

Mountainside Family Chiropractic – SWOT Analysis and Proposal

Summary:

Mountainside Family Chiropractic (MFC) is a health and wellness clinic based in Lakewood, CO serving the surrounding community with an emphasis and focus in chiropractic care and weight health. The office is a shared space with several other wellness practitioners. Dr. Amanda Kelley presents a client first approach to her clinic.

Strengths:

Top notch reviews across platform immediately endear prospective clients to the level of individualized care and clinic feel that MFC provides for their clients. A website full of resources provides a clear picture at Dr. Amanda's diverse interests and understanding in personal wellness. MFC's [Facebook](#) page conveys a clear sense of a fun-loving staff and is designed as a regular resource to Amanda's community for tips, products of interest, and best practices.

Weaknesses:

The [website](#) presentation for MFC has recently adopted many modern best practices and principles for a clean and professional web presence reserved for prospective clients. The content has a generic feel and lacks the personalization of the clinic experience. Copy and stock curation is missing clear cohesion or the personal touch that allows the best attributes of the clinic to shine through. While the reviews for MFC across platform are generally very positive, they are few in number and could benefit from additional direct interaction from the staff.

Opportunities:

As MFC looks to reframe its long term business goals with a fresh layout to their practice as well as an invitation to increased practitioners inside the office, Dr. Amanda can benefit from a synergy that comes with a cross promotion between the variety of prospective clients coming through the doors. Additionally, with the long term established business and reputation, Dr. Amanda should be able to rely on and leverage referral business without having to undergo a from-scratch organic campaign. At a time of refreshing a business, the opportunity to put a fresh feel across marketing platforms can also help to show a positive trajectory thereby illustrating to clients the value proposition offered.

Threats:

[The Joint Chiropractic - Colorado Mills](#) and [Aim High Chiropractic - Lakewood](#) show as marketing samples for the competition that MFC faces when going up against a franchised or corporate style chiropractic care. A quick search of the Lakewood community provides 65+ different chiropractic options available to individuals and standing out against the crowd can be difficult when competing for a limited selection of clientele. A clear distinction on the unique and definitive care can not only attract a larger pool of clients, but can attract a pool of ideal clients, those who are seeking Dr. Amanda's specific approach.

Proposal:

Partner with MccDrew with an emphasis on long-term strategy development for creating a focused and refined marketing approach that is designed to serve the clientele of MFC.

A first step will be to strategize with us to develop a strong brand standard which includes both aesthetic guidelines and creates a distinct brand voice. This set of standard will help to carry out across all marketing channels to clearly

establish who MFC is in your clientele's mind to help further cement an impression of value. We will seek to do this through a collaborative approach while incorporating and training MFC's staff to sustain the marketing efforts with minimal effort and high impact.

A second step is to create visual content and copy that will serve all platforms while developing a strategy to give a fresh approach and story to the platforms which are most comfortable and designed to work to MFC's benefit. The website, Google Business Listing, Facebook Page, and Yelp Page are currently MFC's most powerful digital assets and should be focused upon first. The website is the strongest attribute for impression upon a first time client and ought to be designed in a fluid and modern approach that serves the audience with the validation necessary to come in for a first time consultation. The Facebook community that MFC seeks to develop ought to be served up with organic and original content to carry the essence and feel of the clinic without being overly overt in a sales type approach. Reputation management should be enhanced with additional reviews across platform in order to further fulfill the qualification that there is a unique, personal, and different approach provided by Dr. Amanda.

A long term strategy on the horizon is to develop a set of companion training modules which are to assist Dr. Amanda in helping institute a practical wellness regiment for her clientele by focusing on some of their more average problems while properly facilitating and supporting a stronger daily approach to rehabilitation. Dr. Amanda is successful in her approach in that she is a creative problem solver who thinks on an individualized level to the issues that her clients face and provides regular feedback and suggestions on ways in which her clients can feel more relief and rehabilitation. Higher success rates and levels of care will turn her clientele base into lifelong customers and positive testimonials living out in the world, but will also fulfill the deep and driving desire for the personalized family clinic that Dr. Amanda is creating.