22-POINT *Patient Growth* CHECKLIST

Search Ecosystem

- ○ SEO
- ○ AEO (AI Search Optimization)
- ○ Website (modern, conversion-focused)
- ○ Google Maps
- ○ Google Business Profile
- ○ Google Ads

Media & Reach

- ○ CTV / OTT / Streaming TV
- ○ Streaming Radio
- ○ YouTube Channel (AI videos + shorts)
- ○ Facebook Ads (build trust)
- ○ Instagram Ads (build trust)
- ○ TikTok Ads (new patient awareness)

Intent & Retargeting

- ○ Invisible Intent™ – Site Visitors
- ○ Invisible Intent™ – Search Intent
- ○ Retargeting (Meta + Google + Direct Mail)
- ○ Direct Mail (triggered via Invisible Intent™)

Media & Reach

- ○ Reviews (Social Proof Engine)
- ○ Referrals (Automated & In-Person)
- ○ Daily Social Posts (AI-powered consistency)
- ○ Workshops (In-office)
- ○ Workshops (Community Dinners)
- ○ Community Partnerships (MDs, gyms, nutritionists, etc.)