

A man with glasses and a goatee, wearing a dark blazer over a white shirt, is gesturing with both hands while speaking. He is positioned on the left side of the frame against a grey background.

# **Maximizing Digital In The Global Crisis**

Load Your Practice Predictably With An  
Automated Nurture System

Uli Iserloh, PhD  
Founder, Big Boost Marketing



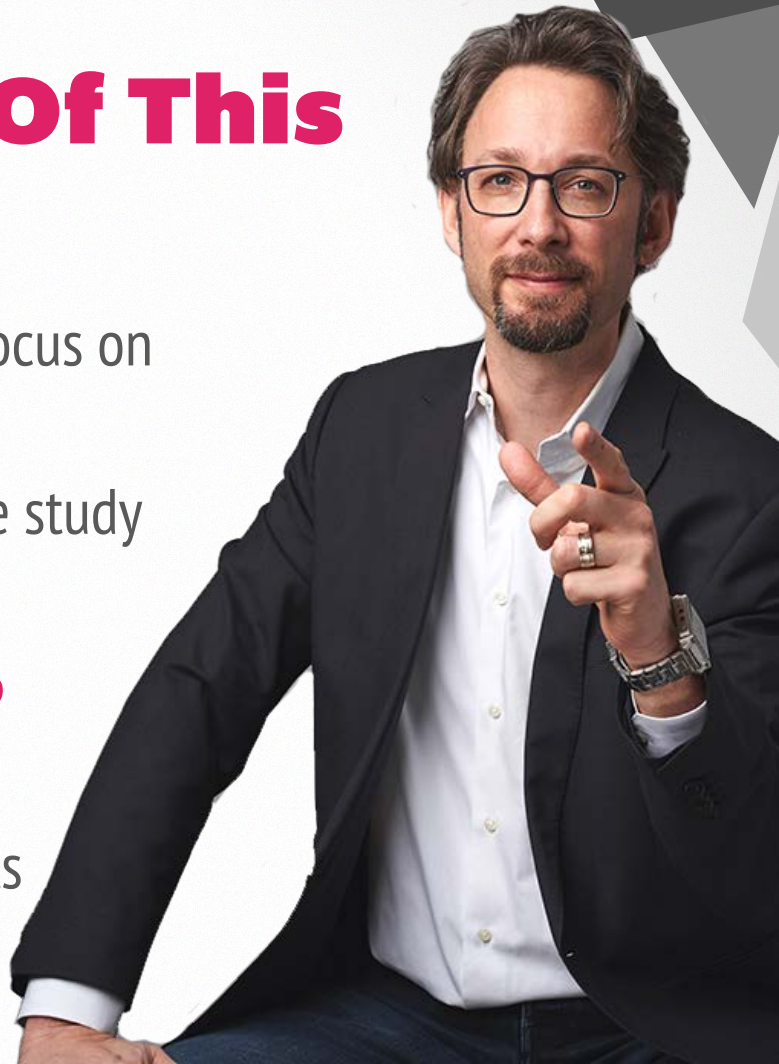
# To Get The **Most Out Of This**

- Turn off all distractions
- Approach the material with an open mind (focus on the underlying concepts)
- Get the slide deck, replay and a detailed case study of our patient attraction system:

Text your email address to 646.762.5026

<https://bigboost.marketing/cs>

- Don't wait till the end to post your comments & questions in the chat





# 3 Problems Marketing FxMed

- Low market awareness regarding integrative/functional medicine
  - Search-based marketing ineffective (SEO/SEM, PPC, directories)
  - Single-point advertising insufficient to encourage paradigm shift
- Value proposition driven by outcomes over procedures
  - Practitioner expertise & branded protocols drive value perception
  - Patient empowerment & compliance driving behavior change
- Much higher barrier to initiate care
  - 3-6 months packages @ higher cost
  - not covered by insurance



# Key Insights For Marketing FxMed

- Build local market awareness with paid FB video ads
  - Education-based marketing approach directly on platform
  - FB videos allow for proper messaging (in ways text ads won't)
  - Essential to go beyond just posting organically on FB/IG
- Demonstrate expertise with automated nurture system
  - Video series delivered via email to consistently nurture prospects
  - Bite-size content to build trust > Webinar > Practice Intro Video
- Consistent + Relevant Messaging
  - Consistent messaging across social > website > nurture > webinar
  - Socratic method to encourage critical thinking



**What Does It Take To Get A  
Prospect To Switch Providers?**





**Let's Assume I Want To  
Sell You On My New Diet...**



# They Must **Realize...**

- There's a reason why they are still sick (or haven't achieved root cause resolution)
- They might have gone about their chronic wellness issues the wrong way
- Their current provider might not be the right fit any longer
- There are alternatives to what they've tried
- There is a compelling reason why your approach is better able to get them the desired results



# 4-Part Messaging Framework

- **Quick Hook:** Create intrigue to consume the rest of the content.
- **The Conventional Wisdom:** Describe what the commonly held view is, and how conventional medicine approaches the problem.
- **The Integrative Wisdom:** Describe what they're missing from a functional medicine perspective.
- **Next Steps/Call To Action:** You can provide quick tips, engage them in comments but don't forget to ask them to take the next step on your website.





