

What if I told you that in the next 30 to 60 days, you could transform your chiropractic practice by exploiting three simple Facebook page hacks. Hi, my name is dr. Ben Atkins and I am experts in chiropractic practice growth. And I'm the CEO of a digital agency called content DFY. Over the last few years, I've been very involved with helping chiropractors grow their business specifically by helping them do some big things on their Facebook page that set them up to get more business.

Uh, pretty much automatically without them having to do anything else. Now, today, I want to show you something, one of our best tricks. I want to show you how to grow your practice by leaps and bounds this coming year, by using three simple little Facebook hacks that aren't that completely hard to pull off.

And they're pretty ethical and Facebook friendly, which is kind of the point. You don't want to do anything to make Facebook mad as you're taking advantage of this. So. This is for chiropractors that are tired, struggling to get new patients. And they're sick of being told to go do spinal screenings, to be more active in the community.

It's one of those things where it's like, you want to be in your practice, practicing. This is the video for you. So in the next four minutes or so, I'm going to walk you through three very specific things that you need to be doing on your Facebook page that are going to help you show up, get more people through the door every single week.

And really take advantage of some things that are going on behind the scenes at Facebook. Now, here we go. I want to jump in. We're going to go through these three powerful secrets. This is where you'd want to start taking notes. I'm going to walk you through what you need to be doing on Facebook right now this year, starting tomorrow, that's going to work Facebook in your practices favor, so let's get into it.

So the first thing is. Hack number one. Okay. You got to think about the newsfeed algorithm. What you're going to do is you take advantage of Facebook saying. Hey, we're going to show only so much in someone's feed every single day. And you're going to think, why would Facebook show your buddies, this stuff over someone else's or over their friends?

Well, it's by making sure that you feed Facebook so that Facebook feeds you. And so this first hack, the newsfeed algorithm trick is you are going to be putting on just enough content on your page. So that Facebook understands that you are someone that is feeding Facebook content, Facebook loves content creators.

So what we're gonna do is we're gonna be posting two times a day. Now that may sound a little bit tough if you're not posting that much right now, but stick around and I'll give you an idea of how I can help you do it if you want some help with it. So the idea is if you can post two times a day, once in the morning, once in the afternoon, you're actually going to show up more in the newsfeed.

For the folks that are already following you. And those are people that already love you. And the more that they do see you, the more they're going to remake, you reminded that they like you,

and they're going to come back more often. So we're going to take people that already like you, and we're going to get them to come back a little more often.

That's number one. And all you have to do posts on a very specific schedule a couple of times a day, and you're going to show up more and the people that already like your page. No, that's it easy one. Not necessarily in terms of creating the content, but let's keep moving. So the next is the Facebook search secret.

The same time. You're posting those two pieces to the day that, like I said, I'll help you get to how you do that in just a few minutes, the same time you're posting those two pieces of content. You're also playing into the algorithm for Facebook search. Believe it or not every P every day, people are on their phones and there'll be like, you know what?

I need to, I need this, I need this. And instead of just hopping over to Google, they'll just hop into Facebook and they'll type the niche name that they're looking for. And then they'll type in the city name, that thread. So like I said, it could be Jonesborough chiropractor. It could be San Diego chiropractor, whatever it might be.

But they're going to search that in the more content. That's your post on your page? Not overdoing it, but just to post today, the way I described it, the last hack, if you do that, it actually plays into the search algorithm and you're going to see your practice ranked higher than folks that aren't posting as much.

And so by that, you also start to get new patients because people that are randomly searching for things are going to start seeing you above everyone else. Believe it or not, they're going to go very, very often. With the first two or three search results. So that's number two now. Number three is what we call the slow day event method.

Our clients, the folks that we help in their chiropractic office, we sit down and we plan the entire year's worth of content for the meeting. We splinted special events that happened once, twice a month. It will we'll plan all different kinds of things. Now, not only will this help you. Uh, to fill out your Facebook page with content, but it sets up your page that when people are looking at it, whether it be your patients or people that are sort of spying on you to see if they should come in, it shows people that you're actually active.

And when you preplan this stuff, it also becomes something that your existing folks start looking forward to. It also becomes something that folks in the community take notice of because they're seeing what you're doing. They're seeing it be shared. And they're starting to understand that you're doing fun things in your office and the more fun and community minded minded your pages, because you're actually doing these things in your office.

It's there. Now I'm talking about something as simple as having a free cookie day in your office, and you can have healthy cookies that people could come and eat and we plan these things. That's the thing we see huge gains for our clients when they've got pre planned events that are coming now, the cool part about it is.

Is when you're doing this stuff, something happens. It's called busy waiting room phenomenon. When people see a busy Facebook page, they assume that your office is busy. Just like if they were to drive by your practice. It's the parking lot that was fooled. They would assume you were busy, which means you must be good.

And that's the same thing that happens when you have a Facebook page that is active and it's posting content daily. They think if you're busy, you must be good at what you do. You must be organized, you must be popular. Otherwise, why would you be doing it? And so it turns into something where people think that, Hey, this place is successful.

They're doing a good job. They they're busy. I should maybe think about using them too. And we see this as a huge, huge side effect of making sure that we're posting that often. So with all those things said, here's the problem coming up with good content and scheduling it that often can be hard, especially when you're busy running your practice, handling the normal day to day stuff.

So what, how do you do it? Is it we can get the benefits of without doing the work yourself. How can you get these three hacks to work with you doing without spending an arm and a leg? Well, I'd love to, with you for free and help you to plan your next year, social content, calendar out, automate your Facebook posting so that you can take advantage of the Facebook algorithm and make sure you have amazing content posting to your page daily so that it's attractive to anyone browsing your page and looking for a chiropractor to call now.

So are you gonna do, is it's anything you'd like help with, and you don't want to spend an arm and a leg, but you'd like someone that's an expert at this. Feel free to click the button below, book a call with me, and I can walk you through how we can do some amazing things with your practice, use Facebook to grow it and how to start getting results in as little as six.

So click the button below. I would be glad to talk to you about it. And I would love to see 60 days for us to look back and say, look and see what we did. See how this Facebook page that was just sitting there before has now become a machine that is making your practice look great every day. All right.

Click the button below. I hope to talk to you soon.