, or any large groups whose members you have collected emails and created a specific list for.

When creating an additional email newsletter that you intend to email out on a regular basis, it is best to create a document in NYK Central, and use that document as a template for all future mailings for that particular email newsletter.

If you purchase an additional newsletter, or use content from an online source for your additional emailing, always remember to obey any copyright restrictions. Do not mass mail out stories, articles or newsletters unless you are fully aware that you have the legal right to do so.

Tracking Your Bulk Emailings: The NYK Mailing system allows you to track the amount of emails you have sent, as well as the rate of people that have opened your emails. This information is useful when planning mailings or judging how effective your in-office newsletter promotions are. There are several statistics involved in that can be seen under the “View Your Mailing History” section in NYK Central.

Date	Type	Subject	Status	Recipients (Sent,Total)	Opened Rate
Note: Only 6 months of "Recipients" statistics are kept in the system.					
2011-12-20 12:41:50	Newsletter	Braille Chiropractic Christmas Party 12/22/11	Completed	183,183	21.9%

Subject: When you view your mailing history, you will see a list of previous emailings that you have done. Included in that is an email with the subject “{NYK_NEWSLETTER_SUBJECT_LINE}”. This is your NYK Real-News email newsletter that was sent out by NYK to your general newsletter list. The other information you will see includes the “Type” which will either be listed as “Echiropractic” for an emailing generated from that service, or “Newsletter” for an emailing generated from either the NYK newsletter, or a bulk emailing you have sent yourself using a document you created in NYK Central. The “Subject” is also a hyperlink that opens additional information on this mailing. (see below)

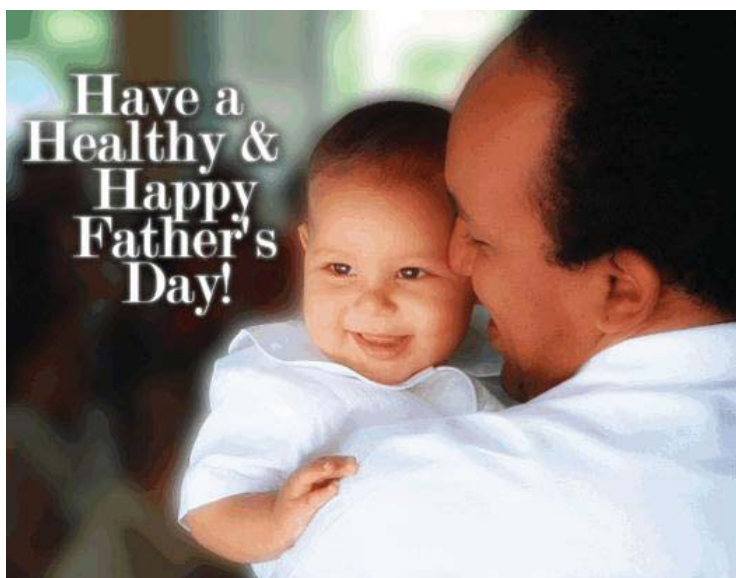
Recipients (Sent,Total): The column for “Recipients (Sent,Total)” shows you the total number of people the newsletter was generated for and the actual number that were sent the newsletter. The difference between these two numbers shows you the amount of undeliverable emails. These could be from email addresses that were not valid, or addresses that blocked your email.

Opened Rate: The open rate column shows you the percentage of people that opened the email and downloaded the pictures in your emails. This number is affected by several different factors.

First, emails are only counted as “opened” when the images contained within the emails are downloaded and can be viewed. Most email programs today only download images in emails if you manually allow the image to be downloaded, or if that email is on a list of trusted emails that allows automatic image downloading by the recipient.

With this in mind, a general percentage of emails opened in a bulk emailing depends upon the target list you are attempting to send to. The more specific the list of recipients, the higher the open rate will be. On a national level, rates of 15% to 20% are normal, with rates over 25% being very good. With a targeted mailing, such as messages sent only to patients, you can expect a rate of 30% to 50% as a good number. Keep in mind that more people may be opening your email but not downloading the images. This prevents them from being counted and lowers your “opened” rate shown in that column.

