



Strategic Marketing Plan

Boosting Visibility, Trust & Online Bookings

Presented by **Baber Ali Noor**



From Clinic to Brand

People don't just buy services — they buy into stories,
trust and personas

- In therapy and psychology, credibility, **warmth**, and empathy must be felt **before the first consultation**. Your *digital presence is your first impression*
- **Founder-led brands** are outperforming faceless organizations
- **End Goal: Trust → Bookings → Advocacy**

First Impressions Matter

Turning Med-Psych's Website into a High-Trust, High-Conversion Platform

Design & Visual Layout

- Layout is clean but feels impersonal.
- **Needed:** warmer imagery, human faces, and softer shapes to evoke emotional connection and safety.
- Use consistent visual hierarchy — frames

CTA Placement & Clarity

- Use a single unified button style and stronger CTAs like:
“Start Your Healing Journey”
or
“Schedule My Consultation”

UX & Navigation

- Content density in service sections is overwhelming
- **Needed:** Bolder Navigation fonts and a *sticky header* can enhance usability.
- Break up paragraphs with bullets and CTAs (Services)

First Impressions Matter

Turning Med-Psych's Website into a High-Trust, High-Conversion Platform

Mobile Optimization

- Logo is too small
- Hero images and text spacing need adjustment to avoid crowding or horizontal scrolling.
- **Needed:** Responsive Logo

Speed & Performance

- Hero images are large, slowing down page loading, especially on mobile.
- **Needed:** Optimize images

Trust-Building Signals

- No testimonials, privacy statements, or team member profiles shown.
- Add a "Why Choose Us" section, clinician bios with credentials, and SIRA / APS affiliation badges for reassurance.

Converting Visitors into Booked Clients

Most users won't return — so the booking journey must feel instant and simple

- Simplify the Booking Journey
- Improve CTA Clarity & Emotion
- Warm Hero Section
- Increase Trust, Decrease Doubt
- Visual Trust Cues
- Add an Inquiry Form on the Contact Page
- Conversion Rate Optimization



Converting Visitors into Booked Clients

The image shows a website mockup for 'MEDPSYCH'. The header includes a logo with a green leaf icon, navigation links for 'Home', 'Services', and 'About', and a red 'Book an Appointment' button. The main content area features a large headline 'Compassionate Psychological Care' in a dark teal serif font. Below it is a sub-headline in orange: 'You're not alone. Let's take the first step together.' A teal 'Get Started' button is positioned below the sub-headline. To the right of the text is a large, rounded image of a woman with dark curly hair, wearing a green cardigan, smiling and sitting on a couch. Annotations with dashed arrows point to specific elements: 'Inviting headline' points to the main headline; 'First impressions matter. Replace clinical iconography with friendly images' points to the image of the woman; and 'Add Visual Trust Cues Use photos of Dr. Linda and clinic - creates reassurance' points to the bottom right of the image.

MEDPSYCH

Home Services About

Book an Appointment

Compassionate Psychological Care

You're not alone.
Let's take the first step together.

