THERAPY SHOW 2026

Marketing Your Clinic in 2027

Chris Dann and Jessica Arora, Broxbourne Marketing

Two people, clinics only, nothing hidden

WHO IS SPEAKING

Chris Dann

Director. Runs the Google Ads accounts and shares the search and website work.

Jessica Arora

Marketing Manager. Shares the search and website work and manages social media.

London Healthcare Marketing Agency of the Year 2026, AI Global Media

Official marketing partner of Physio First

WHAT WE WILL COVER

1. **AI and search**
   What is really happening, and how to rank
2. **Paid ads**
   Google Ads now, and the AI ads that are coming
3. **Social media**
   Jessica, with a real clinic
4. **Try us for free**
   Our Therapy Show offer

AI and Search

"Everyone is on ChatGPT now. Google is dead."



71% of people still use Google to choose a business



Ranking #1 means less and less



AI is making search fairer



Fewer visitors, better visitors

How to rank in 2027: the checklist, part one

1. Google Business Profile, complete and kept current

2. A steady flow of specific reviews

3. Say the same thing everywhere

4. Named, qualified people on the website

The checklist, part two



5. Clear and specific



6. Structured data



7. Be mentioned where AI already looks



8. Make it bookable by a machine

Paid Ads

What Google Ads costs our clinics, per booked appointment

CLINICAL MASSAGE LONDON

£13.05

per booked appointment

Google Ads, 2026

POPLAR OSTEOPATHIC CLINIC

£15.12

per booked appointment

Google Ads, 2026

MEDSTEAD PHYSICAL HEALTH

£17.47

per booked appointment

Google Ads, 2026

INJURY & PERFORMANCE CLINIC

£20.05

per booked appointment

Google Ads, 2026

Google Ads is Declining

Setting up a Google Ads campaign properly

- Conversion tracking first
- Campaign types
- Keywords, search terms, match types
- Bid strategies
- Google's suggestions and account managers
- Optimisation score
- AI in ads

Advertising in AI search

AI Overviews

Any day now

ChatGPT

Coming soon

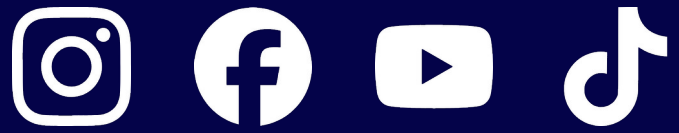
Other platforms

Not yet planned

THE THERAPY SHOW · BIRMINGHAM

Social media for clinics.

Organic, paid, and which one your clinic needs.



THE WOODFORD PHYSIO

Under 1,000 followers.
80,000 views a month.

November 2026 · Social Media

HI, I'M

Jessica Arora

Digital Marketing Manager at Broxbourne Marketing.

5 years in social media

MSc Digital Marketing

IN THE NEXT 10 MINUTES

How organic works → How paid works → Which one you need

SOCIAL MEDIA · VIEWS PER MONTH

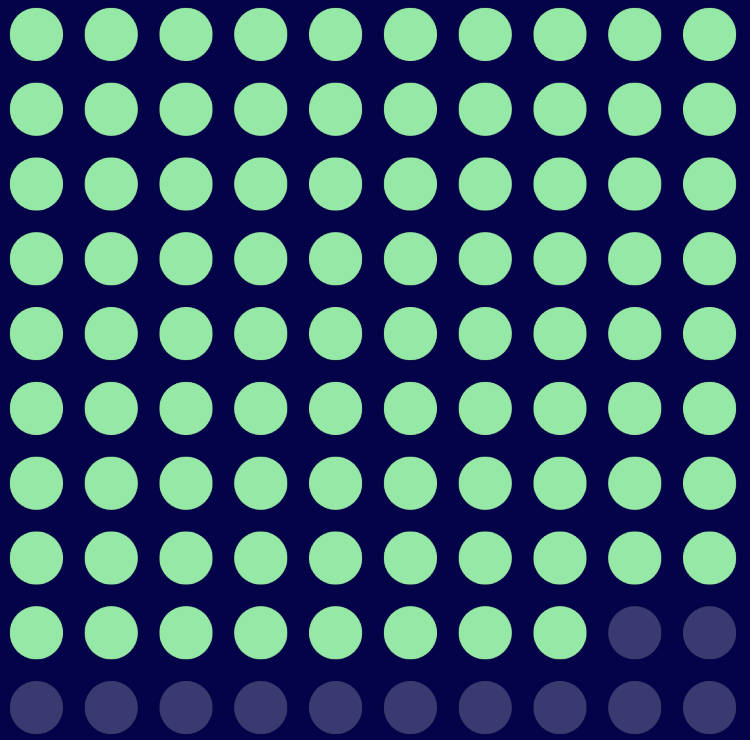
From 25,000 views a month to 80,000.



