

# 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 layout for a psychological services provider. At the top left is the logo 'MEDPSYCH' with a green leaf icon. To the right are navigation links: 'Home', 'Services', 'About', and a prominent orange 'Book an Appointment' button. The main content area features a large, bold teal headline 'Compassionate Psychological Care'. Below the headline is a subtext: 'You're not alone. Let's take the first step together.' A teal 'Get Started' button is positioned at the bottom left of this section. To the right of the text is a photograph of a smiling woman with dark, curly hair, wearing a green cardigan, sitting in a chair. A second person's shoulder and hair are visible in the background, suggesting a therapeutic session. The overall design is clean and professional.

Inviting headline

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

Get Started

Home Services About Book an Appointment



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

## From stress and anxiety to better mental health

We provide compassionate care and effective therapy to support your journey towards healing and growth.

### Start My Healing Journey

Personalized therapy to help you overcome challenges and thrive

- ★ Top-rated local psychologist
- ★ Fast response within 24 hours
- ★ 100% confidential and private

Start My Healing Journey

### Speak to a Psychologist Today

Professional support for managing stress, anxiety, and depression

- ★ Top-rated local psychologist
- ★ Fast response within 24 hours
- ★ 100% confidential and private

Speak to a Psychologist Today

### Effective treatments to build self-esteem and confidence

Dedicated support to help you develop a positive self-image

- ★ Top-rated local psychologist
- ★ Fast response within 24 hours

Get Started

No commitment – just a quick chat to find the right fit.

Book Now

Include microcopy - provides clarity

Short, mobile-friendly form to reduce dropout rates from hesitant visitors.

## Inquiry Form

Please fill out the form below and we'll get back to you shortly.

Name

Email

Phone

Message

Start My Healing Journey

Submit

Add a trust ribbon beneath the main CTA

Replace generic CTAs ("Book Now") with emotionally engaging phrases

a single, sticky "Book Now" button visible while scrolling keeps action top of mind.

Use a warm, standout color to draw attention.

## Still thinking it over?

Let's email you a guide to getting started with therapy.

Email address

Send

Exit intent popups for visitors about to leave without booking, reduces drop off

# 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 Galaxy 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 scanable 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



Extremely Small Logo

Emotion evoking CTAs

Card Style Layout - easy to scan

Too many horizontal scrolls  
- bad UX

## From stress and anxiety to better mental health

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[Start My Healing Journey](#)

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[Speak to a Psychologist Today](#)

### Effective treatments to build self-esteem and confidence

Dedicated support to help you develop a positive self-image

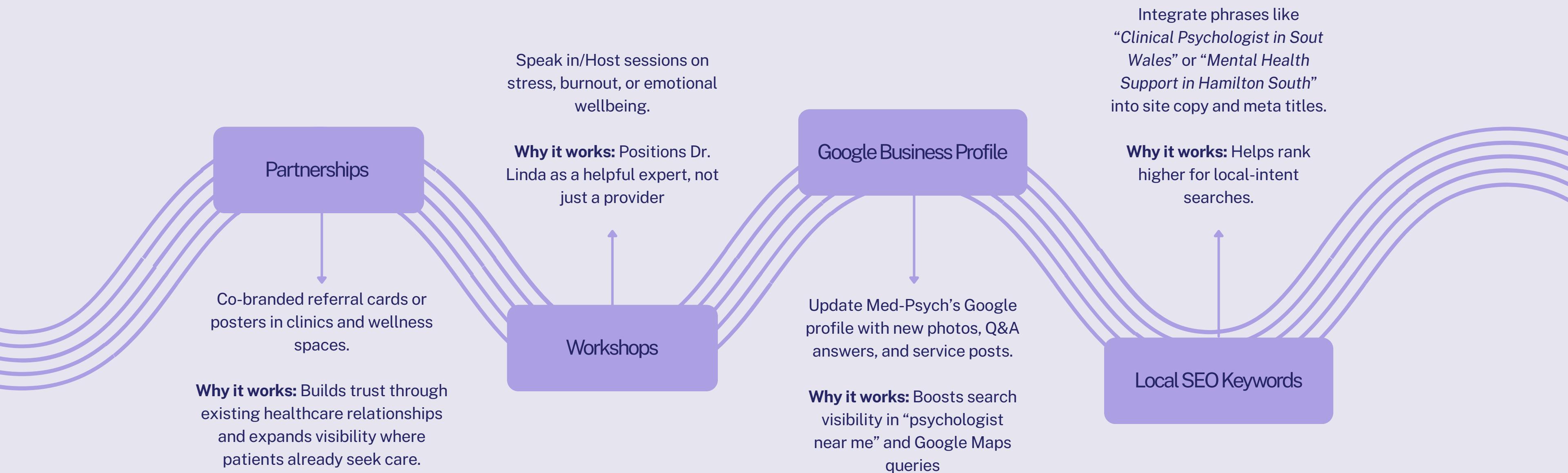
- ★ Top-rated local psychologist
- ★ Fast response within 24 hours