Viewing emailing by recipient: When you click on the subject of any of the list of mailings you will open a page with a list of each recipient who was sent your emails. This page shows you who opened the emails and how many times they opened it. This information is helpful to see if you are adding value to your emails by promoting them in your office. The more you and your staff mention the newsletters and the articles contained in it, the higher the open rate will be. Again, keep in mind that some people will be reading the emails without having downloaded the images, and they will not be counted in the open rate.



If you notice that a patient does not seem to be opening emails from the office you may want to ask them if they get your emails and verify their address. Additionally, if their SPAM filters are set specifically high your email may be placed into the recipients junk email folder. Therefore, it is a good idea to initially remind patients that they will be emails from you and to make your emails as friends, or not junk.

Echiropractic Ecards

Echiropractic is a service that is included in the NYK Premium packages. This service is like having health pamphlets, office letters, and chiropractic greeting cards online. The Echiropractic messages in this service can be sent to patients or anyone with an email address, either

individually, or in bulk to a list of email addresses. When integrated into a regular office routine, these can be very effective for chiropractic education, holiday and general greetings, and for specific office communications.

Setting up an office routine for usage: This service is best utilized when specific staff members are given specific tasks related to the usage of Echiopractic. After reviewing the marketing and utilization procedures in this manual, you may want to copy certain parts related to the Echiopractic service and portion them out to specific employees who will be responsible for those items. How you choose to best utilize your staff in this manner will depend on which employees have access to patient information. Since NYK Central can be accessed from any computer that is online, Echiopractic can be sent from any location with Internet access.

New Patient Echiopractic Messages:

When a new patient enters your office a series of events should occur related to using Echiopractic. Assuming that you get an email address from a patient on the initial visit, there are several things a staff person(s) should then do:



New Patient Welcome Ecard: In the Echiopractic system, there are several “Welcome” new patient messages that can be sent. It is most effective and impressive if this Echiopractic message is sent before the patient even leaves your office on the first visit. Imagine the delight a new patient feels when they get a Welcome email from you when they get home and check their emails. With most Echiopractic messages, an additional message can be added to the ecards to make them more personal.

New Patient Series: After the new patient visit, your staff should set up a series of automatic emails to be sent to the new patient as a series of educational ecards. The series can be as many ecards as you wish, but between 5 and 10 should be adequate. The particular ecards selected for this series will depend on the doctor’s desired message and the patients’ health situation. The NYK Central system allows for these messages to be sent out at whatever interval you desire. Typically, after the initial Welcome ecard, different selected ecards are sent out weekly for a specified period of time. With this method, the new patient receives a new educational message weekly for the first 5 to 10 weeks of care. The NYK Echiopractic system allows you to select the appropriate cards and select when they are to be sent.

Referral Thank You: At probably the same time as the new patient is sent their welcome email, a “Thank you for the referral” email should be sent to the person who referred that new patient.

This lets the person who made the referral know that you appreciate what they did. A personal message should also be added to this message and you may want to mention the name of person they referred if this is not prohibited by law.

Birthdays: Some time after the initial visit, the patient's birthday should be entered into the system and an ecard birthday message selected to be sent to the patient. The Echiopractic system allows you to set up a yearly mailing for the patient's birthday. Each year, without any additional time from you or your staff, an Echiopractic Birthday greeting is sent to that patient on the date you have listed as their birthday. These ecards will continue to be sent out until you or a staff member stops the series.

Missed Appointments: If your office program does not have a missed appointment reminder email, the NYK Echiopractic does. This allows your staff to select and send out one of several well designed ecards with a "we miss you" type message. There are even appropriate message for people who chronically miss their appointments.

Re-activations: Periodically, your office staff should review non-current charts and select those you best feel should receive a "We Miss You" type ecard. Depending on the patient situation, you may want to create a mini-series of emailings for these patients. It is always a good practice before sending out emails to patients you have not seen in some time, to check the mailing history for their email address. They may have removed themselves from your list (opt out) and would therefore not receive emails from you anyway. This prevents your staff from wasting time creating emails and sending them to people who will not get them anyway.