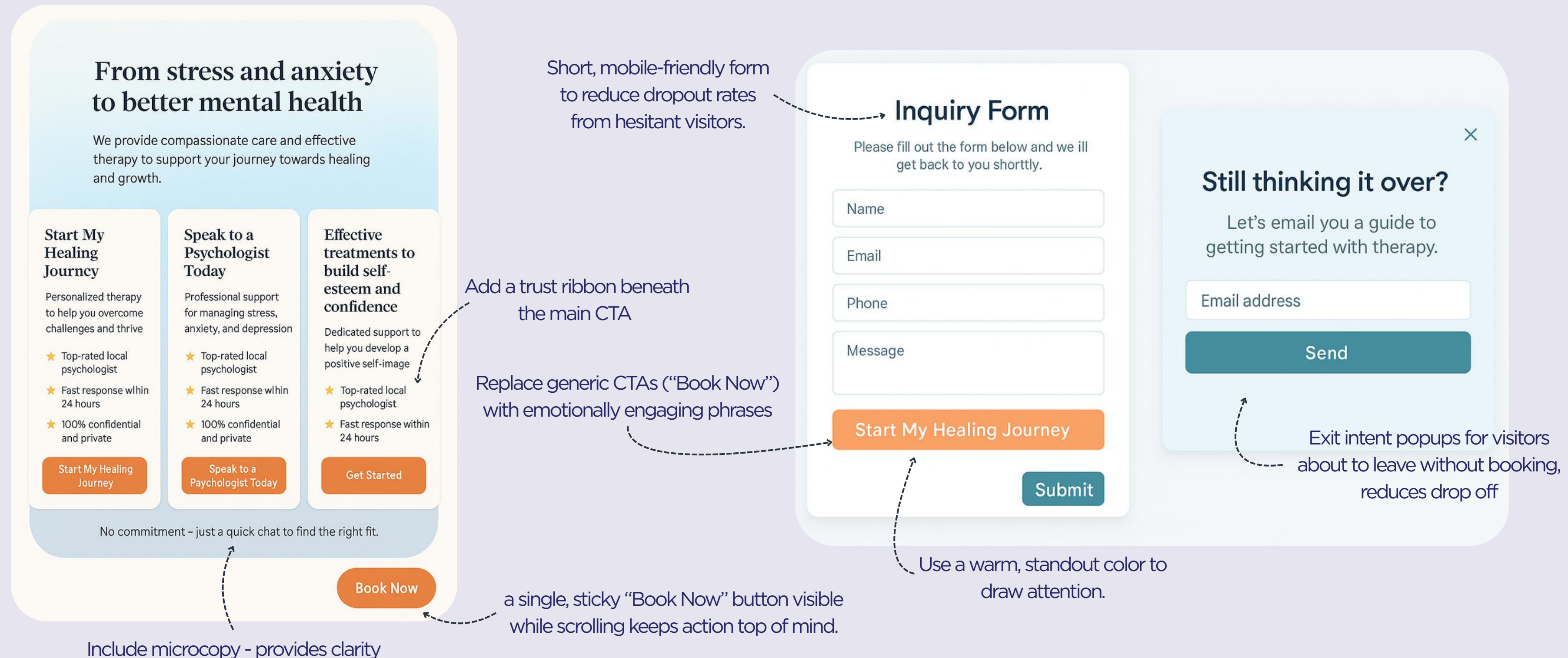
Get Started

Inviting headline

First impressions matter.
Replace clinical iconography
with friendly images

Add Visual Trust Cues Use
photos of Dr. Linda and
clinic - creates reassurance

Converting Visitors into Booked Clients



Browsing to Booking

UX Improvements That Make a Measurable Difference

Remove Redundant Booking Steps

Currently the “Book Now” button isn’t optimized — drops conversions.

Proposed Change: Make the “Book Now” CTA link directly to the Halaxy booking widget.

Why it works: Each extra click reduces completion likelihood — streamline reduces friction and boosts bookings.

Streamline Services Section into Cards

“Services” are lengthy and appear 1 by 1
- hard to navigate on mobile
(even Desktop)

Proposed Change: Break each service into card-style modules

Why it works: Simplifies scrolling by making content scannable and visually appealing.

Optimize Mobile Load Experience

Hero images and heavy visuals reduce rendering speed.

