



# HOW TO GET MORE ACUPUNCTURE PATIENTS FROM INSTAGRAM

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## THE BASICS:

- 1 | **Maintain a cohesive look in your Instagram feed.** Pick a “theme” or a color profile that matches your branding and stick to it.
- 2 | **Post only attractive images.** Unfortunately, this matters. The prettier your Instagram feed, the more likes and followers (and exposure to your desired audience) you’ll get.
- 3 | **Repost beautiful images from others.** Give them credit and write a caption related to your clinic, your specialty, your message, or whatever you want to share that day. I use [Repost app](#) to curate and repost images for free.
- 4 | **Post regularly.** Once per day is ideal, but every 2-3 days is fine. You want your followers to get used to seeing your posts and look forward to them. Otherwise they forget about you. I use [Hootsuite](#) to schedule my Instagram posts in advance.
- 5 | **Engage with your followers.** Answer comments, comment genuinely on the posts of others, and dish out as many “likes” as you can. Get real with your followers and interact with them so they get to know you.
- 6 | **Set your Instagram as a business account.** This allows you to see analytics and is much more professional. [Follow these easy instructions](#) to change your personal account to a professional account.
- 7 | **Make your account public.** This is a must. Don't make potential patients request to see your account. It's an extra step they won't take. If you want certain things to remain private, set up a second (personal) Instagram account.

## ADVANCED TECHNIQUES FROM KACIE K., ACU & INSTAGRAM EXPERT:

- 8 | **Use both posts and stories** to get the most engagement from your followers. If you're not using stories yet, here's [how to get started](#).
- 9 | **Showcase your treatments** so people have an idea of what to expect. Show a treatment, the tools you use, what your business looks like, etc. Share the experience!
- 10 | **Utilize Instagram Highlights** to emphasize what you want potential patients to know about your clinic. Create separate Highlights for your specialty, for example, "About me," clinic photos, etc. Follow [these easy instructions](#) to get started.

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**11 | Maximize the one link in your profile.** Use [Linktree.com](https://www.linktree.com), which is a single link in your profile that opens a mini landing page. It showcases your most important links to your potential patients.

**12 | Link your online schedule at the top of your Linktree.** This is essential for getting more patients scheduled! If your schedule link is at the top, it's the first thing potential patients see and think about. It makes scheduling super simple.

**13 | Host "Ask Me Anything" or "Wellness Wednesday" once a week.** Use Instagram stories and the submit a question option (easy instructions here) inviting potential patients to ask you their burning questions about acupuncture. This one is huge for driving new patients!

**14 | Drive traffic to your website from Instagram.** Every time you publish a new blog post on your website, post about it on Instagram and include the link in your Linktree, to encourage visits to your website. Plus when people click your Linktree, they'll also see your "Schedule Now" link!

**15 | Show yourself!** Let people know who you are and post photos of yourself so they can put a face to the person behind the needles. Once people feel like they "know" you, they're much more likely to trust you enough to make an appointment.

**16 | Regularly post "Allow Me to Introduce Myself" photos.** Every two weeks, post a photo of yourself and explain what you're all about for your new followers. Invite everyone to introduce themselves in the comments and answer every comment. These posts are *super popular on my IG page*.

**17 | Overall, create an Instagram account that educates and inspires.** Give tips and advice, educate people on acupuncture and your specialty, and use positivity to inspire people to live their best lives. If your account feels good, people will keep coming back for more!

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