88%

of his Instagram views came from people who don’t follow him.

Followers come last. Being seen comes first.



HOW ORGANIC SOCIAL WORKS

Build the audience first. Then ask them to book.

TOP OF THE FUNNEL

They discover you

Quick tips, myths and common mistakes

“The biggest mistake with back pain? Waiting too long.”

MIDDLE OF THE FUNNEL

They trust you

Deeper teaching, patient stories, longer videos

“Hip pain: what the location tells you.”

BOTTOM OF THE FUNNEL

They book

Results, reviews and a clear next step

“Here’s what happens at your first appointment. Book below.”

Ask people to book before they know you, and nobody is listening.

ORGANIC TAKES MONTHS

What if you need patients next month?

That is what paid social is for.

HOW PAID SOCIAL WORKS

Paid ads start at the bottom of the funnel.

TOP OF THE FUNNEL

They discover you

MIDDLE OF THE FUNNEL

They trust you

ADS START HERE

They book

WHO SEES THE AD

People who are already looking for your service.

SO THE CONTENT IS DIFFERENT

It doesn’t teach. It makes one clear offer.

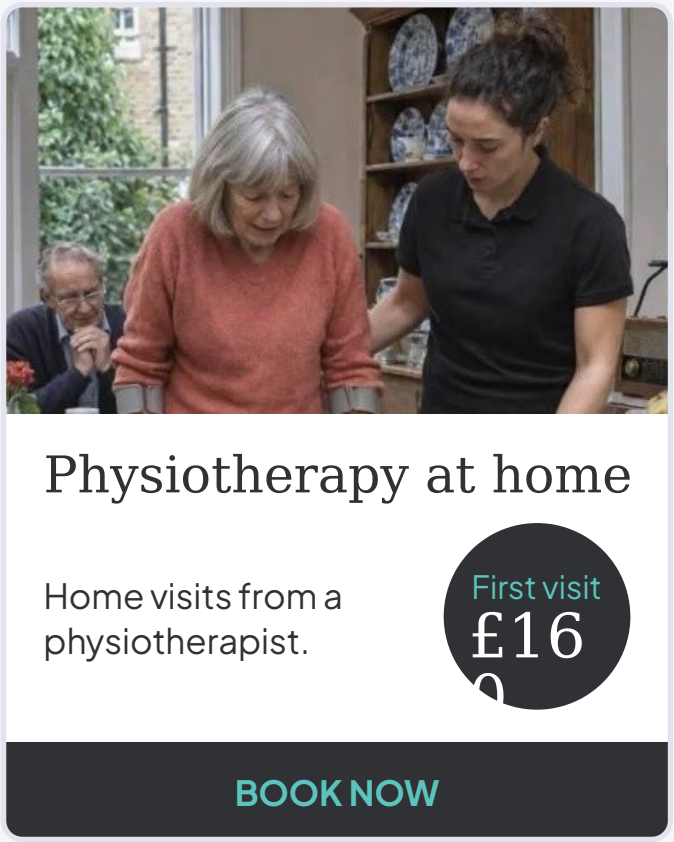
“Back pain that won’t go away? Book your assessment this week.”

WHAT THE OFFER SHOULD LOOK LIKE

Don’t sell the physio. Sell what it gives back.

Sells the treatment

Says what you do.





Sells the outcome

Says what they get back.

ORGANIC OR PAID

Paid fills the diary. Organic builds the brand.

Organic		Paid
Months	SPEED	Weeks
Your time	YOU PAY WITH	Your budget
Keeps working	WHEN YOU STOP	Stops the same day
A brand	YOU END UP WITH	Bookings

A brand opens doors a clinic alone can't.

- Asked for by name
- Sell your expertise
- Collaborations

FREE MARKETING REVIEW

Not sure which one your clinic needs?

Come and talk to me at our booth. I'll tell you honestly: organic, paid, or both.

Real clinics, real numbers

CLINICAL MASSAGE LONDON

£13.05

per booked appointment from Google Ads

POPLAR OSTEOPATHIC CLINIC

Top 3

citywide, and £15.12 per booked appointment

MEDSTEAD PHYSICAL HEALTH

£17.47

per booked appointment, Google Ads

HICKS HEALTH

14 to 42 km²

of local map pack coverage

INJURY & PERFORMANCE CLINIC

£20.05

per booked appointment, Google Ads

HUTCHINSON HEALTH

4×

the catchment covered in the map pack

Every figure is one the clinic owner can see in their own app, with every minute of our time logged against it.

Try us for free.

THERAPY SHOW 2026 OFFER, STAND D52, CLOSES 1 DECEMBER

1. An onboarding and strategy session
2. Four hours of work, on us
3. No obligation, no pressure

broxbourne.marketing/try-us-for-free · or sign up on stand D52

See you on stand D52

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