Hands-on brand health:

Insights on business branding in the physical therapies industry

As a physical therapist, your healing hands can make all the difference in a person's day. Similarly, the power of your business branding can make a big difference in how successfully you connect with your next client.

For everything that goes into creating your business's presentation to the world, visual branding is the first thing that leaps out to a potential client – your business name, colour palette, graphics and logo are all processed in a matter of milliseconds and prompts them to question, *"Is this the right health provider for me?"*

In this industry paper, Visual Targets presents information and insights to help you understand visual branding and digital engagement in your industry segment and how you can stand out as the competitor everyone aspires to.

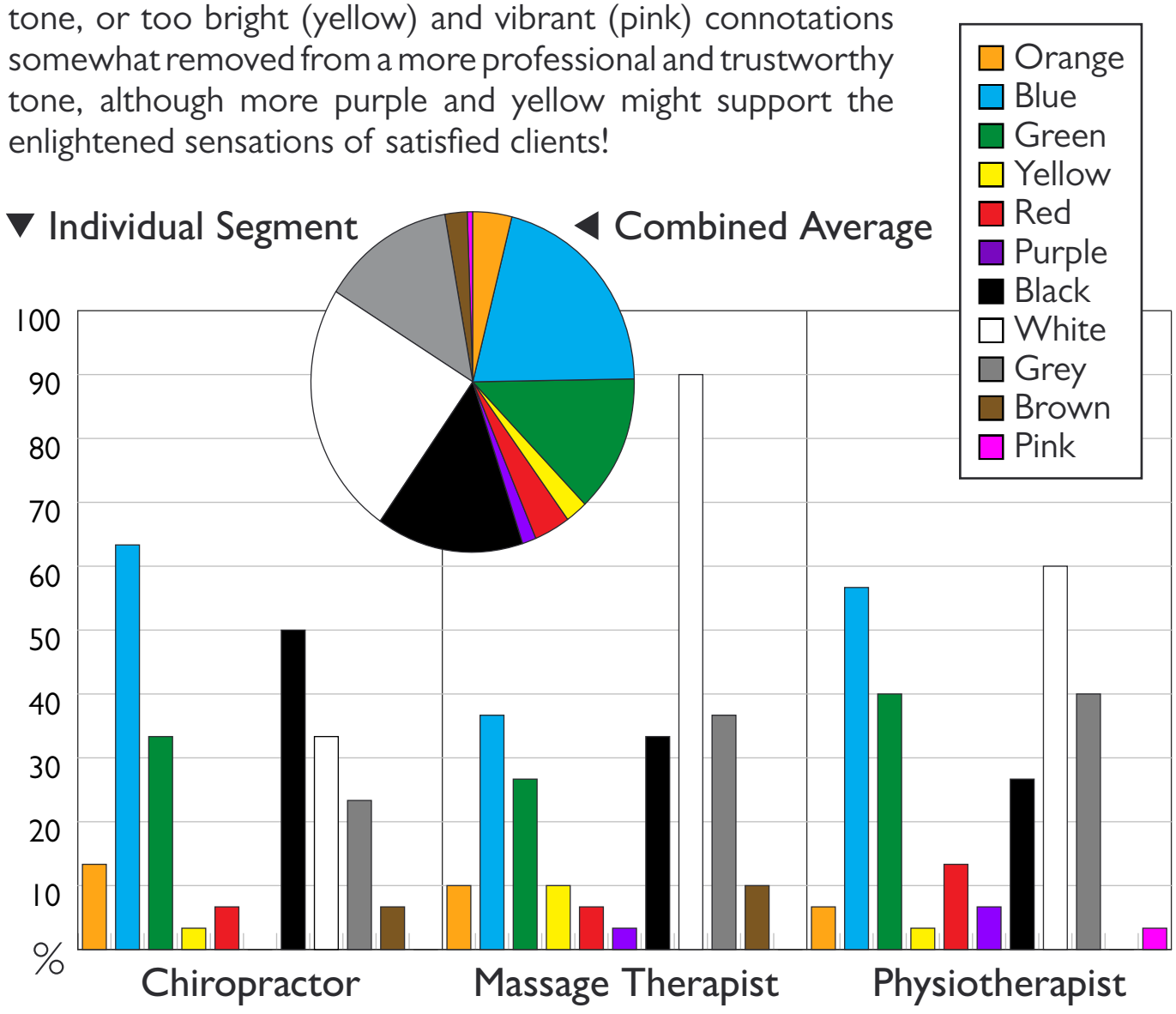
Visual Targets

Logos

A logo acts as the face, if not the spirit, of your business. It makes it easy for consumers to recognise you quickly and relate to your offering.