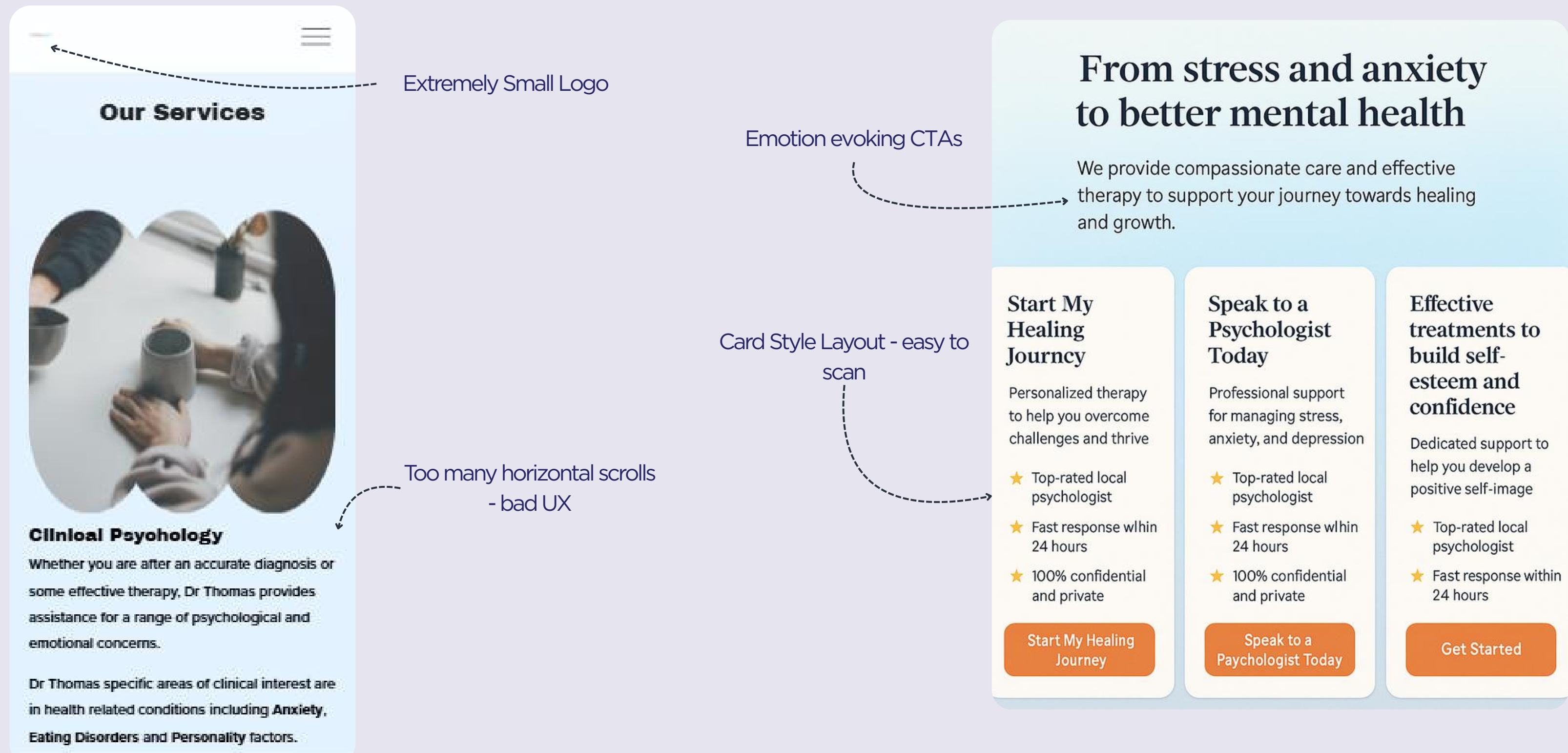
Proposed Change: Load compressed images for mobile and lazy load sections below the fold.

Why it works: Faster loads = lower bounce rates, improved SEO, and a smoother user experience.

NOTE

Mobile UX is conversion-driven: 70% of users leave sites that are slow or hard to use.
SEO efforts are wasted if UX is not intuitive and can even lead to black listing

Browsing to Booking



Local Marketing Strategy

Be present where your ideal clients already are —
both online and on the ground.

Partnerships

Co-branded referral cards or posters in clinics and wellness spaces.

Why it works: Builds trust through existing healthcare relationships and expands visibility where patients already seek care.

Speak in/Host sessions on stress, burnout, or emotional wellbeing.

Why it works: Positions Dr. Linda as a helpful expert, not just a provider

Workshops

Google Business Profile

Update Med-Psych's Google profile with new photos, Q&A answers, and service posts.

Why it works: Boosts search visibility in “psychologist near me” and Google Maps queries

Integrate phrases like “Clinical Psychologist in Sout Wales” or “Mental Health Support in Hamilton South” into site copy and meta titles.

Why it works: Helps rank higher for local-intent searches.

