



7 More Ways to Encourage WOMM

This is an extra resource to go along with the original article:
[How to encourage word of mouth marketing for your practice](#)

Word of mouth marketing is one of the most powerful techniques for building your network of patients. But how can you help your patients build your network for you? Here are a few tips.

1. Create video testimonials

Video is another powerful tool that can be used for WOMM. Capture short videos of your patient success stories from your most vocal supporters to use on your website and across your social media channels. This has the added benefit of being more authentic for audiences than when you write your own marketing messages.

2. Set up a patient referral program

Create a patient referral program that incentivizes your existing patients to think of your practice and recommend it to friends, family and acquaintances. Make it very simple to earn rewards for recommending new patients to your practice. Even something as small as a \$50 gift card redeemable online will excite people to recommend your practice.

3. Use third party referral sites

Sites like ZocDoc manage their network between specialty providers with referralMD. Set up a profile on these platforms as a healthcare professional, filling out every field and section to ensure patients and doctors searching for your services can find you with ease.

4. Share case studies

Referrals don't always have to be tied directly to your clinic. If there are case studies that show the benefits of a certain technique that you also perform at your practice, you can share these (along with reviews, if possible) to give context to what you do.

5. Add research to your website

Your website shouldn't just be information, it should also be educational. Make your website more content-oriented, and include blog posts, articles and case studies on your site with testimonials and recommendations from patients that can educate prospective patients.

6. Seek out referral sources from other practices

Stay involved with professional activities in your field to network with peers and potential referring physicians. Identify some target sources—perhaps physicians in your geographic area or within your practice network, and invite them to have lunch or coffee.



7. Stay active online

Your patients will be more likely to make referrals to you if you stay on their radar through marketing techniques like Facebook updates, online newsletters and new blog alerts. Any reminder of you could trigger someone to recommend you to friends or family.