Ongoing Emailings to Patients: The type and number of emails that can be sent to individual patients are limited by your staff's time. However, if desired, you can create and send out additional series, and individual emails to anyone you have an address for, even if they are not in your NYK contact email list.

One of the easier ways to continue to reach out to your patient base on a regular basis is through bulk mailing. As discussed in the Email Newsletter section of this manual, you can create documents to be sent via the email system to your entire patient list. Additionally, the NYK Echiopractic system allows you to send any Echiopractic ecard out in bulk to any list you have created in your NYK Central. This allows you to select a card from the extensive collection, add a



custom message, and email it out to either your entire list of email addresses, or to any sub-list you have created.

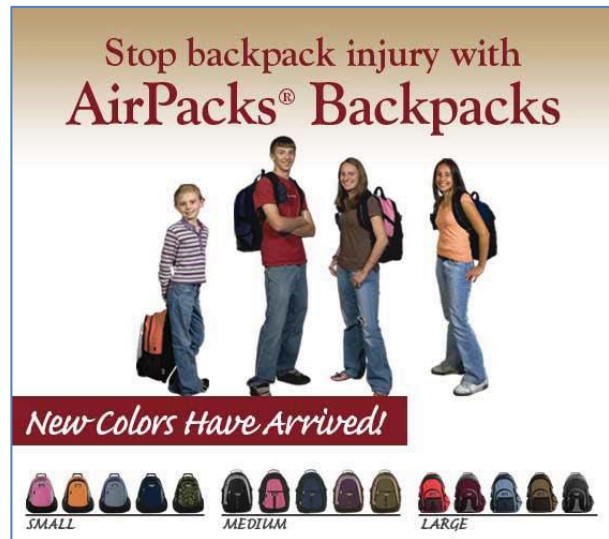
Holiday Emailings: Holidays are a good excuse for sending out Echiopractic cards. You can select from over a dozen holidays and over 36 cards that can be sent out in bulk for various holidays. As always, a personal message can be added to most of these ecards before they are emailed.

Office and Patient Situations: Chances are for every office or patient circumstance; there is an Echiopractic card that is right for the situation. The list includes the following; “Infants Need Chiropractic Care, Myth and Truth About Chiropractic, Healing Takes Time, What is an Adjustment?, I Feel Better - Do I Still Need to come in?, and many more.”

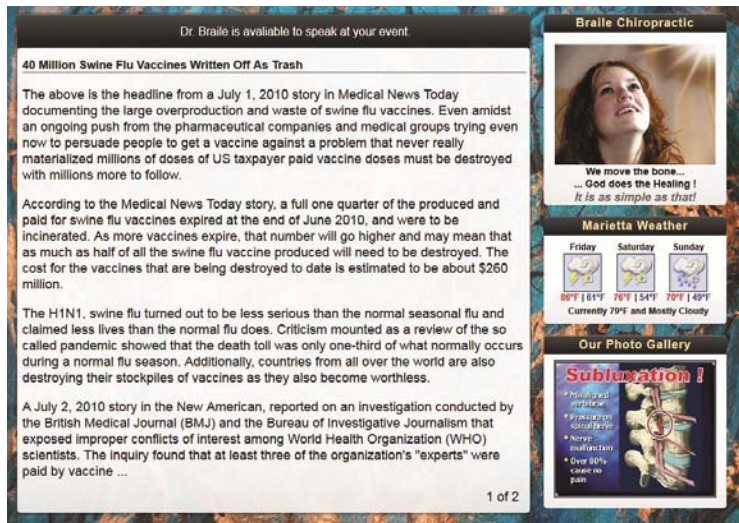
Office Anniversaries: In addition to the patient’s birthday, you should send them a “Happy Anniversary” email on the anniversary of their first visit in your office. This adds special importance to this date and makes them know that you are thinking of them on this anniversary. This email can be set up to be emailed automatically annually on the date you specify.

