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AI & DIGITAL MARKETING: A RECIPE FOR WHAT?

Digital marketing moves fast, like really fast! It is an ever-changing world and if you are only trying to keep up, it's not going to work for you. You have to be ahead of the game, the trailblazer, not the runner-up.

We are standing on the brink of a transformation, and the driving force is Artificial Intelligence (AI). AI is rewriting not only the rules of digital marketing but specifically in the context of AI-generated content.

The question at hand is whether AI-generated content is going to help your practice get ahead or get left out in the cold and forgotten. We came up with a list of pros and cons for you to think about, especially in light of marketing your practice and brand successfully.



**Look for Marketing Tips on Our
Social Media Profiles**



The Pros and Cons of AI

The Pros

Scalability: AI can create content faster than any human writer, which saves you a lot of time! Not only will AI write content faster, which allows you to reach audiences faster. This means you can reach your patients and educate them. The question you have to ask is whether the content is worth reading...

Cost-Efficiency: AI allows you to save money because there are free AI content generators available. If your practice is looking to put your money in multiple marketing areas - this could help.

Consistency: AI can write specifically for your brand using your voice if you can define it well in prompts. This means your content is more consistent and matches your brand identity once you establish it. This means your patients will become familiar with your practice's voice and personality. This is a good thing! Familiarity is comforting.

Real-Time Updates: Podiatry is also advancing all the time. New treatments continue to be available and AI can help make your patients aware of the treatments you use. AI can keep all of your platforms fresh and up to date, from your website to your social media!

Data-Driven Insights: AI doesn't just create what you tell it to. It gathers relevant information to make your content more engaging and informative for your patients. This can be a pro and a con...do your due diligence.

The Cons

Creativity Deficiency: AI writes its content based on the content it was trained on, which means it's just putting words together based on the prompt you give it - not creating something truly original. The content can sound flat and not engaging.

Missing the Nuances: AI cannot grasp nuances. Try having AI tell a joke, no nuance there. It comes out automated and impersonal. Sounding like a robot, it just doesn't work.

Ethical Dilemmas: AI can plagiarize, plain and simple. Using what's already out there, a computer cannot be creative on its own. It needs a person to drive creativity. On the other hand, imagine AI letting patient information slip out... HIPPA violation and bankruptcy.

Template Dependency: AI uses what is already out there which means it sounds like what other writers have already created. Your personality may come out, BUT... and this is a big but, you may also seem exactly like every other podiatrist in your market.

Quality Concerns: Although faster, that does not equal better. Google is looking for quality content and so be careful with AI, trash in = trash out. Plus if it's not quality content, you just look imper-sonal and incompetent and no patient wants their doctor to have those qualities.

Ai In Summary

AI is fun, it's cool and it can do an incredible amount of work. It can help you be more efficient with your communication to your patients, it can help you engage new patients and it has more than a few drawbacks. No personal touch to the content, no sense of humanity, no sense of humor or personality, and no ability to express care.

AI is pretty cool, but is it the answer? Would your patients like more and faster content, or personalized, creative, and caring communication from your practice? What would you want? What it really boils down to is this...

Do you know how to use AI the right way to get what you need?
Get in touch with us and let us help you understand what is needed to use Ai.

What can VMD Do for You?

Exclusive Promotions!!!

2 Free Months of Marketing! Elevate your podiatry practice with 2 Free Months of expert marketing from VMD Services. Our specialized podiatry marketing services will attract patients, boost your online presence, and grow your revenue.

Check out Our PBP Offer!

2 Free Months of texting from your Google listing! At VMD Services, we have the solution to keep new patients coming in – FREE Texting Directly from Your Google Listing. No more missed calls when you combine this with your Integrated Local Solution listing management!

Check out Our GMB Texting Offer!

Revamp your Patient Newsletter with FREE Setup! We've got great news! At VMD Services, we're offering FREE Setup for your patient newsletter. Elevate your practice, boost engagement, and nurture lasting relationships with your patients.

Check out Our Newsletter Offer!

Our World-Class Website Offer! Unlock your podiatry practice's potential with a custom website that you own!

Check out Our Website Offer!

Holiday Marketing Tips

Ask patients for reviews: Yes, they absolutely act as endorsements of your medical practice—just as with testimonials—but the key distinction is that online reviews can also affect how your website performs in search engine rankings.

Master Your Practice's Brand: Unleash Trust and Recognition Don't overlook the fact that your medical practice has a brand—failing to realize this can lead to a lack of control over it, which is a significant issue. Take the time to determine and shape your practice's brand identity.

Establish Your Professional Image: If your branding lacks consistency or a professional appearance, it's time to consider a refresh. A well-crafted brand not only leaves a lasting impact but also communicates a sense of trust and credibility to your patients.

Create a Monthly Newsletter: A newsletter is an outstanding way to provide your patients—both current and future—with valuable content. They can help you solidify your branding by showcasing personality, speaking in your brand's voice, and displaying colors and custom graphics your target market will easily recognize. On top of that, this is a great way to share information people find useful and/or entertaining (depending on your brand, of course).

Client Testimonial

“VMD has really helped me with how to grow my practice.” - Dr. Gavin Ripp, DPM

Dr. Ripp has seen improvements across all 3 of his locations!

Accomplished Goals

Sacramento: 650 conversions (+195%)

Roseville: 219 conversions (+72%)

Folsom: 94 conversions (+88%)



Not that we have a Crystal Ball...

But we see what's coming...

We already shared that Google wants quality content, that AI provides options and junk content will only hurt you. Google still demands really, really good content! Think Lord of the Rings and Harry Potter good - (they are still in the top ten highest grossing film franchises)!

Good content answers the questions your ideal patients have, helping these individuals associate your website, emails and social media posts as trustworthy and authoritative. BUT... with AI - how do you know what's needed so you stand out?

It's not possible for us to predict the future of Google or search results/requirements ... no one can. But there are some things that we all have to remember when it comes to making sure your online presence stays ahead of the curve.

As a podiatrist, your website (and most likely your entire online marketing strategy) is content driven. You provide real, trustworthy content to the people who come to your online platforms and website. What is the future of your website when AI is now generating websites and content faster than before.

1. Search traffic will become harder and harder to rank for... Why? Right now millions of sites are popping up each and every day with a ton of generated content. You now have to compete with all of these sites... even if the content stinks. Currently there is no real verification system in place to weed out the bad content.
2. A flood of content sites means...there will be fewer and fewer sites that matter. If you are in a market that is flooded with competitors that just keep popping up, you will only stand out if your online presence provides something more than the average practice.
3. Those that survive the current landscape will be set to make more money than ever if... we learn to use tools like Chat GPT and or AI tools to do two things. One: Learn to use the tools really really really well. And two - learn to do what ChatGPT and AI can't.
4. The last thing we see... current hype about AI and ChatGPT, can sound like a get rich promise. And it can really cloud good judgement.

You know your practice, you hear what your patients are saying. LISTEN CAREFULLY and you will hear what YOUR patients want. Ask questions... and then ask more. Their answers will direct what you need to be doing in all areas of your marketing!

This sounds easy, even more so if you are intentional. Be intentional!