The Fool’s Gold of our Time?

Meeting the Expectations in Cost-effective Online Marketing

During the gold rush of the mid-1800’s, novice miners caught “gold fever” and hurried west in search of fortune. Being new to gold mining, many followed the frenzied crowd seeking wealth but lacked the training and experience to find it. The phrase “chasing fool’s gold” was later born describing this period. While fool’s gold looked similar, it was actually iron pyrite. Discovering the shiny pyrite caused premature celebration among inexperienced miners as they assumed they hit the motherlode. But lasting disillusion soon set in. Despite their best intentions, many realized their busy activities produced little actual gold in return. Only a few of the 250,000 miners left better off. Instead, they lost valuable time, money, and health in their wasted efforts. Most of the estimated $2 billion worth of gold extracted instead went to experienced mining operations who knew the right places to focus on.

Many miners eventually learned their lesson, but have we? New forms of “fool’s gold” make their rounds every decade, and we’re currently in a “boom” of our own. So what is the fool’s gold of our time? Social media.

Social media looks shiny, and is hailed as the most valuable marketing your practice should engage in. Many “experts” suggest it’s where the motherlode of new patients are found. So it’s tempting as a chiropractor to hurriedly grab your Twitter “ax,” Instagram “pick,” and Facebook “shovel” and start mining for new patients. But is it time and money well spent?

Back then, simple tests revealed the difference between real vs. fool’s gold. Yet it was difficult for some to embrace the idea they had come up short after following the crowd. Why? They had invested a lot in the fantasy of striking it rich, and the reality of coming up short.

“New forms of ‘fool’s gold’ make their rounds every decade...”

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threatened their dream. How does this relate to your practice today?

You can objectively measure the value of social media posting for a practice. (And we have.) Posting a health article or holiday greeting on Facebook is a nice gesture. But it’s not the difference maker in discovering new patients who desperately need your help. Yes, chiropractors should have a basic presence on social media platforms. However, to expect general posting on social media to result in a ton of “new patient gold” is a fantasy. Just because you see others doing it doesn’t mean it’s producing value. Bottom line: There is some value when social media posting is done right by a skilled operation. But for most chiropractors, it’s just another demand on your time for very little return, as the miners of old finally realized. There is a better place to focus under the umbrella of “social media” where the gold is actually hiding.

Here’s how a slight change in social media strategy will cause new patients to come to you instead of wasting time and effort like the masses do. There are two parts. First, serve patients well and establish your presence on social media sites that feature user reviews. Second, deploy a system to “mine out” positive reviews from your patients and share them to your social media sites automatically.

Unlike a generic Facebook post that fades the same day, online reviews have enduring value. They are today’s powerful version of word-of-mouth referrals. In fact, 76% of consumers now trust online reviews as much as personal recommendations from friends and family. But there’s a problem. Only a small percentage of your happy patients will leave good reviews unless you deploy a system to “mine them.” Thankfully, this is easy to do.

Like a large mining operation, we’ve tested the best process to generate reviews over the last five years in cities all across the country. We reduced it to three simple steps anyone can use to cultivate a pile of good reviews worth their weight in gold. Plus, the time demand on the chiropractor is very low!

Summary: Don’t follow the masses’ approach to social media posting. This fool’s gold will steal your time or attention, and yield little results. Instead, focus on mining patient reviews and share them automatically. This will turn the tables, and put the social media trend to work for you. Be among the profitable few by mining the real gold of new patients through online reviews. It’s the single most effective piece of marketing you can invest in. How?

The focus of this article is to discuss the truth about social media.

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