Creation of your own Ecard Events: In the list of categories of ecards for Echiopractic, is the category called “My Documents”. This category shows any documents you create in NYK central. This allows you to create your own ecard and use the Echiopractic system to send it out either individually, or in bulk to a list of contacts. If there are special occasions, announcements, events, or just health messages you wish to send out, you can do it in Echiopractic.

Chiropractic Depot Products: If you have the NYK Premium Plus package, you have Chiropractic Depot included in your services. In this case, there is a category of ecards called “Chiropractic Depot”. This section includes a number of advertisements for products that are included in Chiropractic depot. You can select to send these to individuals, or to a list of contacts to help promote that product. You can create your own advertisement for any Chiropractic Depot product and bulk email that out to your email lists.



Chiropractic News Service – CNS: The CNS is an in-office educational system that can be purchased separately, or is included automatically with a NYK website. This service is the most affordable way to bring a large volume of credible educational material into your office.



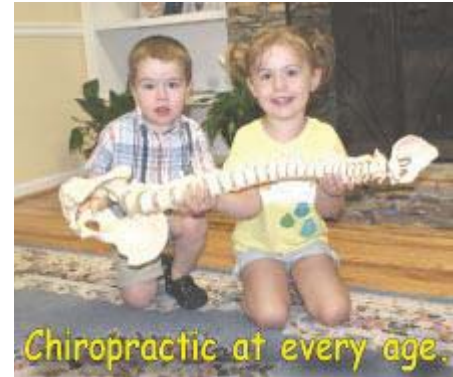
Overview and best usage in your office: As with any service, the more effort you put into it, the more the return will be. However, with the CNS, a minimal amount of effort on the part of you or your staff is all that is needed to get a large return from this service. The CNS is a service that plays on a flat screen TV in your office. The CNS screen is made up of several sections. Some of these sections you have full control over, some you do not. The TV screen must be hooked up to a computer with Internet access. Some doctors are successfully using older computers that can support more recent versions of browsers such as Firefox or Internet Explorer. The CNS is launched from your NYK Central account, but can be bookmarked for future easy access.

Flat screen requirements: A standard 16 x 9 dimensioned flat screen is required. This is the standard ratio of almost all HDTV flat screens sold today. The connection to the computer can be via VGA, or video in if supported by your computer. A sound line connection should also be included, but is not necessary for the playing of the CNS video. (Future updates will require an audio connection.) The best connection between the computer and the TV would be an HDMI cable. This type of connection offers the best video while including sound. Most new laptops, and almost all flat screen HDTVs today include an HDMI connection capabilities.



When it comes to a flat screen TV, size does matter. Regardless of the size of the room, a screen size of no less than 42 inches is recommended. In a larger room, a larger screen could be utilized. Since this TV will be hooked up to a computer, you may want to also consider using this TV for group new patient orientations, or other type classes or lectures. This same computer and TV can be used for a Power Point presentation for educational classes. Purchasing a remote control for playing Power Points would be an inexpensive and useful tool for giving these presentations.

Placement in Your Office: Consideration of where to put the flat screen TV, and the computer that connects to it, depends on both your office layout, and your intended usage of the Flat screen. If you intend on using the Flat screen for both the CNS and patient classes, then the TV must be placed in such a way as to be facing the most chairs.



Since the CNS does play articles that may take a minute or more to read, having the TV facing chairs in your waiting room would be the most logical solution. It is often best to hang the TV fairly high on a wall, and have it tilted downward toward where a person's head would be if they were sitting in a chair. You must also be careful not to place the TV in such a way as to have a significant glare from lights or a window that would obscure the screen and prevent people from reading it easily. You may even want to keep this in mind when purchasing a TV and select a non-glare screen model.

Placement of the computer that connects to the TV is a function of cable length and usage. If you intent on using this TV / computer setup for lectures, then you will need easy access to it to play the Power Point. You may need to be in range of a remote control connected to your computer if you are using a remote control to run your presentation.

