Tennis Injuries: A Content Marketing Campaign for Physical Therapists

Tennis | Upgrade | Ready-Made-Social-Media | Ready-To-Deliver-Education-Presentations | Pre-Written-Blog-Content | Pre-Written-Nurture-Email | Content-Marketing-Campaigns | Email-Lead-Generation |

Overview

This is an all-in-one content marketing campaign designed to educate prospective patients on the topic of common tennis-related injuries. The social media, in conjunction with pre-built lead collection pages, have been designed to help you collect new email leads while at the same time offering helpful, value-adding advice and resources to your viewers.

The shareable client leaflets and pre-written email are designed to help you nurture and build trust with new as well as existing clients and prospects. The blog post, PowerPoint presentation, posters and promotional material are designed to help you organise and run either an online or face-to-face educational event to help you bring in new customers.

The Tennis Injury Campaign in Numbers

38 unique social media posts you can use to increase engagement on your social networks, build followers AND collect new email leads through your social networks using our inbuilt email lead collection pages and offers of high-value downloads

8 printable/downloadable/shareable client advice leaflets

1 lead collection page where people can sign up to access the high-value lead magnet resources (everything is designed, hosted and taken care of for you)

1 lead magnet delivery page (again hosted and taken care of for you)

1 x A4 customer newsletter (great to print out (or have professionally printed) and circulate to your clients and in your local area)

A pre-written, ready-to-send nurture email to help you build authority, cultivate trust and nurture your relationship with your existing email contacts

A pre-written blog post with images ready for you to publish on your website or blog

A pre-written built-in email autoresponder for people who sign up to your new resources

A PowerPoint presentation you can use to run short educational workshops to increase your profile locally and generate new customers

A poster and postcard you can use to promote your events which can be edited on Canva and ordered for printing (service available internationally)

Step by step implementation instructions

Together it forms an all-in-one marketing strategy to promote awareness of your business, build trust, establish authority and if desired, generate new customers.

Jump straight to the social media set up

Implementation

For help triggering the social media campaign

Click on the Help post link in the Article Web Links box under the Media Contents panel on this page.

The step by step guide to implementing this campaign can be found at this link.

The same principle works for every campaign, although some of the elements of each campaign may vary.

What does this campaign consist of?

All the downloadable content can be found under the Media Contents box either as zip files, PDFs or links

The link to the ready-made one-click Mailchimp template is under the Article Web Links box (below Media Contents)

All the brandable patient leaflets have been added as PDF files in the Media Contents box - to add the branding upgrade if you don't already have it, click one of the PDFs and follow the instructions.

01 Blog Post and Images.zip

One blog post

Images to accompany the blog post

If you don't have your own photos you can use our hosted blog post under the "Other Content" tab in the Campaign Set Up area - you can fully edit this blog post to suit your needs.

There's more info in the implementation guidelines on how to get the most out of these blog posts.

02 Email Text and Images.zip

1. Word document containing the text you can copy and paste into your own email platform along with images. Feel free to edit the text to suit your needs.
2. If you use Mailchimp, there is a pre-written, one-click import template in the Article Web Links box under the Media Contents box. It imports straight into your Mailchimp account, images and everything, ready for you to edit as desired.
3. For new leads who sign up to receive the resources through the lead collection page, there is now an inbuilt email autoresponder which can be found under the Email Autoresponder tab in the Campaign Set Up area - you can edit this email to suit your needs

03 Social Media Instagram Images.zip

We now provide a zip files containing the correct Instagram sized images for you to download.

The other standard size images are now included under the Campaign section in your subscription, utilising the power of the Co-Kinetic sites to post your posts directly to Facebook and Twitter.

04 Educational 'Conversion' Event/Workshop

We have provided a pre-written PowerPoint presentation along with an accompanying education event sign up page which you can use to take free or charged-for sign-ups to an educational event, which you can run either online in your clinic, or deliver online.

You will find the downloadable PowerPoint presentation (zip file) in the Media Contents box on this page. You can edit the presentation completely to suit your own needs.

You can find the educational event sign-up page by clicking the link below. Our copywriter has already written the text for the page but it's fully editable should you wish to change it.

You can find the education workshop sign-up page at this link

For help learning how to run an education event using the Co-Kinetic content, check out the Help Post in the Article Web Links box on this page (right hand side if you're on a laptop/desktop or bottom of the page if you're on a mobile device).

05 Event Sign Up Page (Customisable Web Sign-Up Page)

This page is different to the education session above which is specifically about the PowerPoint presentation. This page allows you to take sign-ups ts, payments for, or redirect people to external web pages. Watch the video below which explains more.

You can find the tennis-themed page at this link tennis-themed page at this link

For help learning how to use these pages, check out the Help Post in the Article Web Links box on this page.

Implementation Resources and Help Guides

Detailed instructions on using the resources in this kit can be found in the Article Web Links box (under the Media Contents box). This will appear on the right hand side of the page if you're reading this article on a desktop of laptop computer, or at the bottom of the page if you're reading it on a mobile device (phone/tablet).

Happy marketing :-)

Author Information

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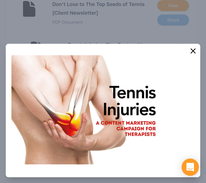
About

Tor Davies began her journey in healthcare, training as a physiotherapist at Addenbrookes Hospital, Cambridge, UK, and earning a BSc in Sport & Exercise Science from the University of Birmingham. Alongside her studies, she even achieved a WTA international tennis ranking.

After graduating, Tor ventured into the marketing world with a London agency, where she discovered a passion for publishing. This led her to a fulfilling role in medical journalism. At the age of 28, Tor founded myintX medicine, a journal for physical and manual therapists, which later evolved into the well-regarded Co-Kinetic journal.

Combining her passion for technology and publishing and her experience of running small businesses, Tor developed a user-friendly marketing solution filled with pre-written, peer-reviewed marketing resources. These resources aim to help physical therapists grow their businesses without losing their authenticity. The solution includes all the content a physical therapist needs to promoting a business and grow their client base in a completely unassisted way.

Tor's dedication to the field has made her a sought-after voice in physical therapy marketing. She contributes to trade journals, speaks at conferences, delivers to international mastermind groups, and even teaches at universities. Her latest project, "Built on Trust: A 9 Step Roadmap for Attracting Your Ideal Physical Therapy Clients," encapsulates her expertise in a practical course that helps physical therapists understand and implement a successful, joined-up and holistic marketing strategy.

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