[Get Started](#)

Dr Thomas specific areas of clinical interest are in health related conditions including Anxiety, Eating Disorders and Personality factors.

# Local Marketing Strategy

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



# 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

Trusted Voice



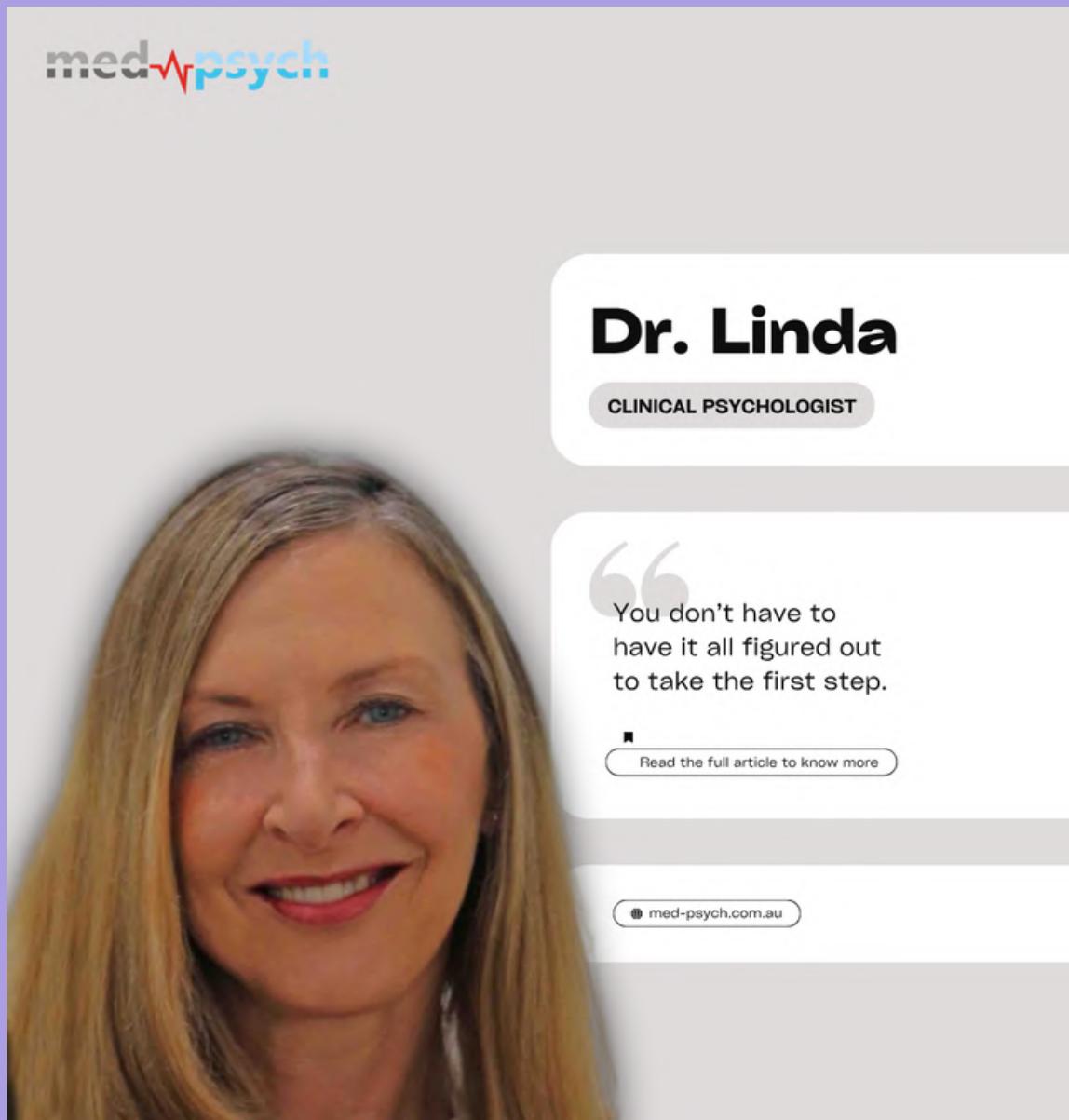
People trust people — not logos

- 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

medwpsych

Trusted Choice

# Founder-Driven Branding



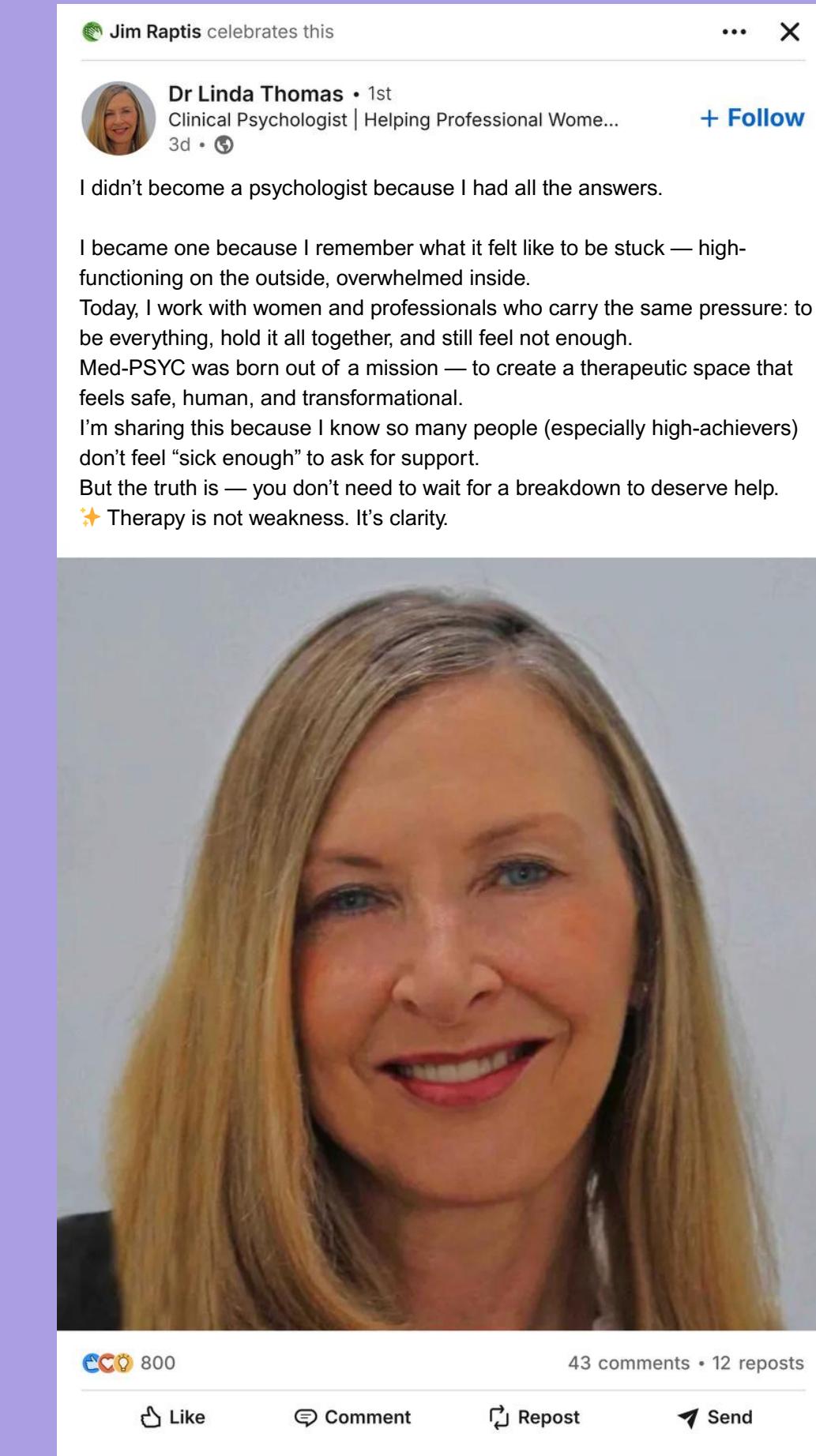
med-psy

**Dr. Linda**  
CLINICAL PSYCHOLOGIST

“ You don't have to have it all figured out to take the first step.

