

ATTRACT AN AUDIENCE

MAGNETIC

FACEBOOK POSTS

MAGNETIC FACEBOOK POSTS

Hi, we help you acquire your ideal patients with the least amount of effort and cost possible.

What do leads find when they visit your Facebook or Instagram page? A recent post filled with inspiring and engaging content, or an outdated post about an event that already happened?

One study found that 62% of respondents said Facebook was the most useful social network for researching products and services before visiting a small business.

Here are some of most common mistakes we see local businesses make with social media:

- **Not posting enough.** Every day is ideal, three times a week is the minimum.
- **Speaking to the wrong audience.** Content that's only aimed at current members instead of posts that appeal to leads and future members.
- **Posting the same information.** Repetitive content that doesn't offer useful information or inspiration.

To help you improve your social media presence, this **Magnetic Facebook Posts** guide will help you come up with ideas for how to promote and grow your practice. Use these post ideas to **grow** your practice starting **TODAY!**

- The Contente Team

METHODOLOGY

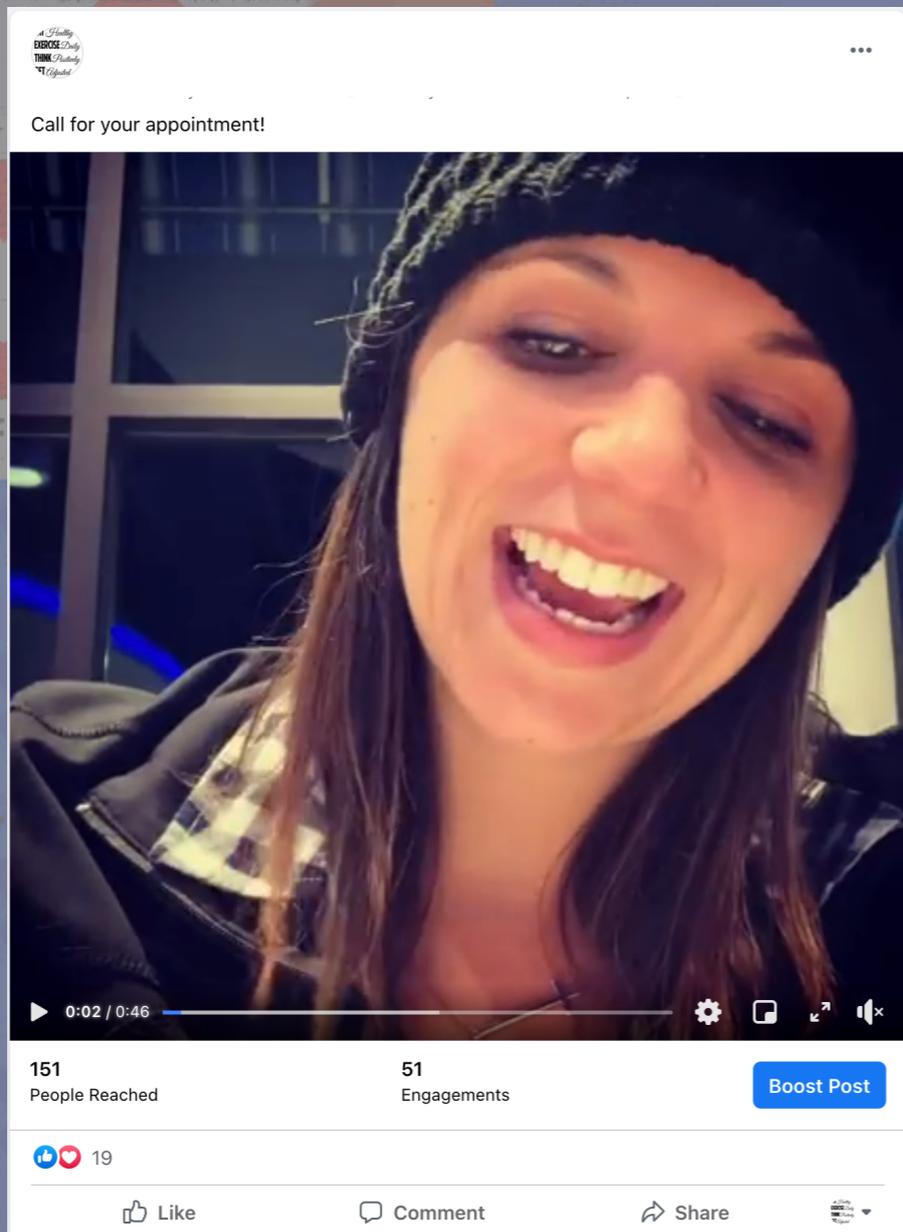
Each week we analyze all of our Facebook pages under management to find the most engaging posts of the past week.

For each of these posts, we take the number of engagements on that post as a percentage of the total number of likes on the page.

We call this number the "engagement percentage." It's the most accurate way to measure how engaging a Facebook post really is.

When your business makes more engaging posts,

POST #1



Topic: Offer Promotion

This post is a simple selfie video filmed on a smart phone. In it, the Doctor describes an offer that is currently running in her clinic.

Why it Works

1. **Prominent Face**—having a well-lit face prominent in the video will catch the attention of your audience at a much higher rate. People are drawn to faces.
2. **Direct**—the video starts off by stating exactly what the topic will be (a complimentary body composition analysis). The viewers are not left waiting.

POST #2

When the crew from [CabbyShack](#) and [Gene DuPuis](#) drop off pizzas 🍕 you pause the new year diet and dig in!!! Thank you guys!



