

8 key marketing areas you need to tap into when working with the pre/postnatal client

SOCIAL MEDIA

You either love it or loathe, but in this day and age, you need to have a presence on it as a pre/postnatal specialist.

Why? Well, because your clients are all over it.

The 3 main platforms you'll find most beneficial when marketing to the pre/postnatal sector are:

- Facebook,
- Twitter, and
- Instagram

NETWORKING

A hugely important area of marketing is effective networking with other birth professionals.

Here are some great businesses and sole-traders just like you, need to be networking and cross-refer clients with:

- Pre/postnatal trained Osteopaths and Chiropractors
- Women's Health Physiotherapists
- Baby massage/Yoga teachers
- Baby signing/language instructors
- Pregnancy massage therapists
- Fertility reflexologists
- Private Midwives
- Baby sensory/play-related class teachers
- Doulas and other birth workers

NB - Another effective platform to network on is Twitter, so start searching for other baby-related businesses you can build bonds with locally, nationally and even internationally.

INCREASE YOUR PROFILE

Follow all of the radio, TV and print journalists known locally to you on Twitter and 'tweet' them. Not in a sales way, just start replying and chatting to them as you would if you bumped into someone in the street.

If a news story breaks that's fertility, pregnancy or postnatal-related, they may just call on you to pop into the studio or write a piece for the newspaper because they've interacted with you already.

BLOGGING

Prospective pre/postnatal clients that land on your website, will want to know you understand exactly what they're going through right now, and will want to trust that you're going to look after them.

So, writing a series of blogs answering frequently asked questions to do with pre/postnatal exercise on your own blog is a must.

MAILING LIST / EMAIL NEWSLETTER

Offering something away for free on your website, in exchange for someone's email address is a great way of building up names on your mailing list.

Email is going nowhere - we all use email, and will continue to do so for years to come, so this is why sending out an email newsletter each week to your pre/postnatal clients is essential.

Answer FAQs, record videos, share recipes, fat loss tips, respond to media articles in your newsletter, but most importantly promote your services within your weekly broadcast to ensure as many of your pregnant clients come back to you post-birth too.

VLOGGING

A very visual way of getting your message across is to record a video of yourself answering a question direct to camera, or performing an exercise or a full workout.

Videos work really well on Facebook Pages, and if you haven't yet tried out Facebook Live, these rank even higher in your newsfeed, so bite the bullet and hit that 'Go Live' button.

BUILD A SENSE OF COMMUNITY

I'd recommend setting up a private Facebook Group for your current and ex-pre/postnatal clients as a safe place you can communicate with each other, organise drinks nights out after class (if they're pregnant), and answer questions that crop up in class.

Maybe you could even use the space as a platform for clients to buy, swap and sell unwanted/needed baby items too.

FACEBOOK ADVERTISING

If you don't have a Facebook Page to promote the plethora of services you provide, you can't market your services to this key area locally.

Facebook advertising can be a bit hit and miss, but when you really narrow down who it is you want in your classes (hint: it won't be ALL pre/postnatal women - just those interested in exercise), you have a tremendously insightful way of targeting exactly the people you want.

Getting to grips with Power Editor is a must here. Boosted posts will work to a degree, but it's Power Editor where the real magic happens with Facebook ads.

And, there you have it. My top tips for marketing your services effectively to the pre/postnatal client.