

# M A R K E T I N G F O R M A S T E R C L A S S E S

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# THE ULTIMATE GUIDE TO EVERGREEN MASTERCLASS MARKETING

*Creating multiple streams of leads is critical. This ebook was created to give providers a simple checklist so that anyone can replicate it and start generating income through masterclasses.*

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Before I start any marketing campaigns I always ask myself, "Who can I help? Where do I find my dream patients? How can I help them?"

This Evergreen Masterclass Workbook goes hand in hand with Go Wellness' Masterclasses, however it can be applied to (almost) every marketing campaign that you are creating.

Print this out (or save it on your phone) and use it.

Seriously, please use it, share it, this isn't meant to be kept as a secret.

I am going to cover the basics of creating a marketing campaign.

These principals can be used for your overall marketing strategy and can be used for all types practices.

If you have a question or need some clarification you can always reach out to me and I'll answer.

If you don't believe me you can call 435-215-8028 and ask a few questions. Go ahead, my line is open.

LESLY GAONA  
DIRECTOR OF MEDICAL MARKETING  
**RED**

# THE WHO

The first question I always ask providers when they call me wanting to work together is, "WHO can you help?" You can't help everyone. That is the sad fact. Most people don't make their health a priority.

I am an advocate of using the resources that you already have to help people that WANT your services.

There is something everyone can do to increase the response to their ads without changing their health program or even the powerpoint.

Example:

Functional Medicine office is currently doing seminars. (This was Pre-Covid-19.) They are spending THOUSANDS of dollars trying to fill their peptide and functional medicine seminars. However, they aren't having any luck getting more than a few people to respond to ads and even less are showing up.

Let's be honest, no one outside of a very select few know about peptides. Even after doing research, I was unsure of what they exactly did and how they could help me. The ads they were running were too technical and focused on the power of peptides. No one will respond to advertisement that doesn't relate to them. (and that's okay, we don't want to relate to everyone!)

Fact: Peptides are amazing for optimizing patients health.

Think about how patients will feel when they are a part of a peptide program. Think about some of the features of peptides: Melt abdominal fat, increase muscle mass, prolonged longevity, and improved self-esteem.

WHO would be interested in peptides? Not many.

WHO would be interested in losing weight, finding out food that triggers their gut problems, and boosting brain health? Now we're talking.

# THE WHO

Instead of marketing for peptides seminars, we changed their message to The Truth About Belly Fat: A seminar to learn how to lose stubborn belly fat, spot common hormone problems, and transform your health.

They will be learning the same information from before.

The only thing in the presentation that changed was the title.

## **The big game changer was changing the marketing message.**

Seminars started to fill up. Instead of 2-4, now they were seeing 7, then 10, then 14!

Soon they were maxed out.

My favorite thing to hear is, "Okay, that worked too well. Can you stop the marketing earlier? We are getting too many leads!"

With the switch to webinars, all we did was go digital, and create a simple landing page where people can purchase the weight-loss masterclass.

To me, marketing is about sharing a message.

Use your marketing message to attract those WHO are interested in making a change in their health.

Attract those WHO are willing to make those changes.

Attract those WHO can make the financial commitment to your program.

WHO can you help?

In this ebook, I'm going to share exactly how I find my providers their dream clients and how you can find them too!

# THE HOW

HOW can I find my dream patient? Before we find people we can help, we need to know HOW you can help them.

Why should someone invest in your practice instead of someone else?

What are you offering them?

Creating an irresistible offer is the first and hardest thing that most providers struggle with.

What value am I offering?

Will people even buy this?

How can I check if this is even going to work?

Go Wellness has already done this step for you!

Their team has created an amazing offer.

The regenerative Pain Relief Masterclass includes:

- Consultation ( \$200 Value)
- A Stem Cell Health Lifestyle Manual (\$50 Value)
- Virtual Pain Relief Master Classes (\$950 Value )

The offers are The Truth About Belly Fat (\$87) and The Immune Check Up & Defense Master Class (\$87), and Pain Relief Masterclass (\$47).

Take a moment to review the masterclasses and see what you can offer.

Some might not be able to order peptides or don't do stem cell injections.

There is at least 1 masterclass that you can offer your patients.

# THE WHERE

WHERE are you currently getting leads?

What current funnel do you have that is getting you the most leads?

I love leads, but I also love Day 0's (or ROF's, First Treatment Day, Consults).

For clarity's sake, I will talk about a lead as someone who has expressed interest in a consultation.

Take a look at your current marketing plans. One might be getting you 31 leads and only 2 consults, and another might be 10 leads and 4 consults.

I would put more money behind what is getting you the most appointments. At RED Digital, we always run tests to see what works best for your market. Here is a real, current client that I work with. (Hey Dr. D!)

Example:

(Example #1) Facebook form fill ad for \$60 neuropathy consult + Exam Budget \$20-25 a day. This was a facebook and instagram ad.

Timeline: January 1st - January 31st

Results: Total Spent: \$664.15,

Total Leads: 84. Consults Scheduled: 8.

Cost per facebook form fill: \$7.91, Cost per consultation: \$83.01

(Example #2) Landing page ad for \$60 neuropathy consult + Exam Budget \$12 a day. This was a facebook and instagram ad.

Timeline: January 23 - Janurary 31st

Results: Total Spent: \$82.55

Total Leads: 8. Consults Scheduled: 5.

Cost per survey fill: \$10.32, Cost per consultation: \$16.51

# THE WHERE

At first glance, Example #1 is more impressive.

84 leads at only \$7.91 each? Thats great! However, he only got 5 scheduled on the books for a consult.

With Example #2, we were able to get more appointments at a lower cost.

What changed?

We changed 2 major things. Example #1 was where the lead gets less information and only fills out a Facebook form. Example #2 is where they are pre-educated and must fill out a quality of life survey. They must invest 60 seconds of their time to give you valuable information about their health. Remember how we want to attract patients WHO are invested in their health?

What didn't change?

My offer: I was offering a \$60 exam and consult for neuropathy. The offer stayed exactly the same.

My Message: I used the same images and words in both ad campaigns. The only thing that changed was the way the doctor received their information.

HOW did this simple change transform his office? After switching up HOW he was getting leads he was able to close 25+ new patients on a \$6,000+ cash treatment plan in February 2020.

Another client I currently have (Hey Dr. S) says that he can close 90-95% of his survey leads.

WHERE we get leads is important.

# THE HOW TO:

Now that I've proven that this system works, I'm going to show you how to replicate this.



Step 1: Set up your Facebook page and business manager on [business.facebook.com](https://business.facebook.com)

Step 2: Create a pixel and upload it to your Google tag manager.

Step 3: Create a custom conversion on Facebook and track your thank you page.

Step 4: Create Facebook ads with your offer for the masterclass.

Step 5: Send leads to your landing page.

Step 6: Have a strong call to action and create urgency for your lead to sign up with your masterclass.

Step 7: Redirect them after purchase to your thank you page.

Step 8: Receive notifications of purchases.

Step 9: Create a remarketing campaign to remind those who didn't purchase that the offer will end soon.

Step 10: Experiment with different ad copies and images to find your highest converting ads and end campaigns that aren't working.

**WE CAN HELP!**

**If you would like us to run your entire marketing campaign or just run your masterclass campaign, we are here for you!**

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