

website
ALCHEMY



 Wellness Renegades

SEO FOR WELLNESS PEOPLE

SESSION 2 – CORE MARKETING MESSAGE

Jason Stein, LAc

INTENTION

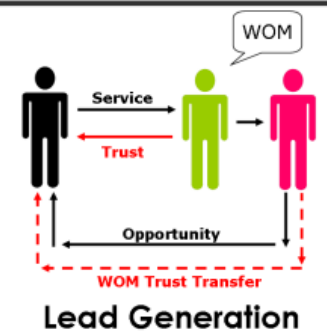
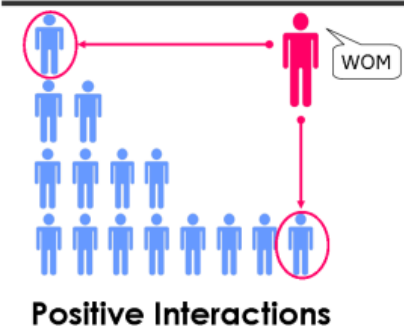
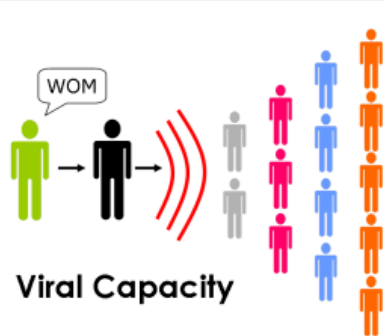
The 3 Intentions of this Talk:

- Understanding Core Marketing Messages
- Creating Simple Market Research
- Discovering Your Core Marketing Message





Why wellness people resist CMM?



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WOM & SEO

Your CMM helps you get seen

WHY CORE MARKETING MESSAGE?

Reason 1:

Year-over-year growth in unique site traffic is 7.8X for content marketers

Reason 2:

Core Marketing Message makes **SEO** easier and helps you attract more clients

WHAT IS A CORE MARKETING MESSAGE?

Best Clients/Patients

Pain Points - What Are They Looking For?

Unique Value or Perspective - Island A —) Island B



Example

Black Girl Sunscreen

Black Girl Sunscreen targets an audience often left out of sun safety discussions: women of color. Their message lets that market know they're there for them: "Protect your melanin. Sunscreen is always in season."

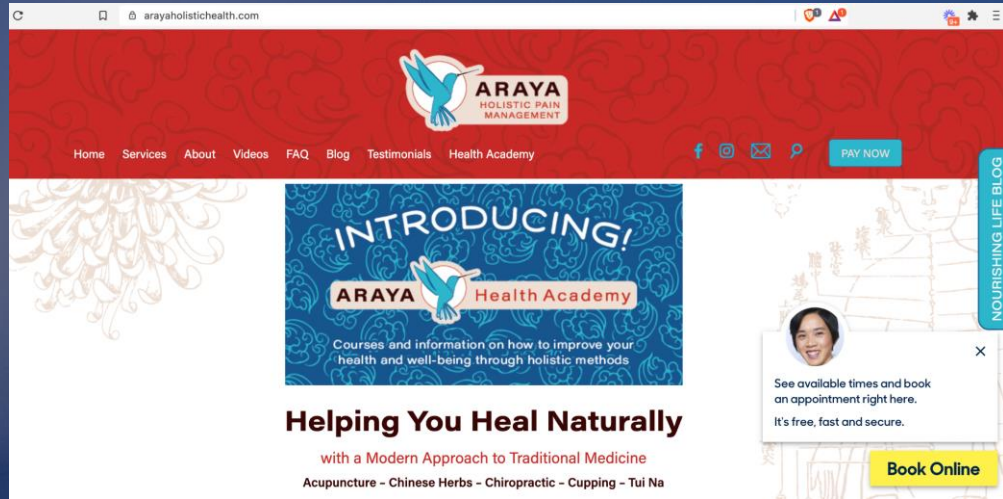


**PROTECT YOUR
MELANIN**

Sunscreen is always in season.

[GET IT NOW](#)

Example



A Holistic Pain Management
Clinic helping the people of
Clarksburg MA

WHY OLD SCHOOL MARKETING IS FLAWED?

Language matters

With SEO, your audience is already looking for you!

NEW SCHOOL MARKETING - QUESTIONS

Question 1

What are you passionate about?

Question 2

What are people looking for?

Question 3

What does your community of clients already want?

WHAT ARE PEOPLE LOOKING FOR?

The Google logo is centered at the top of the white search interface. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.A horizontal search bar with rounded ends. On the left side, there is a magnifying glass icon. On the right side, there is a microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky

Watch [Google I/O](#): building a more helpful Google for everyone

WHAT DO YOUR CLIENTS WANT?



Surveys or Just Ask

MARKET RESEARCH TO FIND CONTENT AND KEYWORDS



Simple way to Market Research

- Info interview
- Amazon

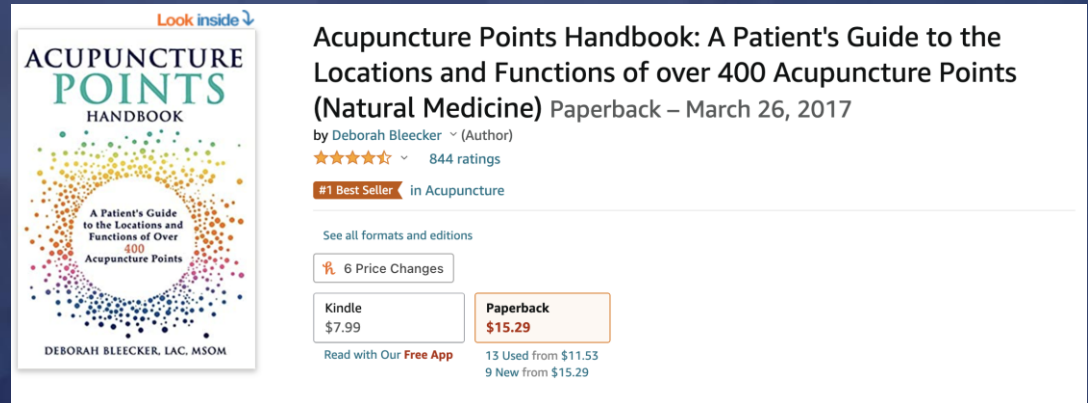
HIT LIST

- Interviews
- At least 10
- Getting them
- The follow up



AMAZON

- Search competitors
- Read reviews
- What do people want?



Look inside ↴

ACUPUNCTURE POINTS HANDBOOK
by Deborah Bleecker (Author)

★★★★☆ 844 ratings

#1 Best Seller in Acupuncture

See all formats and editions

🔔 6 Price Changes

Kindle \$7.99	Paperback \$15.29
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Read with Our **Free App** 13 Used from \$11.53
9 New from \$15.29

The image shows a screenshot of an Amazon product page. On the left is the book cover for 'Acupuncture Points Handbook' by Deborah Bleecker, LAC, MSOM. The cover features a circular graphic of colorful dots. On the right, the product title is 'Acupuncture Points Handbook: A Patient's Guide to the Locations and Functions of over 400 Acupuncture Points (Natural Medicine)'. It is a paperback edition published on March 26, 2017. The author is Deborah Bleecker. The book has 844 ratings, shown as four stars and a half star. It is the #1 Best Seller in the Acupuncture category. There are 6 price change notifications. Two pricing options are shown: Kindle at \$7.99 and Paperback at \$15.29. At the bottom, it says 'Read with Our Free App' and shows 13 used copies from \$11.53 and 9 new copies from \$15.29.



NEXT STEPS