# Key Takeaways

- **You need to be seen as different.** As a compelling alternative. Can't blend into the medical establishment.
- **You need to pre-educate your prospects** before you engage 1-on-1. Can't do this manually, you need 20-30 touchpoints delivered automatically.
- **Most practitioners don't provide enough nurture.**





# Typical Marketing Funnel

Organic Social



Website



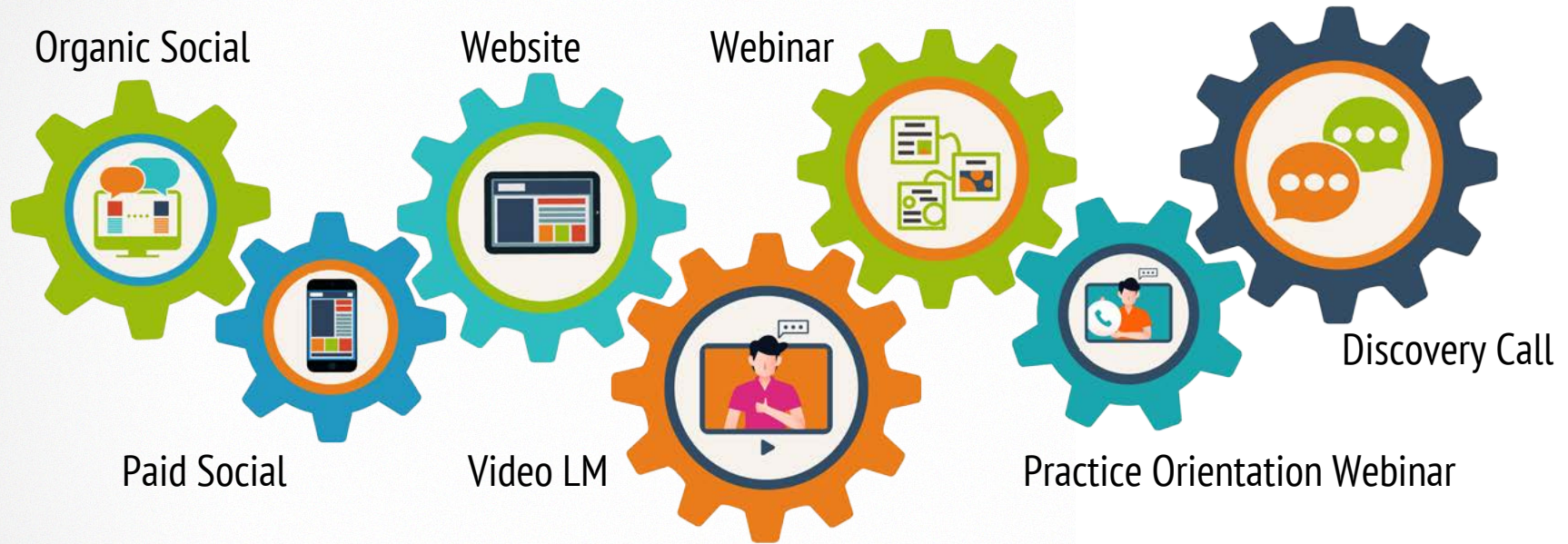
Discovery Call

# Typical Marketing Funnel





# BBM's Patient Attraction System



- Educational content marketing driven by marketing automation
- Which ones are you missing?





# Schedule A Free Practice Marketing Review

<https://bigboost.marketing/cs>



# Practice Introduction Video

Hi Uli, I'm looking forward to learning about your story.

Thank you for making your Strategy Session appointment!

Unfortunately, many people overlook the **time zone choice** as they are booking their Strategy Session! Make sure to double check your time to see that it is correct for your time zone. If it's not, feel free to change your appointment (using buttons below).

In our Strategy Session, we will:

- Review the **top 3 symptoms** that you're struggling with
- Talk about **goals** you'd like to reach
- See which of my **functional medicine services** could help best
- You will receive an email with detailed articles and videos to help you get started after we talk!

*Please understand this Strategy Session is not intended as ongoing free medical advice.*

Please watch this [short 20 minute video](#) to learn more about Functional Medicine before we meet!