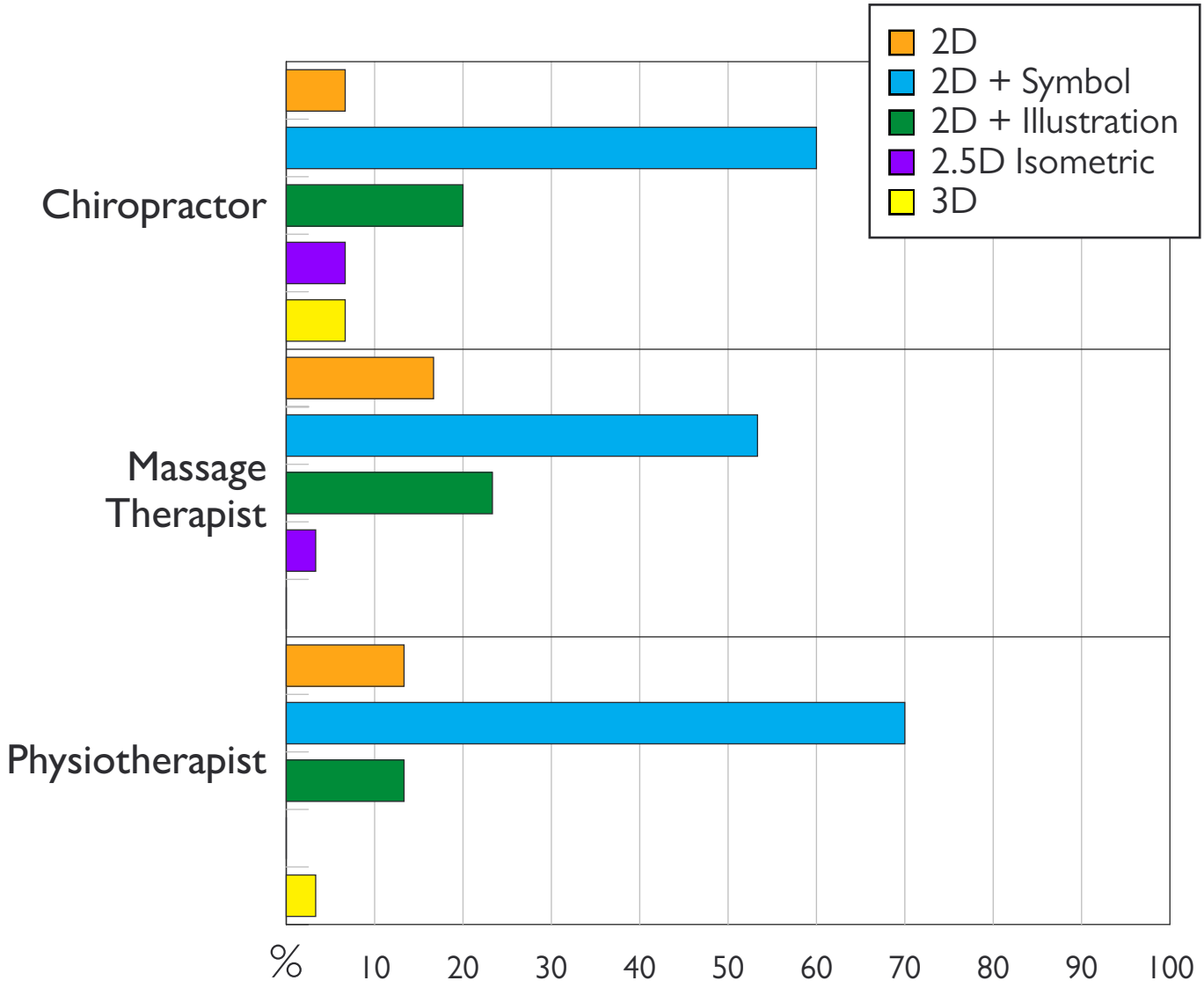
Our research showed the most used logo colours are white, blue and black, suggesting purity and cleanliness (white), calmness and responsibility (blue), and prestige and sophistication (black).