Read the full article to know more

med-psych.com.au



Jim Raptis celebrates this

**Dr Linda Thomas** • 1st  
Clinical Psychologist | Helping Professional Wome...  
3d • 800 interactions

+ Follow

I didn't become a psychologist because I had all the answers. I became one because I remember what it felt like to be stuck — high-functioning on the outside, overwhelmed inside. Today, I work with women and professionals who carry the same pressure: to be everything, hold it all together, and still feel not enough. Med-PSYC was born out of a mission — to create a therapeutic space that feels safe, human, and transformational. I'm sharing this because I know so many people (especially high-achievers) don't feel "sick enough" to ask for support. But the truth is — you don't need to wait for a breakdown to deserve help. ✨ Therapy is not weakness. It's clarity.

800 interactions • 43 comments • 12 reposts

Like Comment Repost Send

# 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.”

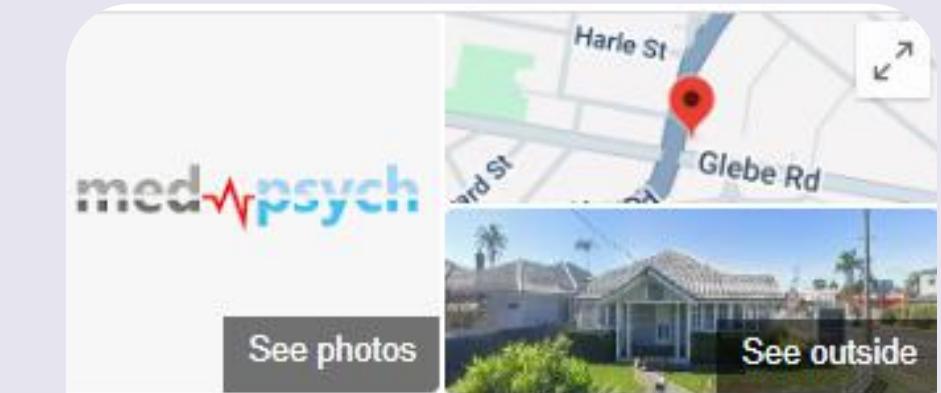
## Create Searchable Blog Content

“When Is It Time to See a Psychologist?”

“What Happens in Your First Therapy Session?”

“Mental Health Help for Women in Melbourne”

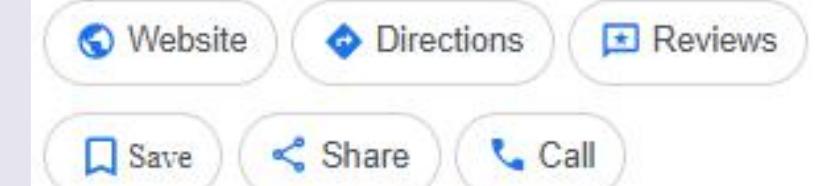
Each post increases SEO entry points.



## Med-Psych

3.7 ★★★★☆ 21 Google reviews

Psychologist in Hamilton South, New South Wales, Australia



**Address:** 141 Gordon Ave, Hamilton South NSW 2291, Australia

**Phone:** +61 2 4989 6896

**Hours:** Closed · Opens 9 am ·

# Paid Ads that don't 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%          | <span>On track</span> |
| Bounce Rate     | < 40%           | <span>Monitor</span>  |
| Booking Funnel  | Direct → Galaxy | <span>Improved</span> |

### SEO & Organic Growth

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

### Paid Media (Google + Meta)

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

### Email Campaigns

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

# Summary & Next Steps

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

## 1. Website & UX

Simplify booking flow (direct Galaxy 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