

COVID - 19  
MARKETING  
MANUAL

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RED

# THE ULTIMATE GUIDE TO DIGITAL MARKETING

*This checklist will help you dominate Google, YouTube, Facebook, and Instagram marketing during the COVID-19 crisis. Use this checklist as a guide to a complete online marketing campaign.*

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A good marketing campaign delivers the right creatives at the right time. We see too many companies that spend large amounts of money on the creative, yet fail miserably on the delivery.

Our simple checklist is going to change the way you look at webinar marketing.

First, we are going to look at your message during this pandemic.

After that... we will begin to locate your target audience.

The goal is to get your webinar to the right audience at the right time so your clinic can grow.

Let's get started.

JACE VERNON  
PRESIDENT  
RED

# GOALS & TARGETS

WHAT WAS YOUR 2020 GOAL?

HOW DOES COVID-19 CHANGE YOUR GOAL?

# WHAT DOES YOUR CURRENT MARKETING LOOK LIKE?

FACEBOOK

PAID SEARCH (GOOGLE ADS)

INSTAGRAM

PRINT

YOUTUBE

EMAIL MARKETING

## WHAT WERE YOU DOING BEFORE?

## HOW CAN YOU ADAPT?

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### EXAMPLE:

I EXCEL IN FINDING ALTERNATIVES TO ADD/ADHD MEDICATIONS FOR STUDENTS. I MARKET THROUGH FB.

### EXAMPLE:

I AM OFFERING A LOWER COST CONSULTATION THAT IS VIRTUAL TO ANSWER ANY QUESTIONS THAT PARENTS HAVE. THEN WE CAN PROCEED TO A IN-PERSON EXAM.

# WEBINARS

THE ULTIMATE SHORTCUT

## GET NEW LEADS

- ATTRACTS NEW LEADS WITH A PROBLEM THAT YOU CAN SOLVE
- GETS YOU EDUCATED PATIENTS
- NEW CONTENT
  - ON YOUTUBE,
  - SOCIAL MEDIA,
  - HEALTH GROUPS,
  - OTHER STREAMS
- ABLE TO REACH MORE PEOPLE IN ONE HOUR

## EDUCATE PATIENTS

- FRESH EVENTS TO INVITE THE TO EVERY MONTH.
- A REASON TO EMAIL!
  - VALUE-ADD TOUCHES MULTIPLE TIMES EACH MONTH.

I LOVE WEBINARS FOR REACTIVATION!

# HOW WEBINARS WORK

LEAD SEES AD

LEAD OPTS IN

LEAD ATTENDS OR DOESN'T

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THIS IS WHERE MOST STOP

FOLLOWING UP

REMARKETING

LEAD  
SCHEDULES  
CONSULT AND  
ROF

WHAT DOES YOUR CURRENT WEBINAR FUNNEL LOOK LIKE?

# BUILD WEBINARS THAT CONVERT

STEP 1. FIND A TOPIC	<i>Immunity Boosting</i>
STEP 2: HOW CAN I --- ?	<i>1 on 1 nutrition consultations, wellness visits, ship supplement, online or virtual consultation</i>
STEP 3: CAN I DELIVER THIS MESSAGE VIRTUALLY?	<i>YES! I will create a powerpoint with good information that builds value and that ties in with my services.</i>
STEP 4: HOW CAN I GIVE THEM VALUE?	<i>I can show them different ways that they can boost their immune system from home and how they can maximize their health with me.</i>
STEP 5: HOW CAN I CONVERT THEM ON THE WEBINAR?	<i>I will make it easy for them to make a deposit / I will make sure my staff is ready to handle the leads.</i>
STEP 6: HOW WILL I MARKET THIS EVENT?	<i>My team will send out a blast email to all my current patients to attend and I will do fb marketing.</i>
STEP 7: HOW WILL I GET PEOPLE TO ATTEND?	<i>Make it easy to opt in to my webinar. I don't want to make it hard for my senior patients. I will also send our a reminder text + email.</i>
STEP 8: WHAT WILL MY FOLLOW UP LOOK LIKE?	<i>I will have my new patient coordinator or front desk call everyone who registered and contact those who attended 1st.</i>
STEP 9: HOW WILL I KNOW I GOT A ROI?	<i>I am able to track who came directly from the webinar and calculate exactly how much I spent.</i>

# BUILD WEBINARS THAT CONVERT

STEP 1: FIND A TOPIC	
STEP 2: HOW CAN I ___ ?	
STEP 3: CAN I DELIVER THIS MESSAGE VIRTUALLY?	
STEP 4: HOW CAN I GIVE THEM VALUE?	
STEP 5: HOW CAN I CONVERT THEM ON THE WEBINAR?	
STEP 6: HOW WILL I MARKET THIS EVENT?	
STEP 7: HOW WILL I GET PEOPLE TO ATTEND?	
STEP 8: WHAT WILL MY FOLLOW UP LOOK LIKE?	
STEP 9: HOW WILL I KNOW I GOT A ROI?	



