



intrepy

# LinkedIn

## TIPS FOR PHYSICIANS

REACH NEW PATIENTS  
ON LINKEDIN



# LinkedIn

## TIPS FOR PHYSICIANS



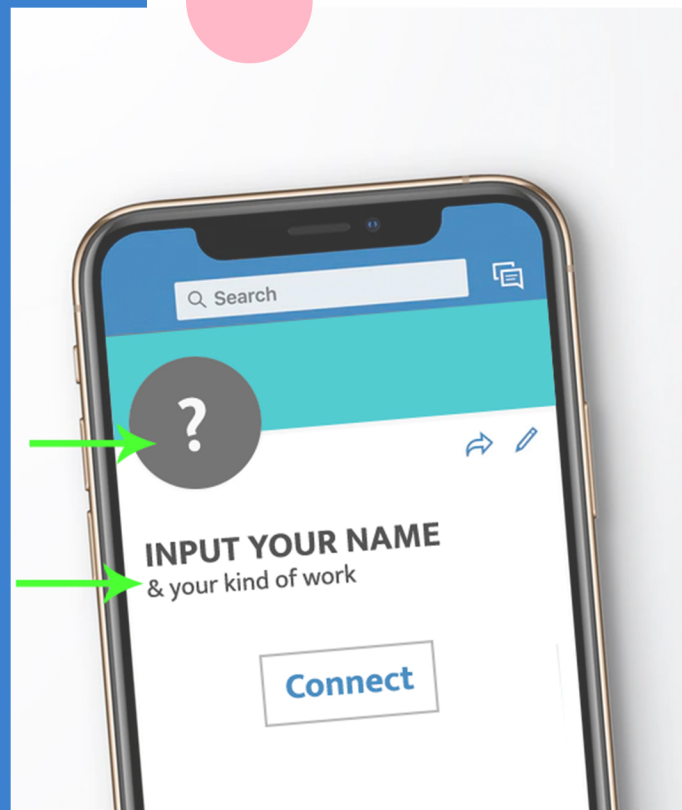
Reach New Patients and Connect With Referring  
Physicians on LinkedIn

# THE BENEFITS OF USING LINKEDIN MARKETING FOR A PRACTICE:

- Attract new patients and drive leads
- Target your ideal audience
- Share information about you and your practice
- Connect with local physicians
- Engage with your target audience
- Encourage your staff and team to support and share your content
- Become a thought leader in your space



# 1. CUSTOMIZE YOUR LINKEDIN PROFILE



Introduce your company's product or service as the ultimate solution to these problems.



# MAKE IT CLEAR WHAT KIND OF PHYSICIAN YOU ARE & WHERE YOU WORK



LinkedIn was built to create an online professional networking system, so make it clear in your title description, what type of medical doctor you are, and where you work.

# POST ORIGINAL CONTENT



Not only does that make it unique to you, but you position yourself as a thought leader. Original content drives leads and traffic to your website and increases the likability of them reaching out for an appointment or consultation.

VIDEOS

FEATURE THE  
PHYSICIANS  
AS THOUGHT  
LEADERS

PATIENT  
JOURNEYS

PATIENT  
TESTIMONIALS

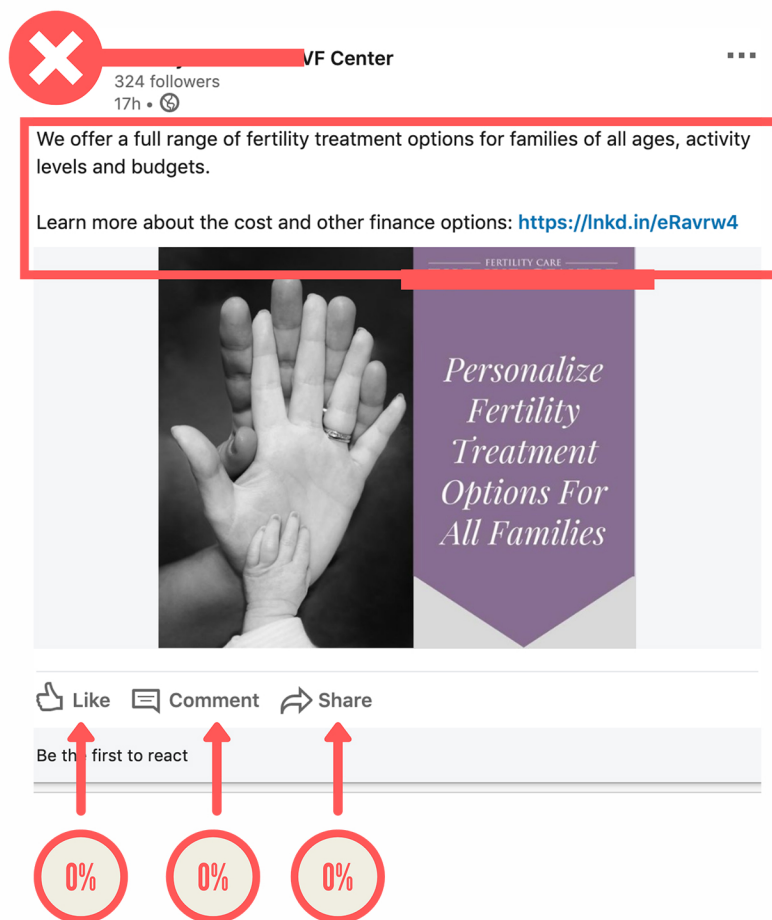
BLOGS

DISCUSS TOP  
MEDICAL  
TOPICS AND  
CARE

PHOTOS

MAKE A  
CONNECTION

# POST VALUABLE & ENGAGING CONTENT ON LINKEDIN



So many times, I run across physician LinkedIn post that does not have much if any interaction (likes or comments) this is because it misses that “human factor.”

