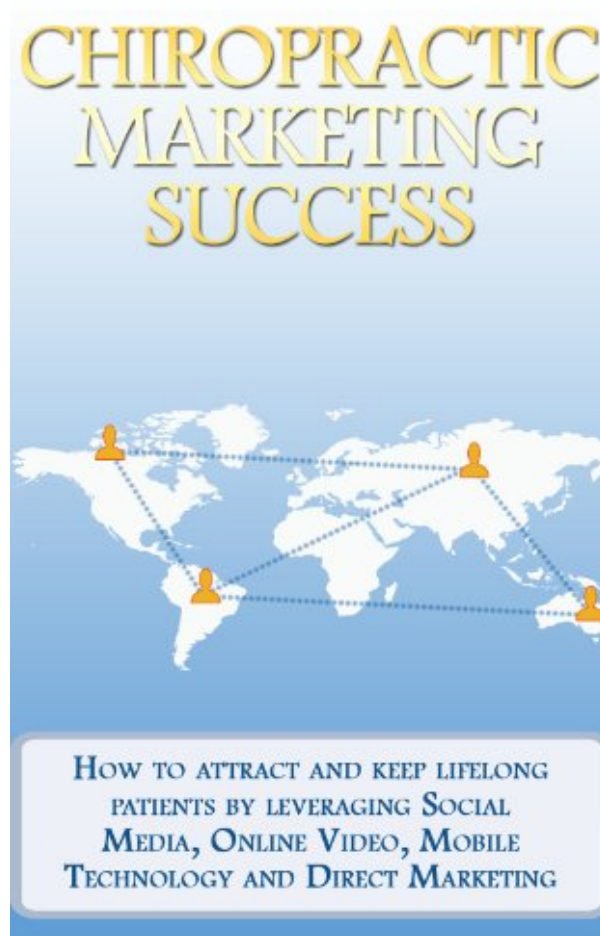


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This book will teach you why inbound marketing, including social media, online video, and mobile technologies will attract more patients to your practice. It also teaches you how to leverage those tools on your own.

In addition to the whys and hows, this book offers unique insights from chiropractors and industry authorities like Edward Nielsen, Executive Vice President of the Pennsylvania Chiropractic Association, and David O'Bryon, Executive Director of the Association of Chiropractic Colleges.

This book answers these questions:

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- Why if you're not using video marketing you're losing out on 90% of your potential patients
- How to use video marketing
- How can social media, online video and mobile marketing attract your ideal patient
- What is the importance of having a platform
- Why ubiquity is important
- What is Education Based Marketing
- How can Education Based Marketing attract you more, and more ideal, patients
- Why showing up for online searches is important
- The monetary value of showing up on online searches for chiropractors in your city
- How social media marketing can build credibility for your practice
- How to use cross channel marketing
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