395 People Reached 63 Engagements Boost Post

29 2 Comments

Like Comment Share

Topic: Local Business Partnerships

This post is from a partnership with another local business. “Cabby Shack” dropped off some pizza in return for a post to the business’s page.

Why it Works

1. Eye Catching—when people are scrolling on their newsfeed, food tends to catch their attention. Without attention your business cannot grow online.
2. Timely and Relatable—once this post has caught the attention of its reader, it makes a joke that is timely and relatable. Many people have a new year diet and

POST #3

Congratulations to  for winning December's raffle for 3 months of free healthcare in our office!



71 People Reached 5 Engagements [Boost Post](#)

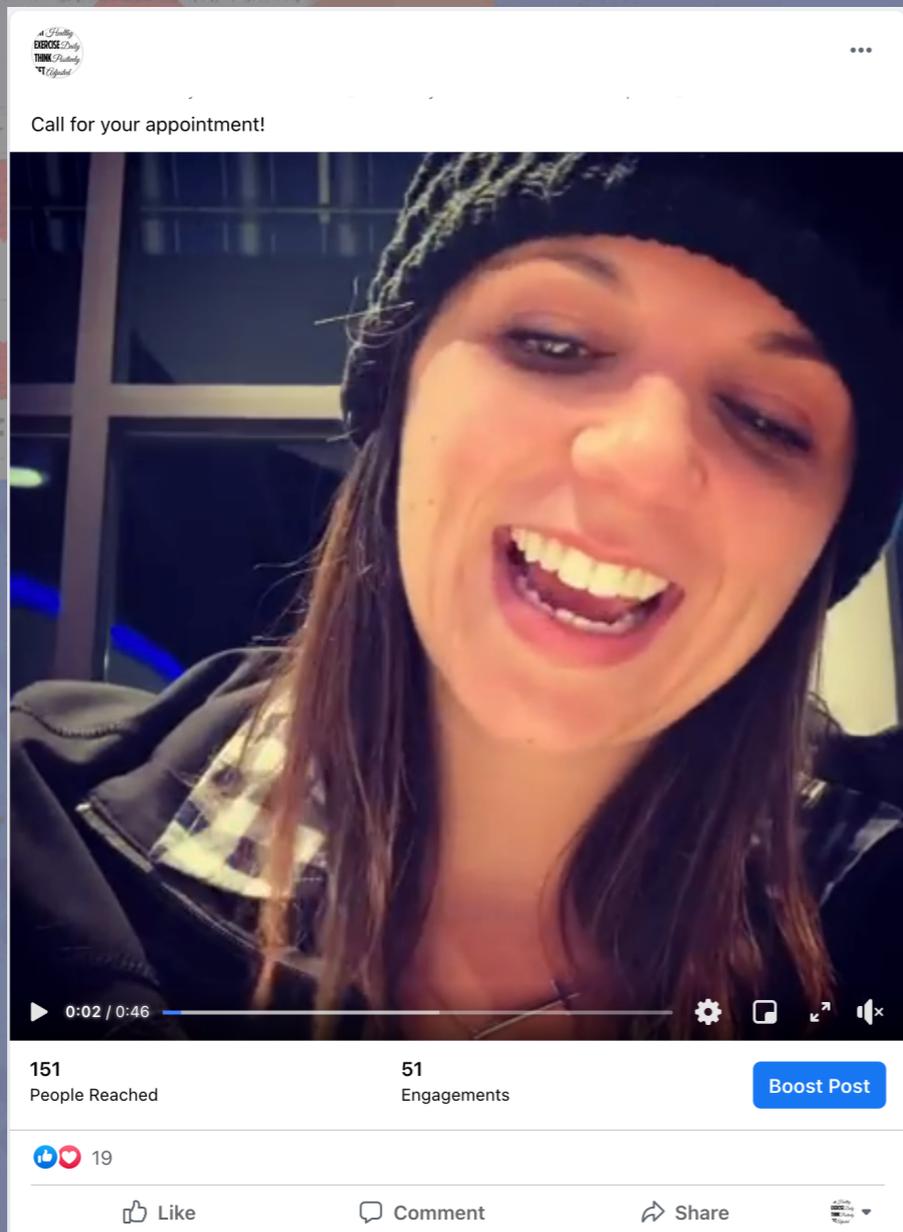
Topic: Raffle Giveaway

This post is a picture of the winner of a giveaway that this clinic was doing.

Why it Works

1. Free—whenever the word free is involved, people spend to stop and notice. This is why giveaways are an effective way to gain awareness for your business online.
2. Personalized—while most posts would have simply shown a flyer, this one actually shows the person who won the raffle. Real people always get more engagements.

POST #4



Topic: Offer Promotion

This post is a simple selfie video filmed on a smart phone. In it, the Doctor describes an offer that is currently running in her clinic.

Why it Works

1. **Prominent Face**—having a well-lit face prominent in the video will catch the attention of your audience at a much higher rate. People are drawn to faces.
2. **Direct**—the video starts off by stating exactly what the topic will be (a complimentary body composition analysis). The viewers are not left waiting.



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The results you'll see from just skimming these posts and saving them to your "future reference" folder is nil. See if you can actually create one of these posts this week. Only then will you see results and the power of a strong social media presence.

You can even forward these posts to the staff member who is in charge of your social media ;)

Over the coming weeks, we'll be sending you more post ideas. These are what's currently working the best to generate more business and more engagement.

Speaking of business growth, do you want our help to take your business to the next level?

If you're a clinic owner and ready to get proven system to generate more clients in your door every month, [schedule a consultation with our team today!](#)