This Strategy Session is the beginning of the Functional Medicine pathway for our services. I look forward to finding the right fit for your goals!

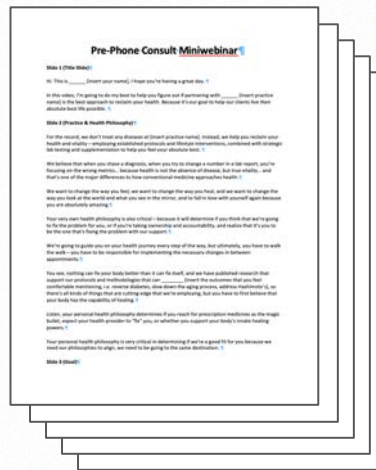


Upon scheduling phone consult:

- Confirmation email: Is our practice right for you?
- 24h-reminder email: Why root cause resolution?
- 6h-reminder email: What is functional medicine?



# Practice Introduction Video



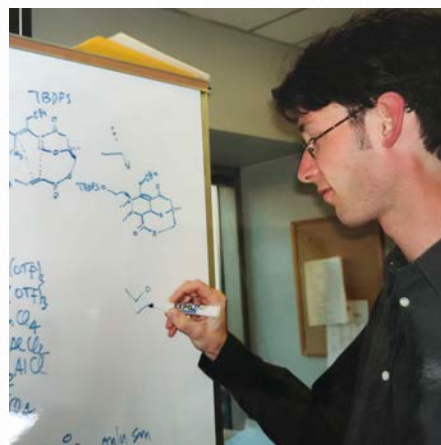
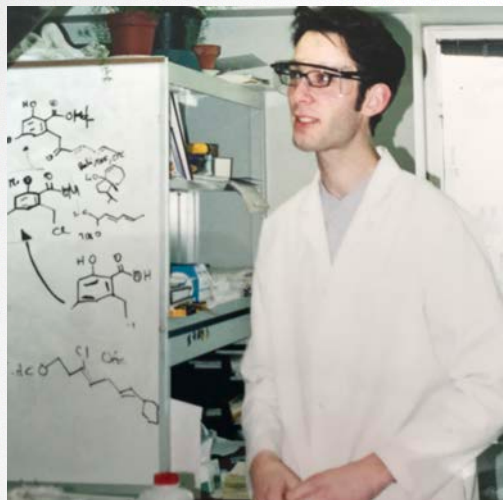
- Health Philosophy
- Our Goal
- Our Promise
- The Outcome
- Testimonials
- Our Process
- Benefits
- Considerations
- Right Fit?
- Not Right Fit
- Next Steps
- Still Unsure?



# **You Can't Just BE A Great Clinician, You Have To Be KNOWN As One**

Education-Based Marketing  
Delivered Via Marketing  
Automation







# Deep FxMed Marketing Expertise



# How To Attract & Nurture 30+ Prospects Each Month

Let's take a look at live campaigns & review how to attract, nurture and enroll prospects.





# BBM's Patient Attraction System



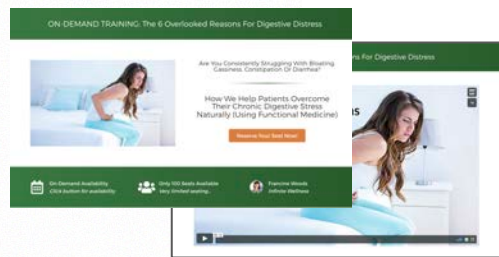
Organic Social →



Paid Social →



Video LM



Webinar > Replay



Discovery Call Scheduler




Practice Introduction Video

# Video Ads On FB

**Tina Christoudias Spyrou Functional Medicine Nutritionist**  
August 19 at 12:42 PM · 🌐

I see it all the time in my practice....  
"Tina, I have been to every nutritionist, I have tried every diet, and I cannot lose weight. What am I doing wrong?"  
Watch this video to discover the 3 major obstacles standing in the way of releasing stubborn weight...

**3 MAJOR OBSTACLES TO WEIGHT LOSS**




**You're just misinformed,**

THETHYROIDDIETICIAN.COM  
**Free Thyroid Video Series**  
Discover the three major obstacles to releasing stubborn weight... [Learn More](#)

**Valencia Ray, M.D.**  
Published by Uli Iserloh [?] · September 28 at 11:16 AM · 🌐

So many people are struggling with low energy, low libido and/or chronic weight gain unnecessarily.  
These three symptoms are commonly interconnected as well.  
Getting to the root causes are very important to reversing and healing these conditions - not just trying to cover symptoms while your body is aging much faster than it would otherwise. ...  
[See More](#)

**SURPRISING WAYS TO TAKE CONTROL OF STRESS & BURNOUT**




Typically it assume that it's just the way it is,

**Carolina Center for Functional Medicine**  
Sponsored (demo) · 🌐

The most important thing most people don't know about chronic pain is the fact that they have the ability to take control of, reverse, and even eliminate it...for good.  
Just recently, I saw a patient who's pain was affecting him so much, he was beginning to think that he may have to quit his job...