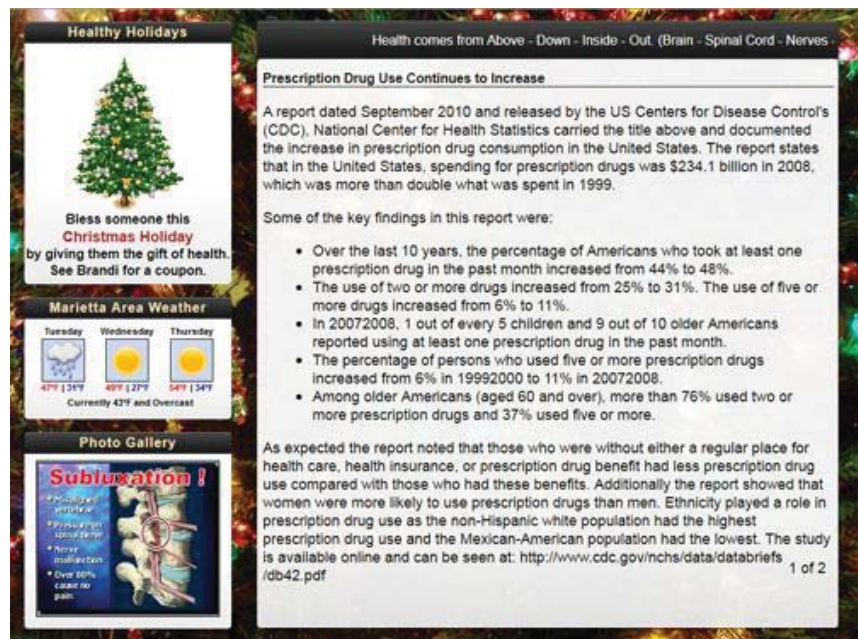


Sound and the CNS: At present, the CNS is a silent service with no sound coming from the program. (This may change in the future.) However, since the TV is connected to an online computer, a second browser can be opened in the background. This hidden browser can then play streaming music from a radio station, Pandora, or any number of online music sources. You may even choose to use the computer to play your own collection of music using iTunes or any other music player. The music can then be played through the TV giving the appearance that the CNS contains music. For the doctors who do not wish to have music playing throughout the entire office, this offers a solution whereby music is only played in one location in the office.

Office Tour and CNS: The more important you make the service to your practice members, the more educational value it will gain in their eyes. An office tour is a good way to show new patients the CNS and explain to them what is on the screen, as well of how valuable a resource this is for them. A brief explanation of the CNS to a new patient will only take seconds, but it will leave them with a lasting impression.



Parts of the CNS Screen: The CNS screen has five areas that display different types of information. Three of those areas you have control over to create your own content. There is also a background graphic or color which you can change as you wish. You can even upload your own images and backgrounds and use these as background pictures for the CNS screen. Additionally, the orientation of the screen can be changed to reverse the main article section from the right side of the screen to the left. It is advisable to change the orientation and background at least monthly to draw attention to the changes and increase the likelihood people will read the CNS. If your CNS never seems to change, people will begin to ignore it. Since you can upload your own backgrounds, you may want to use holiday backgrounds when appropriate to add to a holiday theme in your office.

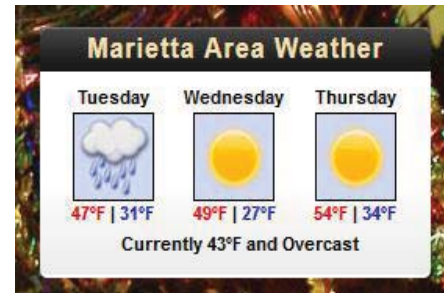


Main Article Section: The main article section of the CNS is the largest part of the screen. At present, you do not have control over this area. Articles are played at random from the large database of NYK Real-News articles that have appeared in our newsletters over the last few years. All articles show a title and remain on screen for long enough for a slow reader to read them. Many articles require two screens to finish the article as the text is kept large enough for reading from a fair distance.

