

21

# Marketing Tips for Complementary Therapists



International Institute for  
Complementary Therapists<sup>TM</sup>

As a complementary therapist, it can be challenging to effectively market your practice and stand out in a crowded and competitive marketplace.

To help you promote your holistic therapy business and attract new clients, here are **21 marketing tips:**

1

## **Develop a brand message that reflects the essence and purpose of your business**

This message should be engaging and compelling, highlighting the unique value and benefits of your practice. What makes you different? Read more about the benefits of establishing your unique selling proposition (USP) [here](#).



2

## **Create a comprehensive marketing plan**

Having a plan in place will help you achieve goals. The plan should be based on a thorough understanding of your target audience, the competitive landscape, and industry trends. It should be regularly reviewed and updated to ensure its effectiveness.

3

## Know the Lifetime Value of your clients

The Lifetime Value of Clients is an important metric to track and measure. It is the total amount of money that a customer or client will spend with you over the course of your relationship with them. It is important to measure this metric because it helps to determine the value of customers and the potential for long-term relationships. It will allow you to focus marketing efforts on customers who are likely to spend more, thus increasing profitability and overall customer satisfaction.

4

## Develop a strong online presence by creating a professional and user-friendly website

Design a website that is easy to navigate, mobile-friendly, and aesthetically pleasing, and that showcases your services in a compelling way. By creating a strong online presence, you can establish yourself as a credible and trustworthy business.

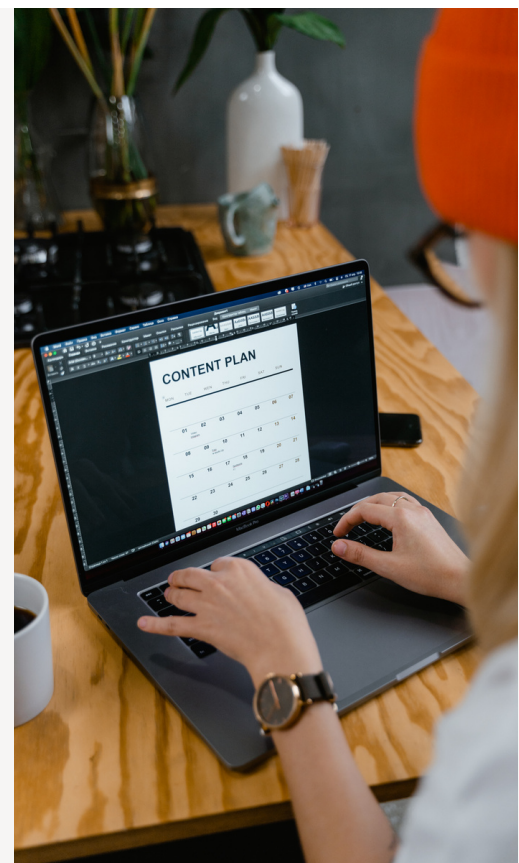


**Pro Tip:** Use online scheduling and appointment booking tools to make it easy for clients to schedule and manage appointments with you.

5

## Use your expertise to produce high-quality, engaging content

Use your knowledge and expertise to provide information that educates others about your complementary therapy practice and its benefits. Understand your audience and create content that is relevant to them and their situation. Providing education resources can be a powerful marketing strategy for complementary therapists, and can be done through a variety of mediums including blog posts, videos and infographics. By sharing knowledge and expertise, you can help potential customers understand the benefits and effectiveness of holistic therapies and empower them to make informed decisions about their mind, body and soul health. This can help to build trust and credibility for your brand and establish you as a trusted source of information.



6

## Regularly communicate with your audience

By building a strong email list and sending relevant and engaging content, you can develop and maintain relationships with your potential and existing clients. Automations can be a useful time-saver.



**Pro tip:** Keep your email lists clean - this means regularly eliminating email addresses that are no longer active or are disengaged with your emails. Read more about email marketing for complementary therapists [here](#).

7

## Offer special promotions or discounts

This can include discounts on initial consultations, special packages/bundles, and limited-time offers that encourage customers to take action. By offering promotions and discounts, you can attract new clients and encourage repeat business from existing clients.

8

## Collect and analyse data to track the success of your marketing efforts

Analytics tools can track website traffic, social media engagement, and email open rates. You could also conduct surveys to gather feedback from your audience. By regularly analysing data and using it to inform your marketing decisions, you can improve the effectiveness of your marketing efforts and achieve better results.

9

## Participate in industry events and conferences as a speaker or exhibitor

Use these events to connect with potential clients, build relationships with other industry professionals, and establish yourself as a thought leader in the wellness field. Other professionals may be inclined to send their clients to you if they feel you offer a complementary service.