Local SEO Keywords

Founder-Driven Branding

Why does it work?



Marie Forleo
Life Coach & Entrepreneur

Weekly high-quality YouTube content
("MarieTV") with a strong personal presence.



Dr. Rangan Chatterjee
UK GP & Health Expert

Hosts the "Feel Better, Live More" podcast with
70M+ downloads.
Regular appearances on BBC & other media.



Jay Shetty
Ex-Monk Turned Wellness Coach

Shares personal transformation stories
Wrote a bestselling book and launched a
coaching school.

Founder-Driven Branding

People trust people — not logos

- Authority Builds Authority
- Tell Her Story — Authentically
- Use the P.A.R.T. Framework for Content That Connects
- Show the Person Behind the Practice
- Thought Leadership = Visibility
- Founder-Led Social Proof

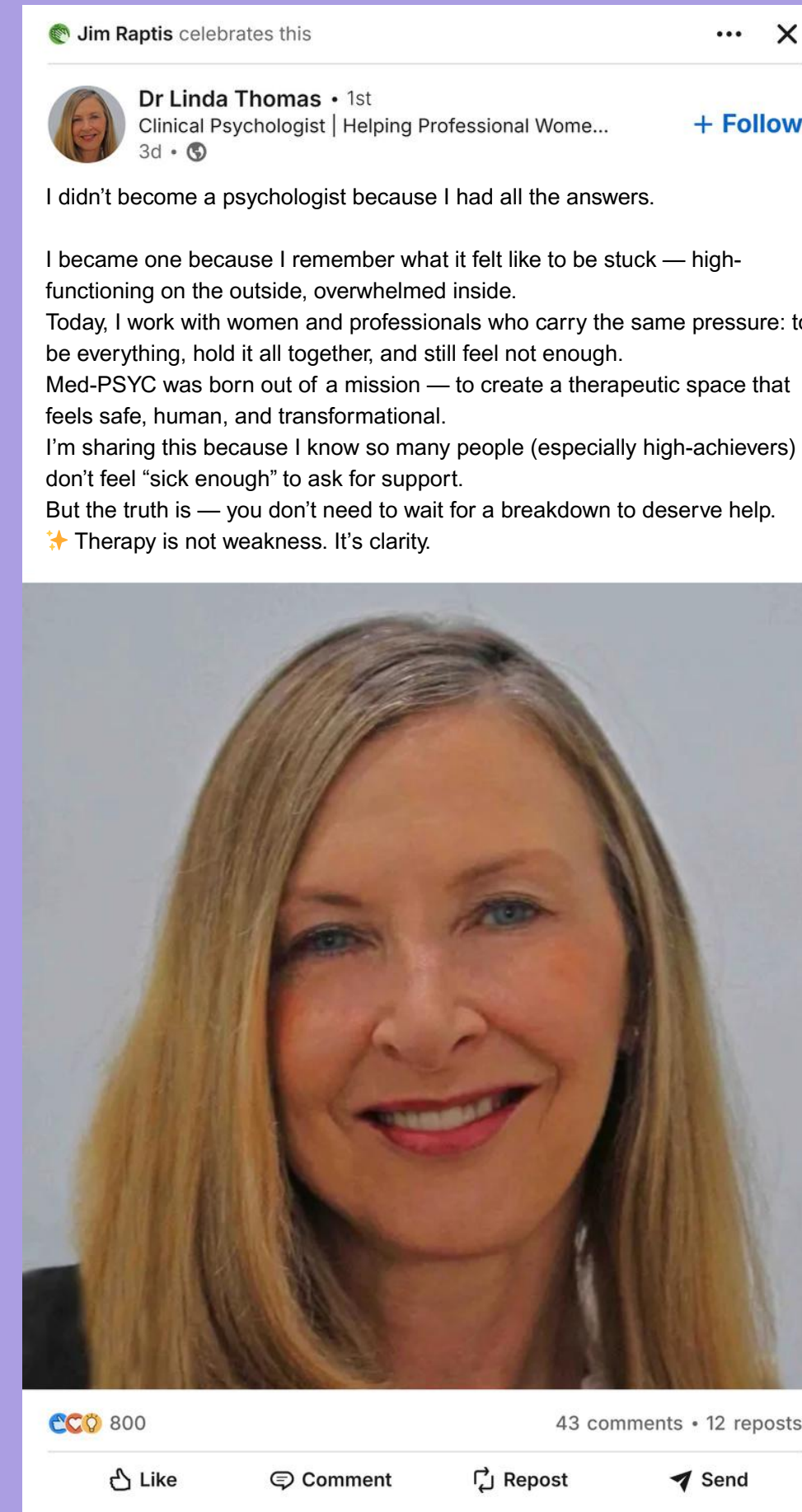
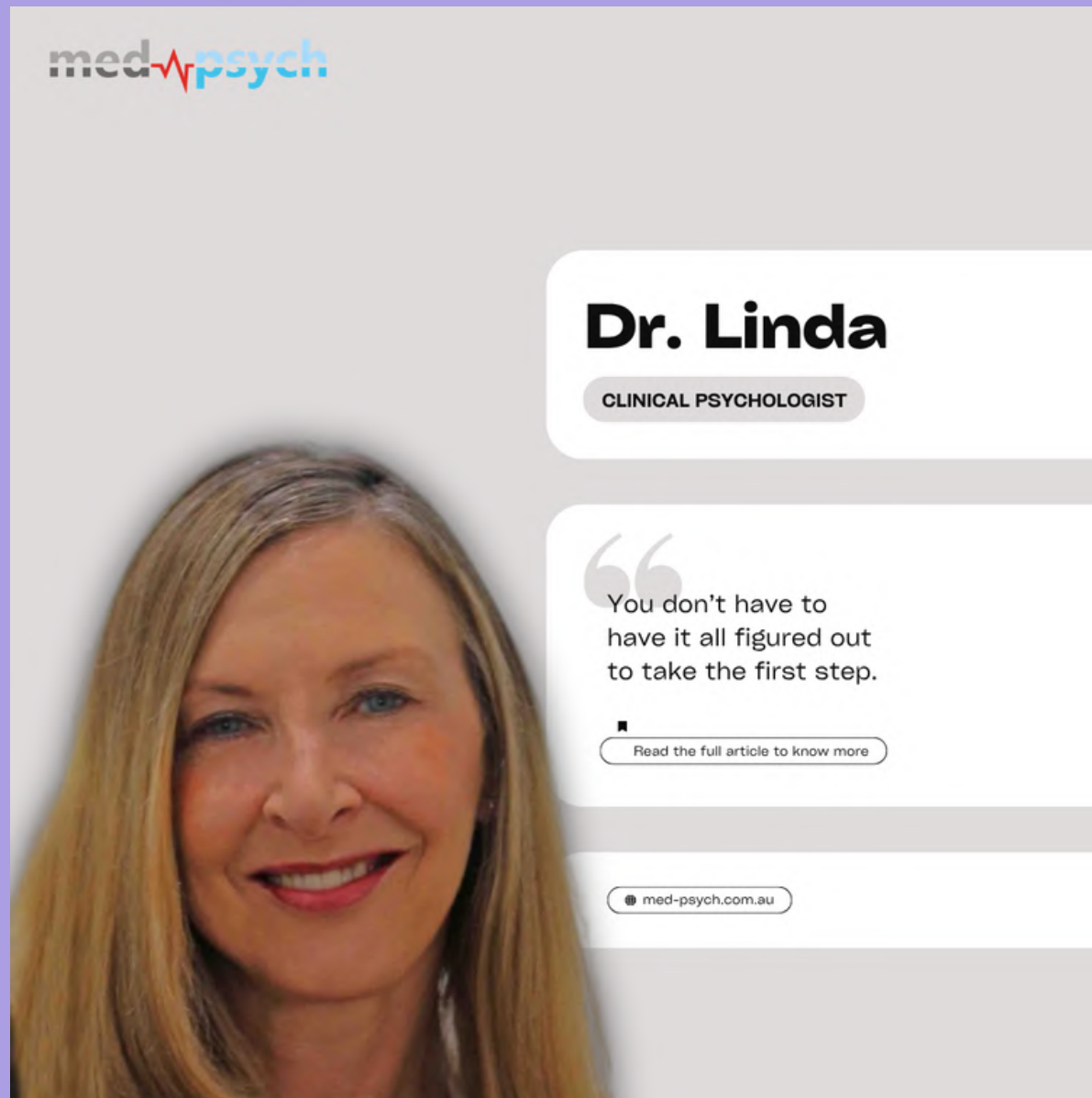
Trusted Voice