# WEBINARS TO REPLACE SEMINARS

## STEP-BY-STEP PROCESS

### PRE-WEBINAR

- PICK TOPIC & DATE FOR WEBINAR
- SETUP WEBINAR ON ZOOM/OTHER VIDEO PLATFORM
- DESIGN A BEAUTIFUL POWERPOINT
- SETUP EMAIL PROMOTION CAMPAIGN IN CRM
- SETUP FACEBOOK ADS
- FACEBOOK POSTS FOR WEBINAR
- MAKE SURE YOU ARE RECORDING YOUR WEBINAR!

### POST-WEBINAR

- EDIT & EXPORT RECORDING TO SHARE
- CONVERT VIDEO TO AUDIO MP3 WITH A VIDEO CONVERTER
- UPLOAD REPLAY ON YOUTUBE
- REQUEST TRANSCRIPTION FROM REVV
- SETUP REPLAY PAGE ON LANDING PAGE
- SETUP FACEBOOK AD CAMPAIGN WITH REPLAY TO TARGET AUDIENCE
- USE THE WEBINAR TO EDUCATE POTENTIAL CLIENTS OR TO WATCH BEFORE APPOINTMENTS

TIP: USE A WEBINAR FOR REACTIVATION!

# MISTAKES I SEE EVERYDAY & HOW TO AVOID THEM

## MISTAKES

## HOW I CAN AVOID THEM

NO TARGETING ON ADS

ONLY TARGET THE AREAS I CAN  
SERVE

CREATING A WEBINAR  
WITH NO VALUE

GIVE PEOPLE SOMETHING THAT  
THEY CAN DO NOW TO IMPROVE  
THEIR HEALTH.

MAKING IT TOO DIFFICULT TO SIGN  
UP

SIMPLE FUNNEL YOUR GRANDMA  
CAN SIGN UP FOR

USING TOO MANY STOCK IMAGES

USE PICTURES OF YOUR PROVIDERS

WEBINARS WITH NO OFFERS

CREATE AN OFFER THEN A WEBINAR

NOT CLOSING

USE SENSE OF URGENCY AND  
OFFER TO CLOSE THE LEAD

NO ONE CAME TO MY LAST ONE

CALL ME.

# VIDEO SCRIPT FOR WEBINARS

GOAL: GET PEOPLE INTERESTED, BUILD CREDIBILITY  
AND CREATE A CONVERSATION.

WHO: WHO ARE YOU? INTRODUCE YOURSELF BRIEFLY  
HI, I'M DR. DOCTOR FROM MY CLINIC

WHAT: WHAT DO YOU HAVE? INTRODUCE YOUR WEBINAR BRIEFLY  
I HAVE A FREE WEBINAR THIS TUESDAY TO SHOW YOU  
HOW TO FIND ALTERNATIVES TO ADD/ADHD  
MEDICATION.

WHY? WHY DO THEY NEED TO ATTEND/ EXPLAIN THE BENEFITS  
IF YOUR STUDENT IS STRUGGLING WITH REMOTE  
LEARNING, MY WORKSHOP WILL HELP THEM DO BETTER  
IN SCHOOL, HAVE A BETTER FAMILY LIFE, AND DO  
BETTER SOCIALLY!

HOW? HOW CAN THEY ATTEND?  
CLICK SIGN UP BELOW, PUT IN YOUR INFORMATION,  
AND I WE WILL SEND YOU A LINK TO JOIN US TUESDAY  
THE 14TH.

## BUILD AN AUDIENCE

EDIT AND UPLOAD YOUR VIDEO ON YOUTUBE, FACEBOOK, INSTAGRAM, AND YOUR  
WEBSITE

CREATE YOUR YOUTUBE AND FACEBOOK AD CAMPAIGN

SET UP YOUR REMARKETING AUDIENCES

RUN MORE ADS, CREATE CONVERSATIONS, AND LISTEN

NOTES:

A large, empty rectangular box with a thin gray border, intended for taking notes.

**RED**

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