These articles are also available on your NYK website. When a patient asks for more information on a certain article they read on the screen, you can direct them to your website. Performing a simple article search should retrieve for them the article they were asking about.

Scrolling Header: There is a scrolling header above the Main Article section. This scrolling header is under your control and can be changed as you see fit. The CNS service includes some generic positive messages for this area. It is recommended that you change these to post messages about events and announcements specific for your office. You can add or delete messages as you need. There is a length limit for these messages to assure that the entire messages will fit on the screen as they scroll out. This area is only text and no images can be added. Although you can add as many messages as you want, it may be best not to have too many or too few messages in this area.

Weather: The weather section of the CNS screen is not under your control. This area shows a three day summary of the weather and a description of the current weather conditions. The weather report is live and is based on the zip code of your account. You do have control over the title bar in this area, so you can name this area as you desire.

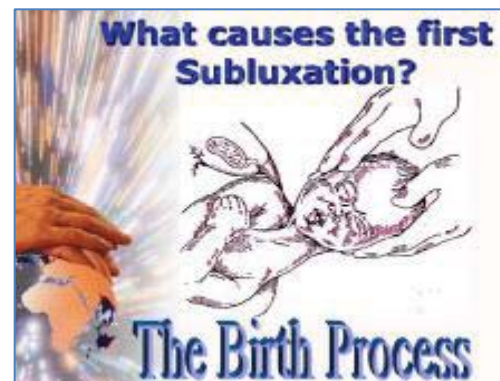


Welcome screen: The Welcome screen area is a document in NYK Central that is under your control. Initially this document contains your basic information such as name and address. Since people reading it are already in your office, you should change this information to be more of a message center for your office. The information on your welcome screen can be changed as often as you want. A best practice would be to change the welcome screen monthly or seasonally.

The functional area of the Welcome screen is 250 pixels wide by 292 pixels tall. When adding pictures or text, it is important to keep within that size proportion as to get your message into that space.

Picture gallery: The CNS picture gallery comes with a variety of images already included. You should upload additional photos to your gallery to add a personal touch. You can delete the stock images that are already in the CNS photo gallery.

When uploading pictures, all images will be resized to fit in the gallery. The functional size of all images will be 220 pixels wide by 187 pixels tall. Images can be smaller or larger when uploaded and will be resized. However, it is important to try to keep the relative dimensions of the photo as close to 220 x 187 as possible to prevent distortion when the photo is automatically resized. For example, a photo that is long but short, or narrow and tall, will



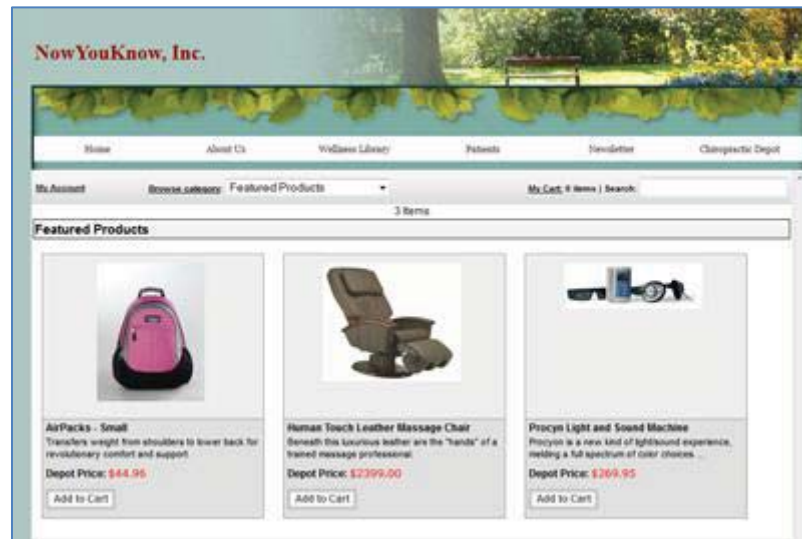
resize to 220 x 187 and will look stretched. You may want to prepare photos in a photo editing programs to be closer to the 220 x 187 dimensions to assure proper appearance.

