

## Pearls

- ★ Adds to service brand development
- ★ 38% of OTs surveyed in 2015: cost affects marketing: blogging cost friendly
- ★ Develops creative avenues for staff
- ★ Shares knowledge and increases awareness of breadth of services
- ★ Enhances SEO for website
- ★ Identifies service as expert in specific areas of therapy
- ★ Assists to support other marketing tools, such as enewsletter/social media
- ★ Easy to measure return on investment through Google Analytics
- ★ Can be written from anywhere, including home, increasing work flexibility
- ★ Allows great audience reach



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## Pitfalls

- ⚡ Needs a dedicated schedule to follow
- ⚡ Staff not trained in blog writing, taking time to get language correct
- ⚡ Professional images to compliment blog not readily available for OT services
- ⚡ Creating content in language that reflects brand harder with more blog writers
- ⚡ Only 12% of OTs surveyed in 2015 have a plan for marketing
- ⚡ 2% of OTs surveyed in 2015 do not use blogging to market
- ⚡ 62% of OTs surveyed in 2015 found time was a major barrier to marketing: blogging takes time!
- ⚡ Getting in mindset of what audience wants to hear harder than expected

