

HOW TO CREATE AN EFFECTIVE FACEBOOK AD

For Your Acupuncture Practice



*Guest Post by Katie
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To Bring In More Patients

This workbook is based on the awesome step-by-step info provided by Katie Altneu, LAc., founder of AcuProsper.com. Check out the complete [article here](#).

THE TOOLS YOU'LL NEED:

- Business Facebook page
- Email marketing platform such as [ConvertKit](#) or [MailChimp](#)
- Business website with online scheduling

STEP 1:

- Determine your target audience. In other words, what kind of patients do you want to attract? Make it easy on yourself:
What do condition you love to treat? _____
Check out this [eCourse](#) if you need help with this.

STEP 2:

- Create something helpful to potential patients that you can give away for free on your website. An ebook, for example.

STEP 3:

- Create an email opt-in form for your website.

STEP 4:

- Set up and write your email sequence (also called drip emails). Instructions for this step (and Step 3) are detailed in [Katie's article here](#).

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STEP 4, CONTINUED:

- The Email Sequence Outline:
 - 1. Something helpful and relevant to their struggle. Ex: Common migraine causes
 - 2. Let them know you understand their problem and share your story.
 - 3. Stir the pot. Talk about how most migraine (in this ex) treatments fall short.
 - 4. Provide the solution: acupuncture. Back up your claims by linking to a study.
 - 5. Give a special offer to schedule an appointment. Ex: a limited-time discount.
 - 6. More helpful, non-salesy, content. Ex: Recipe, inspirational quote, non-acupuncture related research on their issue

STEP 5:

- Write a blog post about the issue/problem that you've chosen to target.

STEP 6:

- Choose a photo for your blog post. Make sure it's not copyright infringement to use it. Check out [Pexels.com](https://www.pexels.com) or [Stocksnap.io](https://www.stocksnap.io) for completely free photos that don't require attribution.

STEP 7:

- Put your email opt-in form onto the page of your blog post.

STEP 8:

- Share that blog on your business Facebook page.

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STEP 9:

- Boost (promote) that Facebook post to your fans. On your page, below the post on the right, you'll see a little button that says "Boost Post".

STEP 10:

- Boost your post to a targeted audience: people in your zip code that have interests that make them likely to resonate with what you wrote about in the blog post. Click "Boost Post" as above (#9), then select "People you choose through targeting." Click edit and select your target audience.

STEP 11:

- Analyze the results & tweak. You can see your results in the Facebook Ads Manager and you can check on the "Opt-in" numbers in your email platform.
- Calculate the conversion rate from your email sequence. What percentage of people who read those emails book an appointment with you? If your conversion rate is less than 25%, consider making changes. Suggestions are included in *Katie's article*.

STEP 12:

- Sit back and let the system to do the work for you.

NOTES:

If you're having trouble with targeting an audience or creating a compelling offer for them, check out my online marketing course for acupuncturists [here](#).