Tip: A Power Point at 10 inches wide by 8.5 inches tall is the same relative dimensions as a picture 220 pixels by 187 pixels. You can therefore create a Power Point slide at that size and save it as a jpg image. This can be uploaded into your gallery and become a part of your CNS picture gallery. This allows you to use pictures with captions or headlines as the images in your photo gallery.

Other uses / testimonials: Using Power Point or any other photo or presentation program gives you the ability to create headline style testimonials. By creating a Power Point slide, (or any photo editing program) with a patient's picture, then placing headlines on that picture, and saving it in an image format, you can create a headline testimonial. Since the image itself will not be large when it plays on the CNS, it is best to stick to a picture and a headline only, like, "Headaches Gone" so the text can be easily read when overlaying the picture. You could conceivably turn the entire picture gallery into a "Testimonial Gallery" that plays continuously on your CNS.

Chiropractic Depot

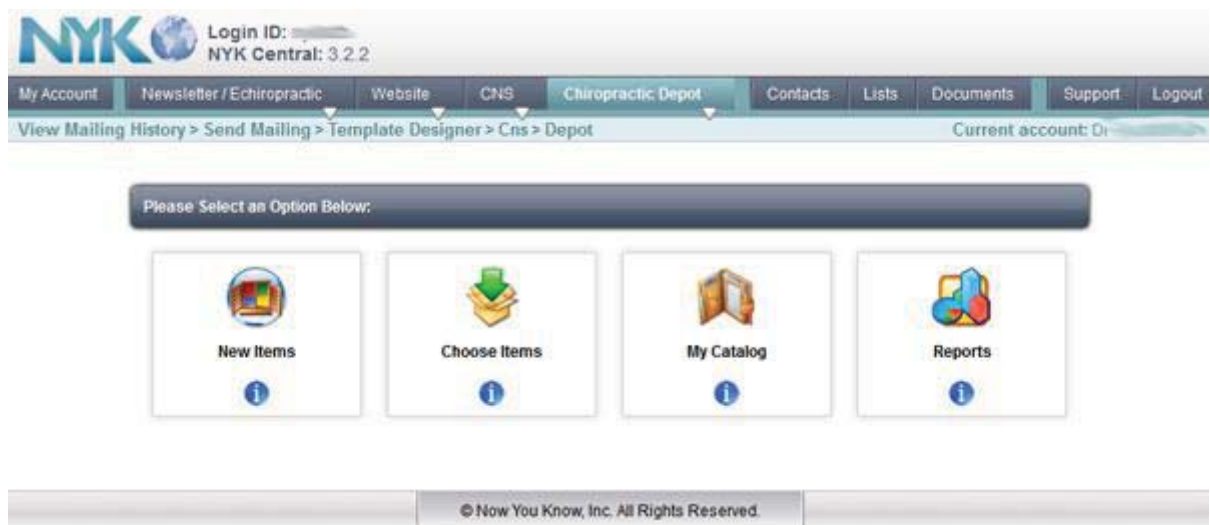
Overview and potential



The Chiropractic Depot is a service unique to NYK websites and available in our Premium Plus package. This service allows visitors to your website to enter your online store and make purchases of health, wellness and fitness related products. These online purchase orders are then sent directly to the vendor who fulfills the order and ships the product to the purchaser. In the process, the doctor receives a commission on all sales which is directly deposited into their chosen account.

This service allows doctors to sell items they would not want to carry as inventory in their office. Things such as beds, pillows and exercise products are included. Anyone visiting the website can make a purchase. It is not possible to know before a purchase if the person visiting the site is a patient or just someone visiting who decides to buy a product. Therefore, please check with your governing authority as some regulatory bodies do not allow for commissions on sales of products to patients. The NYK Chiropractic Depot service allows for a greeting message to be inserted into the opening page of the Chiropractic Depot that can be used for disclaimers or other messages that may be legally required in your jurisdiction.