With some segments favouring additional colours of green and grey, the industry predominantly sticks to a limited palette. On the opposite spectrum, pink, purple, brown and yellow are the least popular and are avoided entirely by specific professions, which is likely due to their spiritual (purple) and earthy (brown) tone, or too bright (yellow) and vibrant (pink) connotations somewhat removed from a more professional and trustworthy tone, although more purple and yellow might support the enlightened sensations of satisfied clients!



Logos

In logo style, over 61% of businesses use a 2D Text and Symbol combination. With symbols, there's always a risk of the same stock image or graphic used in a logo, and we found two businesses that had done as such – a good reminder to examine your logo's uniqueness.



What colours and images does your logo use? Are they truly reflective of your business brand?

Tip On-Target: *We recommend you pick 1 to 3 colours for your brand identity when exploring colours - three combinations or themes of colours will help you get a firm feel of your brand. Here's an article we wrote about it.*

Websites

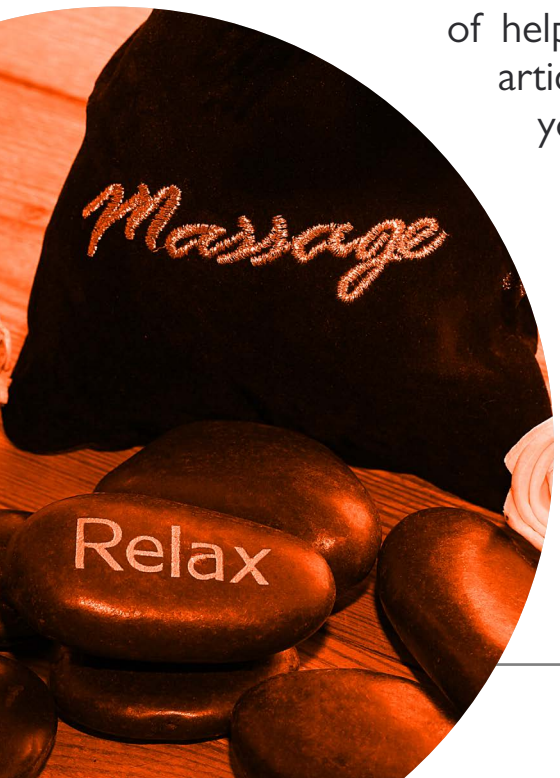
A well-designed and functional website helps clients resonate with your brand and helps them schedule your services.

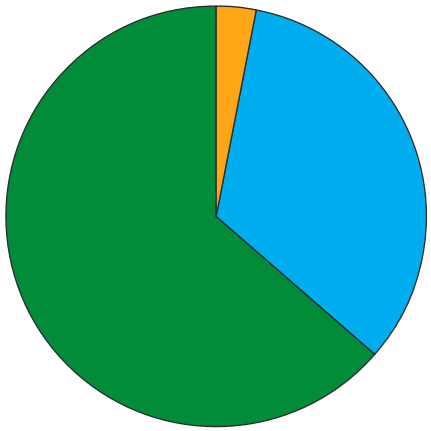
We looked at the main website formats businesses use and how they relate to Google search ranking (spoiler: there is no strong relation!).

The most popular website format has a blog and a booking system.