It is obvious when a physician or practice has someone else posting for them like an office manager or marketing department..

# WHAT IS WRONG WITH THIS FORMAT IS...

A

It is obvious that the physician was not the one who posted, so, likely, they won't engage or interact with you as well.

B

It is missing the physician's medical viewpoint, opinion, or what I like to call the "human factor," or you can call it the VALUE

C

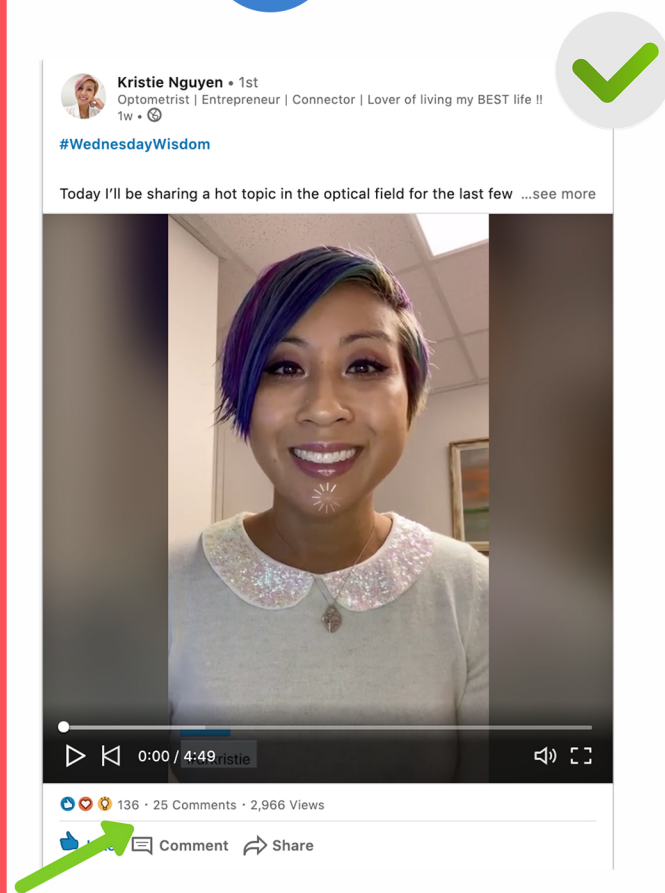
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HERE IS AN EXCELLENT EXAMPLE...





A PHYSICIAN  
ADDING THAT  
VALUABLE  
HUMAN FACTOR,  
AND YOU CAN  
SEE THE  
DIFFERENCE IN  
ENGAGEMENT  
AND LIKES.

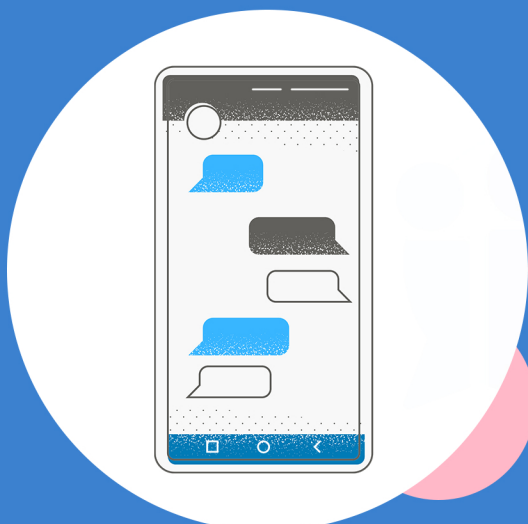


The point is that the audience wants to know your viewpoint as the professional, not a generic blog title riddled with a million hashtags, and don't be afraid to incorporate video!



## BE CONSISTENT WITH YOUR LINKEDIN MARKETING PLAN

| Consistency is key!



## INTERACT & ENGAGE ON LINKEDIN

| Don't be shy! Like, comment, and share content from others that you want to add to, discuss, or find valuable. The physicians that interact and engage have more views and engagements themselves.



## BUILD NEW LINKEDIN CONNECTIONS

| The more extensive your network, the bigger the audience, and you increase your chances of driving new leads and post visibility.

# WRAP UP: LINKEDIN MARKETING TIPS FOR DOCTORS



There is nothing like good ol' “elbow grease” in order to grow a successful LinkedIn profile that actually drives new patients. Leverage the LinkedIn marketing tools at your disposal to engage with your community!

# WORK WITH US!



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