As with any other service, the potential for this service in terms of passive income is dependent on the amount of exposure that is given to this service in your practice and community. Simply having the service on your website does not guarantee sales of the products. Some form of promotion is needed in order to obtain significant levels of participation. Minimal effort may be all that is required to cover the small expense of this service. However, if you are seeking a larger usage of this store, you will need to promote the presence of your Chiropractic Depot beyond just your website.



Selecting Products

When you initiate the Chiropractic Depot service, you should spend some time to go through the product selection process. By default, all products in all categories are selected for sale. When new products are added they are also selected for sale. It is therefore prudent to initially deselect the products or categories of products that you do not want to sell, and periodically check for new products that you may also not want in your storefront.

When selecting products, you have three choices. Select "All", select "None" or select "Some". Making the choice to select "Some" will allow you to go through the list of products individually and remove those items that may not be aligned with your practice.

Featuring Products from your Chiropractic Depot


There may be products that you may feel are beneficial to your patients. You may want to call attention to these items if you may feel strongly about them and want your patients to use them. Items such as mattresses are obviously too large to have as inventory in a chiropractic office. However, most doctors will tell you that they have been asked which mattress they would recommend. Chiropractic Depot has a chiropractic designed and tested mattress series that patients can order online. People will not know what products are available in your Depot storefront unless you call attention to these products in some way. To maximize the usage of your storefront, you may want to consider informing people of the products in your Depot. This can be done easily with the NYK system in several ways.

Chiropractic Depot Email Newsletter Announcements

The Chiropractic Depot service is part of a NYK premium package which includes the NYK Real-News Email Newsletter service. The newsletter service allows you to add comments or pictures into the upper portion of the email newsletter. If you desire, you can add information on a product in your Depot that you want people to review. Providing a link to the storefront in the email is also a good idea. You can even provide them with the name of the item so that they can find it easily by performing a search in your Depot. Using this method, every person who reads your newsletter sees the information on the product you want them to review.

Creating bulk mailings for products

The NYK Real-News Email Newsletter service is also a bulk mailing program that allows you to create documents and send them out to any list you have in your NYK Central. Using this method allows you to select products; create a page with the information on that products, and then bulk mail that message out to your selected list. You may want to select products that will appeal to a select group of people that you have created a sub-list for.



Core Basic Water Pillow
Experience the supple, luxurious qualities of water in a better design

- Trapezoid-shaped center keeps the head cradled in comfort, while ensuring proper support for the neck.
- Built-in lobe provides additional neck support.
- Removable water chamber for mess-free filling.

{InsertCustomMessageHere}
{InsertOfficeNameHere}
{InsertPhoneNumberHere}

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Creating targeted Echiopractic emails for products

Echiopractic has a specific section of ecards for certain products in the Depot. You can send them out in bulk, or individually as you need. You can also create a document as mentioned above, and then target that product to a specific individual. This could be done in response to a questions such as, “Doc, what kind of mattress do you recommend?”

Featuring products on Website and CNS

Since you have the ability to create pages for your website, you can also create a page for “Featured Chiropractic Depot Items” if you wish. This can then appear on your website for visitors to see. The Welcome screen on the CNS is also under your control and could also be used to feature an item from your Chiropractic Depot.

Conclusion

As with anything else in life, you only get out what you put in. This is true for your practice as much as it is for Internet marketing. Years ago, doctors believed that having the largest ad in the phone book was the key to success. Time showed this to be a fallacy, for today, phone book advertising is not cost effective for most offices.

The same can be said for Internet marketing. Spending a lot of resources on this aspect of marketing to the exclusion of other areas is not productive. Any marketing approach must be balanced in terms of financial and time resources. There is no magic bullet that will bring patients streaming into your office from some Internet gimmick.



The strategies in this book are in use today in some of the most successful offices in our profession. Although this book did not get into the technical aspects of how to perform many of the functions mentioned here, there is online help, videos, and people you can talk to at NYK who can teach you the simple steps of doing what we have discussed in this book. If you implement the strategies listed in this book, and learn the “how-to” of implementing these strategies, you will see results.

Thank You,

Bob Braile D.C.

Dr. Bob Braile