medpsych

Trusted Choice

Founder-Driven Branding



Social Media Strategy

Don't just post — position with content that educates & converts

Build trust before they book.

Educational Posts That Answer Real Questions

“How do I know if I need therapy?”

“What’s the difference between burnout and anxiety?”

“What does a first session look like?”

Soft CTAs Within Valuable Content

“If this sounds like you, therapy might help. Book a chat with Dr. Linda to explore it.”

Mix Formats to Match Platform Behavior

- Carousels for step-by-step breakdowns (e.g., “5 signs of hidden stress”)
- Reels for 15–30s tips in Dr. Linda’s voice
- Quote tiles to reinforce tone and credibility

Human + Professional = Connection

Alternate between empathetic, human-centered posts and expert-led info.
E.g., “Therapy isn’t about fixing you. It’s about understanding you.”

Sample Posts

Post 1: Educational (Awareness-Focused)

Caption:

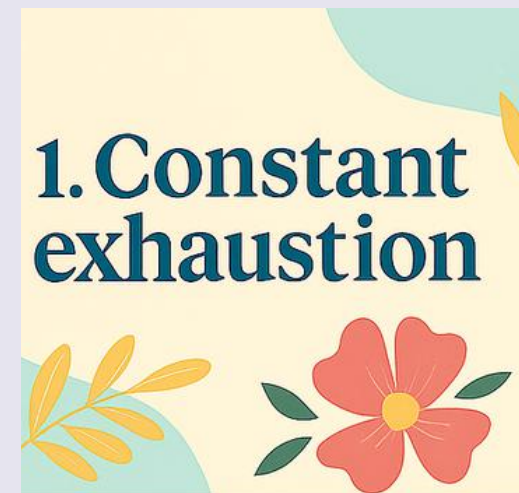
“Burnout isn’t laziness — it’s exhaustion from caring too much, for too long.”

CTA:

- ✓ “Tag a friend who needs this today.”
- ✓ “Save this post if you’ve been feeling this way lately.”

Why it works:

Creates instant empathy, normalizes the experience, and builds emotional safety with the audience



Struggling with imposter syndrome at work?

Dr. Linda helps professional women
rebuild self-belief.



✓ Book a free 15-min discovery call today.

Post 2: Promotional (Action-Focused)

Caption:

“Struggling with imposter syndrome at work? Dr. Linda helps professional women rebuild self-belief.”

CTA:

- ✓ “Book a free 15-min discovery call today.”
- ✓ Link in bio or Book Now button.

Why it works:

Directly addresses a common audience pain point with a low-friction offer to take the first step.

Social Proof That Builds Trust

What others say about you speaks louder than what you say about yourself.

Feature Patient Testimonials Across Channels

Highlight 1–2 line quotes from satisfied clients (with consent).

Use them on:

- Homepage
- Booking page
- Social media
- Exit popups

Why it works: Reduces hesitation and builds credibility with new visitors.

Add a “Stories” Section

“I was anxious before therapy, but Dr. Linda made me feel safe from day one.”

Use a rotating carousel or highlight reel.

Bonus: Add anonymized avatars or initials to increase authenticity.

Video Testimonials

Ask comfortable clients to record a 30-sec video (or read a written review aloud).

Tip: These work great in Meta ads or Instagram reels to increase CTR.

Google & SEO

If they can't find you, they can't book you.

Improve Google Rating & Visuals

Current rating is 3.7 with only 21 reviews – not ideal for trust.

No internal clinic photos – hurts perceived warmth and credibility.

Fix:

Upload professional photos of the clinic interior, waiting area, and Dr. Linda.