**THE #1 THING TO KNOW ABOUT CHRONIC PAIN**



**and even eliminate it for good.**

[HTTPS://DISCOVERIDEALHEALTH.COM](https://discoveridealhealth.com)  
**The #1 Thing To Know About Chronic Pain** [Learn More](#)



# Video Ads On FB

Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Unique Link Clicks
VV June2020 - FB5	357 ThruPlays	2,756	3,683	\$0.02 Cost per ...	\$7.64	1.34	11
VV June2020 - FB1	12,446 ThruPlays	71,025	118,930	\$0.02 Cost per ...	\$241.29	1.67	1,332
VV June2020 - FB3	2,066 ThruPlays	12,013	16,336	\$0.02 Cost per ...	\$48.35	1.36	113
VV June2020 - FB4	135 ThruPlays	1,052	1,333	\$0.02 Cost per ...	\$2.66	1.27	10
VV June2020 - FB2	— ThruPlay	—	—	— Cost per ...	\$0.00	—	—
Results from 5 ads ⓘ	15,004 ThruPlays	76,001 People	140,282 Total	\$0.02 Cost per ...	\$299.94 Total Spent	1.85 Per Pers...	1,441 Total

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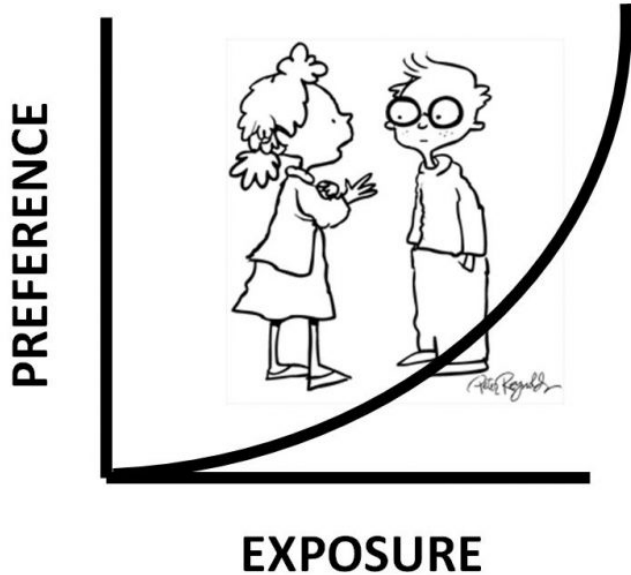
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# Video Ads On FB



- You only pay FB if somebody watches more than 15 seconds...
- Yet all those  $< 15$  sec views add up:

The “mere-exposure effect” is a psychological phenomenon by which people tend to develop a preference for things merely because they are familiar with them.

# ROI Of **FB Video Ads**

- Ad spend: \$300/month (\$10/day)
- 15000 video thruplays: 2 cents/thruplay
- 140,000 impressions: free
- 1441 clicks to website: free
- 150 optins (~10%): \$2/optin

Best part? No more hassles with getting  
FB text copy approved!





# BBM's Patient Attraction System



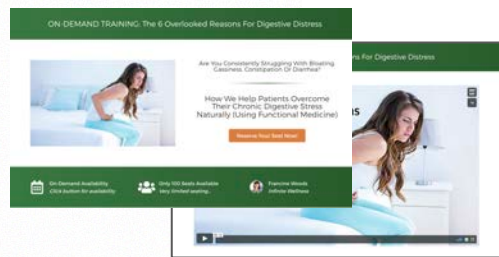
Organic Social →



Video LM



Paid Social →



Webinar > Replay



Discovery Call Scheduler



Practice Introduction Video

# BBM's Patient Attraction System



- Educational content marketing driven by marketing automation
- More personalized outreach to follow after pre-discovery call video





# Why The PAS Is **Beneficial For Docs**

- Better patient empowerment
  - better compliance, objections preemptively addressed
- Predictable, automated nurture system
  - move beyond organic social, set-it-and-forget-it
- Lower ad costs
  - nurturing on FB (lead with value) compared to 5-step funnel
  - FB video ads get approved
- More efficient discovery calls
  - Weed out tire-kickers that can't afford a paid case review
  - Empower your team to handle discovery calls





# Schedule A Free Practice Marketing Review

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