**Pro tip:** Host your own educational workshops or seminars to showcase your expertise.

10

## **Collaborate with other businesses and influencers to reach a wider audience**

Collaborating with other practitioners, healthcare providers, or organisations can be a great way to expand your reach and build relationships. This can be done through co-branded marketing materials, joint events, or sharing each other's content/services. Collaborations and partnerships can help to increase exposure for your business and establish you as a trusted and respected member of the complementary therapy community. It is, however, extremely important to carefully select partners who share your values and have a similar target market.

11

## **Build relationships with media outlets**

Reach out to journalists and editors at relevant publications and offer your expertise and insights. By positioning yourself as a go-to source for information and commentary, you can increase your visibility and credibility, and reach a wider audience through media coverage.

12

## **Connect with your audience and build relationships through social media**

This can involve regularly posting updates, engaging with comments and messages, and sharing relevant and engaging content on social media platforms. By actively using social media, you can connect with your audience, build relationships, and keep them informed and engaged with your business.



13

## **Use social media advertising**

Create ads on social media platforms that are specifically tailored to the interests and demographics of your target audience. Use targeting and retargeting techniques to reach potential clients who are most likely to be interested in your products or services. Through this, you can effectively reach and engage with potential clients in a cost-effective and measurable way.

14

## Make sure you are seen on search results

Utilise search engine marketing (SEM) and optimisation (SEO) to make it easier for potential clients to find you online. SEM is a digital marketing strategy that involves promoting a website or product through search engines, such as Google, and SEO is the use of keywords, meta tags and other techniques to improve your website's ranking. SEM is also known as paid search, because it typically involves buying ads on search engine results pages (SERPs) to increase visibility and drive traffic to a website. SEM is an effective way to reach potential customers who are actively searching for services like yours. By using SEM and SEO strategies, you can increase your online visibility, reach, and drive qualified traffic to your website. Read more about designing an SEO strategy for your business [here](#).

15

## Handle enquiries well

As a complementary therapist, it is essential to handle enquiries well in order to ensure the best possible experience for clients. By responding promptly and professionally, providing clear information about available treatments, and answering any questions, you can help to build trust and rapport with potential clients. Doing this will encourage them to book a treatment, leading to more positive reviews, referrals and ultimately more business. Handle enquiries well and watch your business grow.

Learn how to effectively handle difficult client situations [here](#).



**Pro tip:** Try utilising customer relationship management (CRM) software to manage and track interactions with clients and potential clients.

16

## Offer personalised services catering to the unique needs and preferences of each individual client

This can involve providing customised treatments or plans that are tailored to the specific needs and goals of each client, and using data and feedback to continuously improve and adapt your products or services. By offering personalised services, you can provide a more effective experience for your clients, and build stronger and more long-term relationships with them.

17

## Create a referral program to encourage existing clients to refer friends and family to your business

Offer rewards, such as discounts or free products or services, to clients who refer others to your business. By creating a referral program, you can encourage word-of-mouth marketing and reach new potential clients through existing clients.

18

## Stay up to date with industry trends and developments

Stay informed about the latest trends and developments through industry publications. You should also keep in mind wider societal trends - for example, the increase in remote working situations resulted in a greater number of neck and back problems due to people not having a proper work station. By staying up to date with trends and regularly evaluating and adjusting your marketing strategies, you can ensure that your marketing efforts remain effective and relevant to your clients' needs.

19

## Collect testimonials

Testimonials are a valuable marketing tool for practitioners. By collecting and sharing positive reviews and experiences from satisfied clients, you can build trust and credibility for your brand. Testimonials can help to convince potential customers to try your services and can provide social proof that your treatments are effective. It is important to share testimonials in a way that is authentic and transparent.



## Be part of the community

Building relationships and connections with the local community can be an effective marketing strategy for practitioners. This can be done through volunteering, participating in local events, and supporting community initiatives. By being an active and engaged member of the community, you can increase visibility for your business and build relationships with potential customers. Community involvement can also help to establish you as a trusted and respected member of the community and can create positive associations with your brand. It is important to select causes and initiatives that align with your values and the interests of your target audience.



## Be authentic

Working in the holistic and natural therapy industry, if there's one thing we know, it's that you can't do what you do without being true to yourself and using your authentic voice. So, be sure to use your authentic voice alongside these pragmatic and technical marketing tools. Remember to come back to why you're doing what you're doing. Your authenticity speaks volumes and is part of what sets you and your services apart from the crowd.

Read more about how to authentically market your holistic therapy practice [here](#).

