

Telehealth Marketing Checklist

Here are nine free and low-cost ways to get started with telehealth marketing!

1. Update Your Website

- Include a telehealth service page
- Include a link to your telehealth offerings on each page of your website
- Update your homepage with messaging that includes telehealth services
- Update your website metadata to include telehealth services

2. Add FAQs to Your Website

- What services do you offer virtually?
- How much does telehealth cost?
- Do you accept insurance?
- Is telehealth only available for existing clients?
- How does the telehealth appointment process work?
- What happens if there is a technical issue?
- Can I get a prescription through a virtual visit?
- What equipment do I need for a telehealth appointment?
- How do I prepare for a virtual visit?

3. Equip Your Team

- Make sure your team is on board with your telehealth marketing strategy

4. Tell Your Referrers

- Make sure that referrers are informed about your expanded service offerings

5. Leverage Your Client Database

- Send a notification to existing clients detailing your new telehealth services, with a link to your telehealth service page

6. Post on Social Media

- Post about your new telehealth offerings on a regular basis
- Consider boosting a telehealth post for enhanced reach
- Share ratings and reviews (if appropriate for your practice)
- Run polls or Q&As in your stories

7. Update Local Business Listings

- Google Business Profile
- Yahoo! Maps
- Bing
- Other

8. Use In-Office Advertising

- Post information about telehealth services in your waiting room

9. Start a Blog

- Write an article informing potential clients about the benefits of telehealth