Add at least 5–6 visually appealing images.

Why it works: Visual and social proof boosts click-through and trust.

Build a Review Strategy

Ask happy clients (post-session) via email or SMS

Include QR code in clinic for walk-in clients

Tip: Aim to hit 4.5+ rating within the next 2 months

Suggested prompt:

“We’d love your feedback — it helps others take their first step too.”

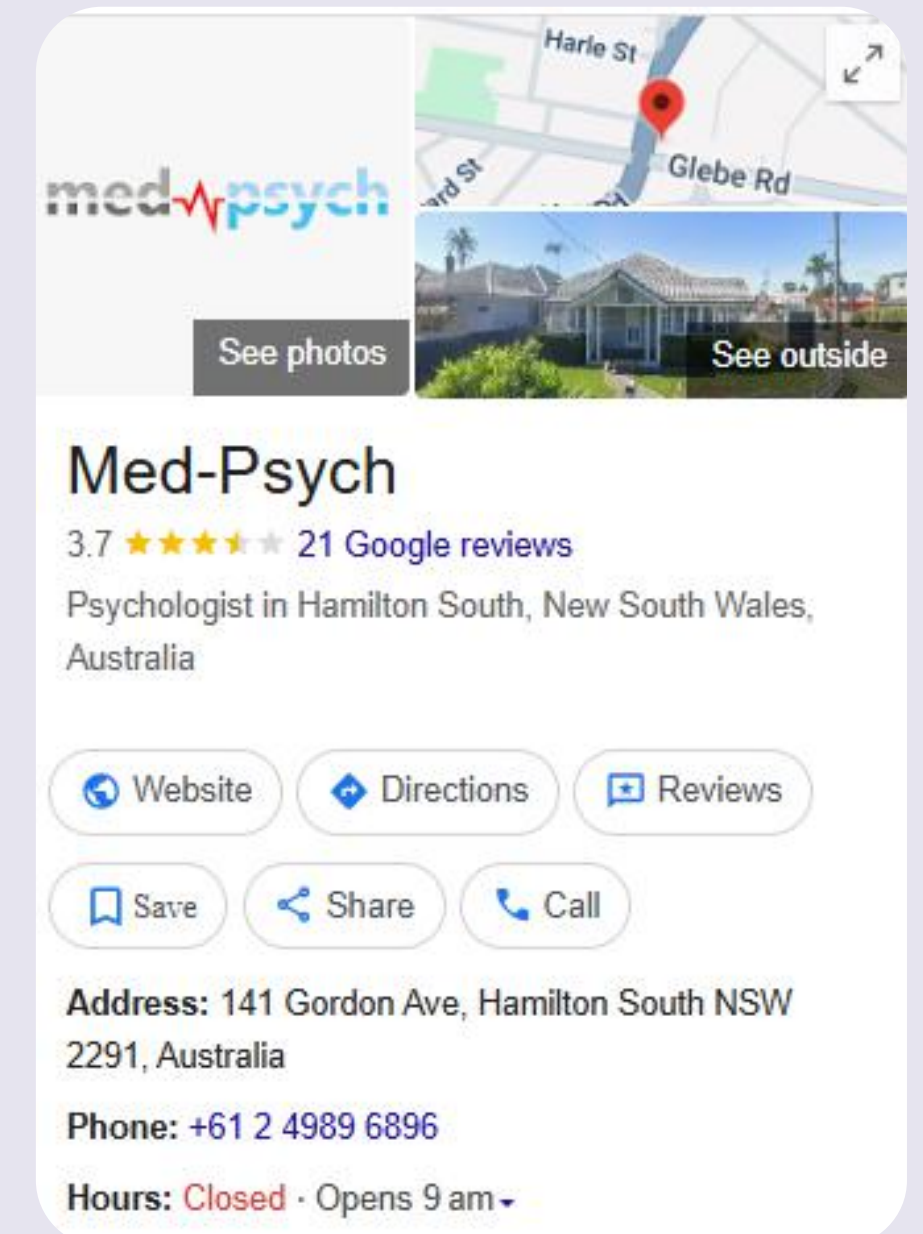
Create Searchable Blog Content

“When Is It Time to See a Psychologist?”

