

## **86 - Listener Question: "I am a Chiropractor and my Facebook Ads are getting bad results. What should I do?"**

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### **Assess Why Your Facebook Ads is Not Working**

- The first thing is, I would be wondering, what is your actual Facebook ad for the chiropractic business? Is it some kind of offer that you're running? or What is it? And what kind of targeting are you doing?
- If you're a chiropractor in a city, your instinct is to actually run Google Search Ads. I mean, you know, if you think about it, if I am looking for a chiropractor, I don't go to Facebook ads, I don't go to Facebook for it. Rather, I go to Google and I google search chiropractor, with a location attached to it.

### **Tips in Running Google Ads for Chiropractic Practice**

- The first would be a mobile kind of a very mobile-centric campaign like chiropractor near me with very very tight location targeting.
- You could go after very generic type keywords for example, like "Chiropractor Near Me" or "Chiropractic Canberra".
- I would have a Separate campaign with wider location targeting. And I would target sort of various suburbs, obviously, that your practices in but also surrounding your practice as well.



## Think About How Much is a Lead Worth To You

- Full disclosure, you will probably pay more on a cost per click basis, because Google search for this type of thing will definitely be more expensive.
- However, it all comes down to what are you paying for a potential patient or lead? What is your cost per lead?
- So it all comes down to what are you paying on it paying for on a cost per lead basis? And is that sustainable for your business?
- You might be wondering, Well, how do I know, I generally like to think about a 30 day period, many people talk about the whole concept of the lifetime value of their customer.
- Because you don't have to pay \$3,000 to acquire a new patient. And then it takes three years to recoup that money. So I personally like to think over a 30 to 60 day period.
- What is the lead worth to me and then work backward that way, essentially. So I like to think of it as a shorter time frame. Because if you've run a business for any length of time, you'll know that it's all about cash flow.
- And so you can't afford to spend too much to acquire a customer or patient, whatever it is for your business if it takes you three years to recoup that total amount. Hopefully, that makes sense.