

PEMF PROMOTION

Here's my plan for creating a Reel that highlights the benefits of PEMF and offers a special discount for those who book the treatment after seeing the post. Here's a breakdown of the strategy:



by Vana Kadir

behind the scenes *stories & teasers*

Before posting the actual Reel, we can create some Behind-the-Scenes Stories to build anticipation. For example, we can show snippets of the treatment preparation or give a sneak peek of the person receiving the PEMF treatment. This will create excitement for the upcoming Reel and already raise interest in PEMF.

Story Text Example:

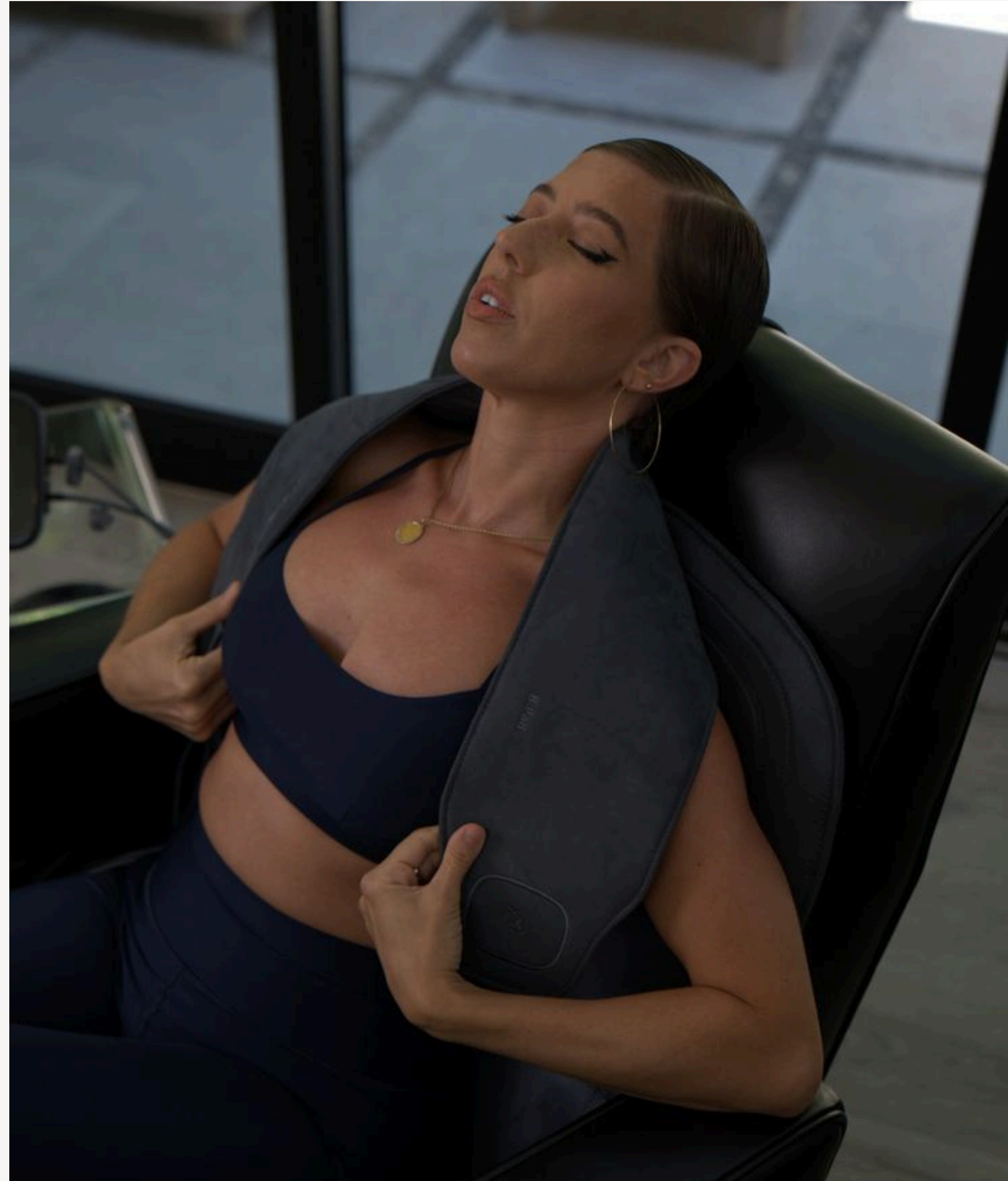
"Get ready! We're about to show you
how PEMF works – and we've got an
exclusive offer coming up! 🙈🌟
#StayTuned"



CLEAR & CONCISE EXPLANATION IN THE REEL

In the Reel, it's important to explain what PEMF is and how it can benefit potential patients. We'll show the treatment in action and include a brief testimonial from the person receiving the treatment. This will help highlight the benefits and make it more engaging.