“What Happens in Your First Therapy Session?”

“Mental Health Help for Women in Melbourne”

Each post increases SEO entry points.



Paid Ads that dont feel pushy

Therapy isn't an impulse buy.
Ads should build comfort —
not pressure.

Local Google Ads for Search Intent

Run search ads targeting high-intent queries like:
“female psychologist Moonee Ponds”
“therapy for burnout in Melbourne”
“anxiety help near me”

- ✓ Link directly to the most relevant service page
- ✓ Include sitelinks: [Meet Dr. Linda], [Telehealth], [FAQs], [Book Now]

Why it works: Meets users at the moment of active help-seeking.

Meta Ads That Build Familiarity

Use Facebook & Instagram to nurture trust before booking.

Example formats:

“3 signs you might be burnt out” carousel → soft CTA
Video of Dr. Linda sharing tips → ends with “Book a discovery call”

Target by location + age (25–55) + interest in wellness, psychology, therapy

Why it works: Builds brand warmth and authority before conversion.

Offer-Based Entry Points

Instead of “Book Now”, test softer CTAs in your ads like:
“Download our therapy starter guide”
“Take our 60-second stress self-check”
“Get 15-min free intro call with Dr. Linda”

Why it works: Reduces friction and helps cold audiences engage meaningfully.

Blog & Content Marketing Strategy

Educate to earn trust — not just clicks

SEO-Rich, Human-Centered Blog Posts

Write for search and empathy.

Example titles:

- “How to Know if Therapy is Right for You”
- “What Burnout Really Feels Like (And What to Do About It)”
- “Is This Just Stress — Or Anxiety?”

Why it works: Targets long-tail search terms, aligns with user intent, improves Google ranking, and builds reader trust.

Create Monthly Content Pillars

Choose 2–3 key focus areas like:

- Burnout & Work Stress
- Women’s Mental Health
- Therapy Myths & Misconceptions

Why it works: Keeps content consistent, relevant to the audience, and aligned with brand positioning.

Evergreen “Starter Guides”

Offer downloadable guides like:

- “Beginner’s Guide to Therapy”
- “5 Signs It’s Time to Seek Help”

Why it works: Builds email list, drives lead generation, and provides valuable education.

KPI Dashboard

Tracking What Matters Most

Website & UX

KPI	Target	Status
Conversion Rate	> 3–4%	<div></div> On track
Bounce Rate	< 40%	<div></div> Monitor
Booking Funnel	Direct → Halaxy	<div></div> Improved

SEO & Organic Growth

KPI	Target	Status
Long-tail keyword rankings	Top 10 for 10+ terms	<div></div> Progressing
Organic traffic growth	+40% in 90 days	<div></div> On track

Paid Media (Google + Meta)

KPI	Target	Status
CAC	<\$20	<div></div> Efficient
ROAS	>3x	<div></div> Monitor
CTR	>5%	<div></div> On track

Email Campaigns

KPI	Target	Status
Open Rate	>35%	<div></div> Strong
Click-through Rate	5–10%	<div></div> Monitor
Booking Conversion	>3%	<div></div> On track

Summary & Next Steps

this strategy is about more bookings, stronger brand, and trusted presence

1. Website & UX

Simplify booking flow (direct Halaxy link, sticky CTAs, trust cues)

Strengthen mobile responsiveness and hero visuals

Introduce service cards and “Dr. Linda” touchpoints

2. Founder-Led Branding

Showcase Dr. Linda across site and social

Share her story, expertise, and voice consistently

3. Local Marketing

Google Business optimization, map visibility

Photos of clinic interior, updated hours, reply to reviews

Collaborations with local businesses and GPs

4. Digital Visibility

SEO-focused blogs + “starter guides”

Google Ads targeting therapy keywords

Testimonial and Q&A-based content for trust building

5. Social Media

Mix of soft-edged educational + direct promotional posts

Focus on burnout, women’s mental health, and therapy myths

Dr. Linda-led Instagram carousels, quote tiles, and reels