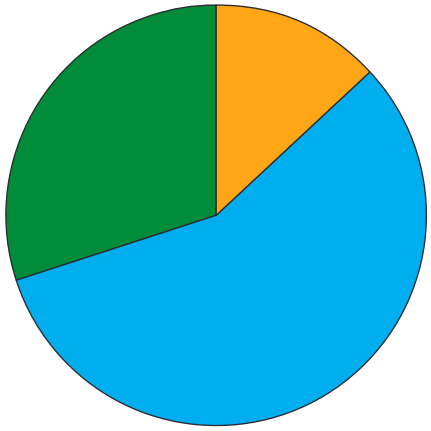
Booking systems are third-party applications on a website, not the "send an email query with your preferred date/time" form. The value of this self-service function means clients can book an appointment without engaging directly – time saved! – and satisfy their need to know, *"Can I get help now? If not now, when?"*

Blogs have a dual function: they support search result ranking and increase client perception. Blogs written including the search terms potential clients enter to find you (for example, "Brisbane Chiropractor") can make your website more visible in results, plus a library of helpful or informative blog articles also demonstrates your expertise in your specialisation, lifting a client's positivity with your brand – it helps you look awesome!

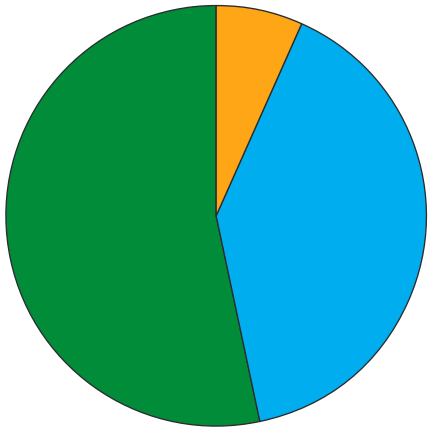




Chiropractor

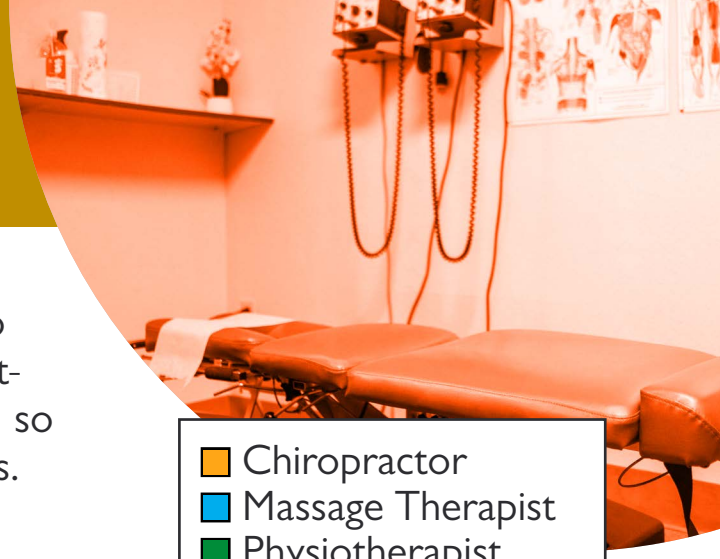


Massage Therapist

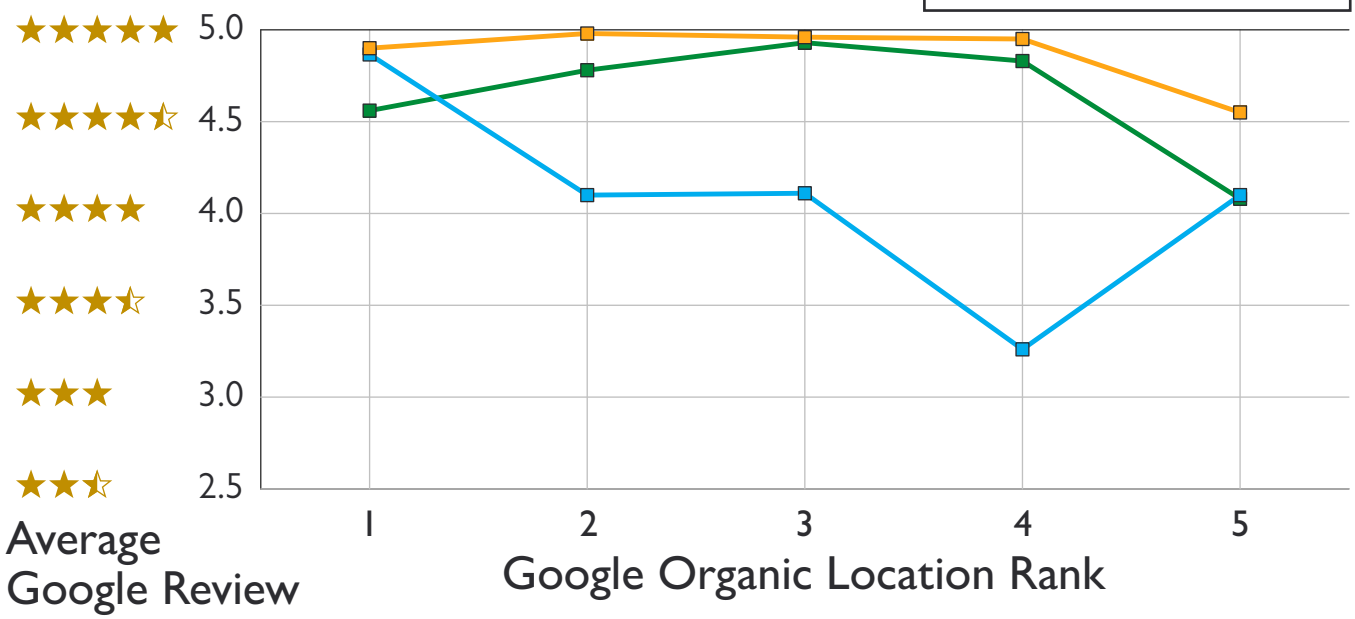


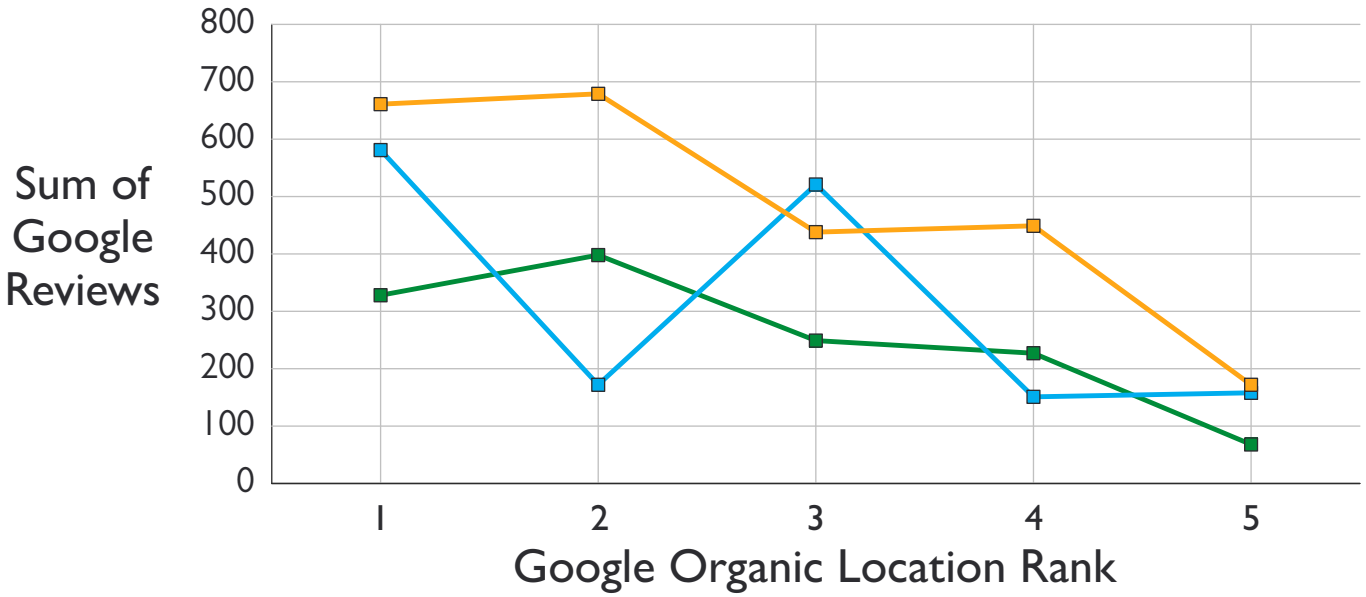
Physiotherapist

Websites



Interestingly, top-ranking businesses had no significant ranking advantage in how content- and function-full their website experience is, so it's a personal choice to include such features.