Reel Text Example: "Suffering from pain or stress? PEMF could help! 🌿🧘
Check out how it works, and see how you can get 20% off your first treatment! 🎉"



CALL-TO-ACTION IN THE REEL & CAPTION

We should add a clear Call-to-Action (CTA) in both the Reel and Caption to encourage viewers to take action immediately.

Example: "Book your appointment now and mention code PEMF20 to get 20% off your treatment! Limited time only!"

EXCLUSIVITY & URGENCY

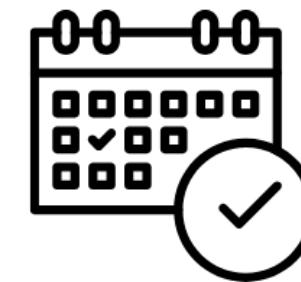
To create urgency, we should highlight that the discount is a limited-time offer. You can mention that the code will only be valid for a certain period, like "this month" or "until the end of the month."

Example : "Don't miss out on 20% off
- offer valid until [date]!"



Special Offer

**20% OFF ON YOUR
PEMF TREATMENT**



BOOK YOUR
APPOINTMENT NOW
AND MENTION THE
CODE PEMF20



CHIROPRACTIC
WHITE
RAMSTEIN

FEEDBACK OF OUR PATIENTS

Sarah



"I've had chronic back pain for years, but after just a few PEMF sessions, I feel so much better. Less pain, more flexibility – I highly recommend it!"

Marc



"After years of knee pain from sports injuries, PEMF really helped. Less swelling and more movement – I'm amazed!"

Laura



"Ich litt unter ständigem Stress und Kopfschmerzen. Nach nur einer PEMF-Behandlung waren die Kopfschmerzen weg und ich fühle mich viel entspannter!"

FEEDBACK & TESTIMONIALS AFTER THE TREATMENT

If you get any positive feedback from patients after their PEMF treatment, we can use that in future Stories or Reels to show real results. A short patient testimonial can be very powerful in building trust.

- Testimonial Example: "I feel like a huge weight has been lifted off my shoulders. PEMF really helped me feel better! 🌟"



INTERACTIVE STORIES

We can also include an interactive question or poll in the Stories to engage your followers even more. This will help spark interest and start conversations around the treatment.



HAVE YOU EVER
HEARD OF PEMF
BEFORE ?

A yes, love it!! 💙

B no, what is PEMF?

C not sure 🤔



BENEFITS

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1

INCREASED
REACH:
THE REEL
WILL HELP
MORE
PEOPLE
DISCOVER
YOUR
PRACTICE.

2

ATTRACT
NEW
PATIENTS:
THE
DISCOUNT
CODE WILL
DRIVE NEW
BOOKINGS
AND HELP
GROW YOUR
PATIENT
BASE.

3

HIGHER
ENGAGEMENT:
ACTIVE
INTERACTIONS
ON YOUR POSTS
WILL BOOST
VISIBILITY AND
HELP YOU
CONNECT WITH
MORE
POTENTIAL
PATIENTS.

4

MEASURABLE
SUCCESS: THE
DISCOUNT
CODE ALLOWS
YOU TO TRACK
HOW WELL THE
REEL IS
PERFORMING
AND HOW MANY
PATIENTS ARE
RESPONDING
TO IT.

5

BUILDING
TRUST: REAL
TESTIMONIALS
AND TRANSPARENT
CONTENT WILL
HELP BUILD
CONFIDENCE IN
YOUR TREATMENTS
AND LEAD TO
LONG-TERM
PATIENT
LOYALTY.

TERIOR
DESIGN STUDIO