



Facebook Ad and Business Page Engagement Tip Sheet

Facebook advertising and business pages are powerful tools in marketing and branding your practice. Your advertisements will receive likes, shares and comments along with your business page as a result of the campaign we have designed for you. ***One way you can get even more out of your campaign is to engage visitors by responding to their comments and keeping your page updated and relevant.***

Managing Your Facebook Business Page:

Your Facebook Business page can be a great source of information for leads. Having posts about treatments and general wellness tips can demonstrate to leads that you have a practice that cares about it's patients and provides useful information. Patient Reviews and Testimonials on your page are another fantastic way to reinforce the benefits of the services you have to offer. People that have liked your page will get these updates and information, so keeping them engaged is a great way to develop the relationship!

Here are some quick tips to assist you with making these things happen:

- Schedule a minimum of 1 post per week to your Facebook business page with a wellness tip, information about the treatments you provide or conditions you treat.
- Ask your patients to visit your Facebook business page and do a review about the remarkable results they are getting with treatment!
- Get testimonials! Videos are great and people love to hear what others have experienced. They are powerful tools and can make the difference in someone signing up to become a patient.

Managing Facebook Ad Responses/Comments

When we run your ads you will find that people will like your ads, share them as well as comment. They will also send you messages via Messenger! It is important to keep up particularly with the comments as this can be another way to engage leads in coming into the office for a consultation/seminar. You also want to monitor for any negative or unnecessary comments to have them hidden or removed so as not to damage your online presence*.

**Be cautious about the frequency with which you hide or delete comments. FB can view this as a negative action and assume that your business is not working with full "transparency". Most comments should be able to be handled with a "Like" and "Reply".*

If someone likes or shares your Ad there are no specific actions you'll need to take. However, if someone makes a **comment on your Ad you'll definitely want to review and respond timely!**

Managing Facebook Ad Responses/Comments (cont'd)

Managing comments on dissatisfaction or negativity: negative comments vary widely so you'll need to use your judgement on how best to handle each one. There are several options for managing comments depending on the nature of the post.

- If someone makes a comment that they are dissatisfied with the service received at your office, be sure to reply acknowledging the concern and let them know you'll be reaching out to them directly. It is up to you, based on the comment, if you want to leave the comment visible or not. *Keep in mind that if you only hide the comment that the person and their friends will still be able to see the comment.*
- If someone that just simply replies with negativity, then you should, at minimum, hide their comment.*

To hide a comment click in the upper right corner of the post and you will find three dots... click on those dots and to choose "hide". After you hide the comment you will get receive other options to unhide, delete, report or Ban the commenter. See screen shots below for details.

If you want to keep the comment from being viewed by ANYONE then you should delete it. *Hiding the comment still allows the person who posted it and their friends to see it.**

If you don't want that person to be able to comment on any future ads or your business page then you want to choose the "ban" option as well.



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Managing Facebook Ad Responses/Comments (cont'd)

You will also see other types of responses/activity on your ads. Here are some ways to respond to frequently made comments that we see on client ads:

- **When someone tags someone else in your Ad (to invite them to review the ad)**

[Insert Name of Person Tagged], please call if you'd like to set up a free consultation! Our mission is to help as many people as possible to live a pain free and healthier life. Our patients are seeing great results and we may be able to help you as well!

- **When someone asks if you can help their condition**

Yes, we may be able to help once we understand your history better and have helped many with similar conditions. Please call if you'd like to set up a free consultation! Our mission is to help as many people as possible to live a pain free and healthier life. Our patients are seeing great results and we may be able to help you as well!

- **When someone asks about insurance:**

For practices that DO NOT direct bill insurance

[Insert Name], we do not directly bill insurance however it is possible that a portion of treatment may be reimbursable. If you are accepted for treatment we would then discuss any possible reimbursement you might be able to receive from your insurance plan.

For practices that DO take and/or direct bill insurance

[Insert Name], we do many types of insurance. If you are accepted for treatment we would then discuss any possible portions that your insurance plan may cover.

- **When someone specifically asks about Medicare coverage for treatment:**

[Insert Name], Medicare may cover some standard chiropractic. However according to Medicare Guidelines, Section 2251.3:

"A treatment plan that seeks to prevent disease, promote health, prolong and enhance the quality of life; or therapy that is performed to maintain or prevent deterioration of a chronic condition is deemed not medically necessary"...and therefore unpaid by insurance.

As a result of this guideline it is rare that we find Medicare, or other insurances, will cover any portion of this type of treatment.