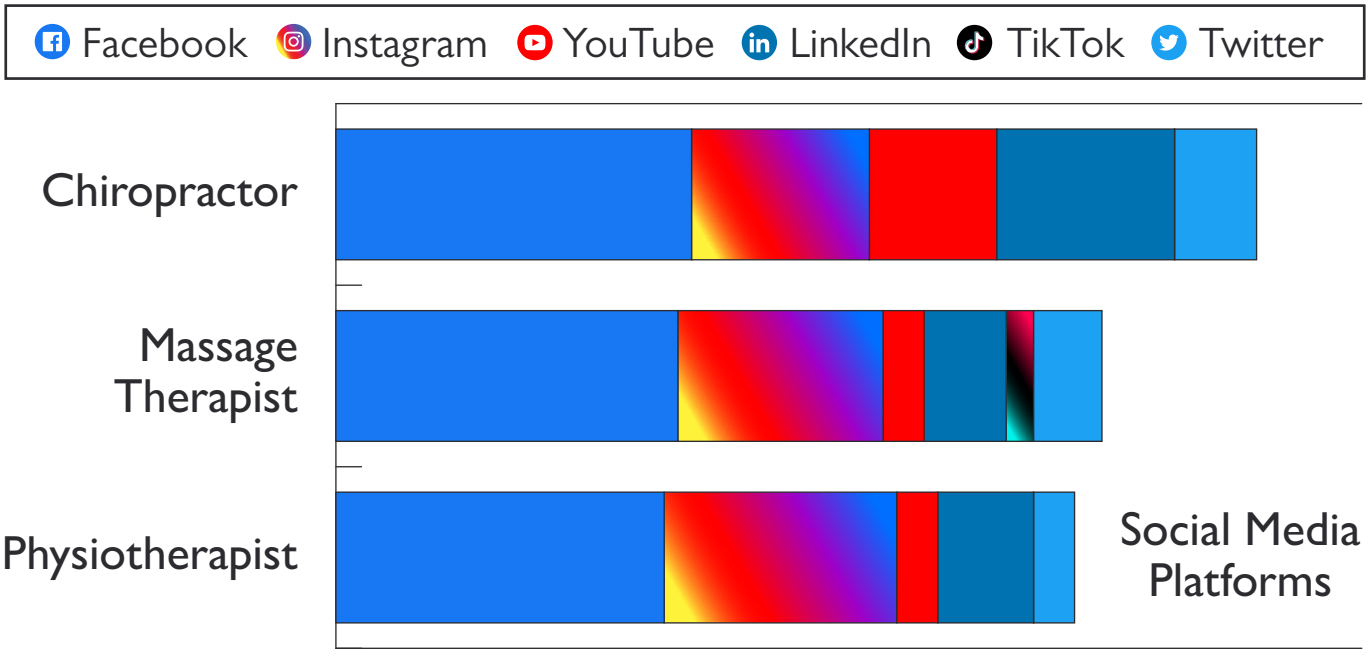


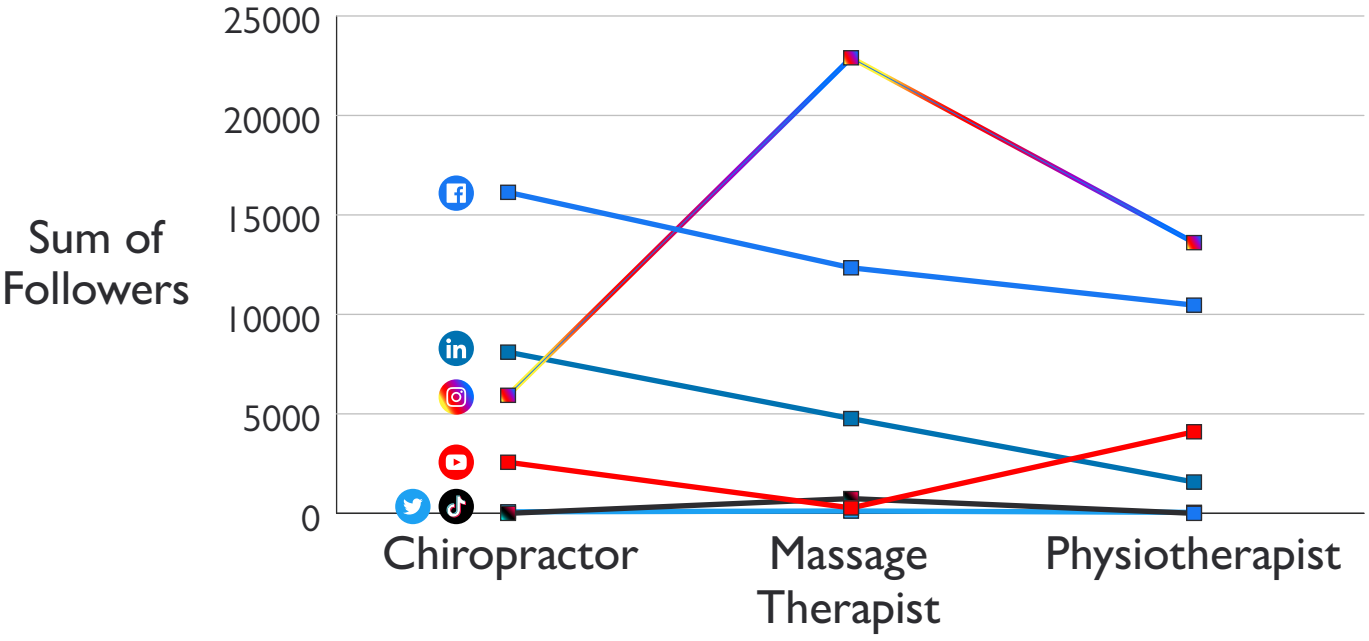
Tip On-Target: *Your website should be easy to navigate, and have features which ideally convert a visitor into a real-life client or patient. Read our thoughts on this.*

Social Media

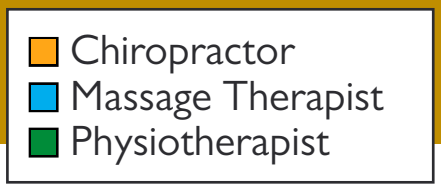
Our research showed some expected trends in the breadth of platforms in circulation for the segment, namely:

- Facebook is the most popular platform, followed by Instagram and LinkedIn
- TikTok has a low uptake
- Twitter is used by very few businesses and have very small followings





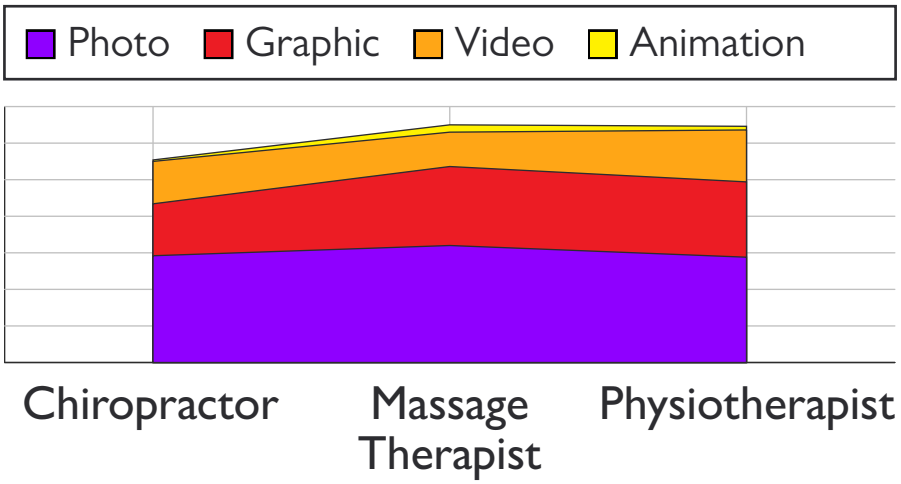
Social Media



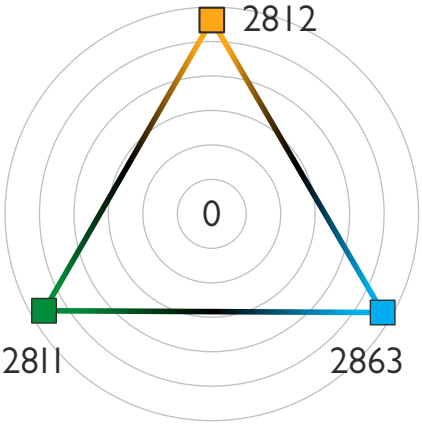
Public engagement (likes, comments, shares) with businesses via social media revealed a surprising insight. The type of content posted by most businesses tended to be health- or profession-related, which yielded very low "likes" and comments. However, engagement increased when a business promoted more of themselves - the owner or staff and their personal, social and active lifestyles. Unsurprisingly, businesses that had let their frequency of social postings lapse saw a downtrend in engagement.

Does this equate to more or fewer bookings and satisfied clients? We're not sure, though, where a business uses a social platform for its intended purpose – to be sociable – their following/engagement increased with what they post, which could be shared with your next client.

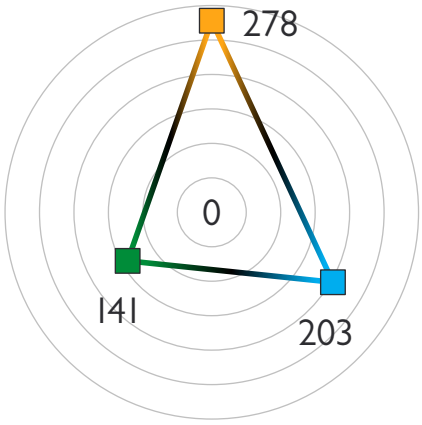
With over 80% of the population active on social media, having fresh and relatable content in a social media account can create more visibility of your expertise...or what you had for breakfast by the beach this morning!



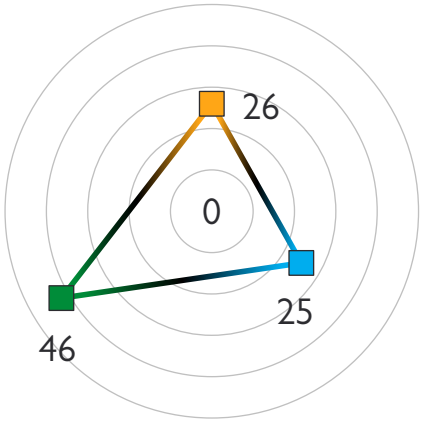
Last 9 Social Posts



Sum of Likes



Sum of Comments



Sum of Shares

Tip On-Target: *Are you currently rebuilding your brand? See our "Brand Identify Checklist", which provides free prompts to craft a compelling brand identity.*

Conclusion

How does your business compare to the competition?

Is your logo "part of the crowd", or are you looking to be a point of difference in the eyes of potential clients? Where do you currently rank in your location and expertise search results? Perhaps you've left your social media accounts to fall by the wayside, or you're looking to reduce overheads with appointment scheduling.

Wherever you are in your business journey, you deserve the best chance to succeed. Contact Graeme Smyth, Creative Director at Visual Targets, for a no-obligation call to help bring your brand to its maximum health.

Research

Who we researched:

- Chiropractors, Physiotherapists and Massage Therapists in Australia
- Located in state cities

Research methods:

The 90 Businesses (30 per sector) included in the research had the following characteristics:

- Sole traders or Companies, as identified in Google search
- Owned no more than three practice premises
- Single speciality, not combining services (i.e. health clinic of chiros, physios, and massage therapists)
- Not paying for search rank position (i.e. "Sponsored" results in Google, typically top of page)
- Have an online presence (either website and/or social media account)

Visual Targets

0415 844 083

contact@visualtargets.com.au

visualtargets.com.au

@visualtargets