

Stillwater

A physiotherapy clinic in Kilkenny with a reputation that walks ahead of it, and a booking path that still needs a phone call in office hours. A 90-day direction, worked out together.

1

number the whole plan serves

8

actions, each with an owner and a measure

4

competitor snapshots, each with the gap to use

Strategy created by The Digital Engine

FROM THE 60-MINUTE WORKSHOP, 2 NOVEMBER 2026 · PLAN PERIOD NOVEMBER 2026 TO JANUARY 2027



Portfolio sample. Stillwater is an invented clinic from our sample-brand family, built to show what the €399 Intensive contains. Every figure, competitor and finding is illustrative; simulated research is marked as such inside. This document is a condensed edition of the 12 to 18-page client deliverable.

Includes one revision round and a 30-minute follow-up call. Your version is built from your business, never a template.

THE TARGET, AND WHY BOOKING FRICTION IS THE WHOLE STORY

Twenty bookings made outside office hours by the end of January. Everything serves that.

People research pain at night. Right now a person awake at 2am with a bad back can find Stillwater, trust Stillwater, and still have to remember to ring Stillwater at lunchtime tomorrow. Most won't. Every action in this plan either removes a step between that moment and a booked appointment, or adds proof of calm, expert care for the person deciding.

WHAT HAS TO BE TRUE BY 31 JANUARY

Booking works at 2am

Online booking or a call-back form, live by mid-November. Tap-to-call on mobile. The referral question answered on the home page.

The clinic is findable by condition

Four pages: back, knee, shoulder, post-surgery rehab. Written to the person searching at night, not to other clinicians.

Proof is visible where people decide

The Google profile rebuilt, a review asked for at every discharge, and a page showing what a first session is actually like.

WHAT STILLWATER IS, PRECISELY

The calm clinic: the same physiotherapist every visit, honest about what treatment involves, easy to book. For adults with persistent, non-sport pain, within half an hour of Kilkenny.

WHAT THIS PLAN IS NOT DOING

No paid ads this quarter: paying for traffic to a booking path that needs a phone call is paying twice. No sports-performance positioning, no price promotions, and no promises about clinical outcomes, ever.

Reputation brings people to the door.
This quarter builds the door handle.

WHAT WE REVIEWED BEFORE THE WORKSHOP

Trusted everywhere, bookable almost nowhere.

AREA	WHAT WE FOUND	WHY IT MATTERS
Website	Warm photography, a reputation that shows. But booking means phoning in office hours, the number isn't tap-to-call, and nothing says whether a referral is needed.	The 2am researcher can't act, so the impulse dies overnight.
Condition searches	No pages for the searches people make: back pain Kilkenny, physio near me, knee pain.	Invisible at the exact moment a new patient is looking.
Google profile	Claimed, 31 reviews at 4.8. Services list empty, photos two years old.	Where most local searches end; it should work as hard as the website.
Instagram	Occasional posts, mostly the rooms. Nothing showing what treatment is like.	First-time patients are nervous; the rooms don't answer that.

SUPPLIED

Appointment book 80 to 90% full most weeks; new patients mostly word of mouth and GP referral. From the owner, workshop.

SIMULATED

The review counts, competitor observations and search findings on this page are invented for the sample. In a real Intensive each carries its source and a checked-on date.

FOUR COMPETITORS, ONE USABLE GAP EACH

Nore Valley Physio	Online booking with evening slots; 120+ reviews.	Clinical and cold: no faces, no prices. Your warmth wins once booking is fixed.
Kilkenny Sports Clinic	Owns the GAA audience; sponsors two teams.	Nothing for the over-50s or post-surgery patient, your strongest segment.
Recover Rooms	Publishes prices and a what-to-expect page.	A three-week waiting list it mentions nowhere. Transparency plus availability beats it.
MovePhysio (chain)	Ranks first for most condition searches.	Rotating staff; reviews mention never seeing the same physio twice. Say the opposite, because it's true.

POSITIONING AGREED IN THE WORKSHOP

The calm clinic.

The same hands every visit. Honest about what treatment involves and what it costs. Easy to book, including at 2am. A claim the chain cannot make and the sports clinics do not want, and every piece of marketing this quarter is simply evidence for it.

Primary audience: adults 40 to 70 within 30 minutes of Kilkenny with persistent, non-sport pain. They are anxious about being judged, unsure whether they need a referral, and they research at night. Secondary: the GPs and consultants who refer, a relationship channel with one letter and one visit per practice this quarter.

CHANNELS, IN PRIORITY ORDER

- | | | |
|---|---|-----------------------|
| 1 | The booking path | ONE-OFF, WEEKS 1 TO 2 |
| | Online booking or a call-back form, tap-to-call, the referral question answered. Everything else points here, so it goes first. | |
| 2 | Condition pages | ONGOING |
| | Back first, then knee, shoulder, post-surgery. One page every three weeks, written to the night-time reader. | |
| 3 | Google profile | 15 MIN A WEEK |
| | Services filled in, a monthly photo, reviews requested at discharge with a direct link. | |
| 4 | GP relationships | WEEKS 4 TO 8 |
| | A one-page introduction and a visit to six practices, with a referral card to leave behind. | |
| 5 | Instagram | 30 MIN A WEEK |
| | One honest what-a-session-looks-like post a week. No trends, no dancing, ever. | |

A NOTE ON RESPONSIBLE CLAIMS

Stillwater is a healthcare practice, so nothing in this plan promises clinical outcomes, recovery times or results. No GP referral is needed for private appointments, and the website will say exactly that, no more. Review targets below are a realistic range, not a commitment: reviews come from patients, not from us.

THE PRIORITISED 90-DAY ACTION PLAN

Eight actions. Owners, dates, and a measure for each.

In order of effect, not of ease. The follow-up call at the end of November reviews the measures, not impressions.

1	Fix the booking path: online booking or call-back form, tap-to-call, no-referral-needed line on the home page.	Weeks 1–2	You + web	Bookings made outside office hours, counted weekly
2	Review habit: a discharge-day text with a direct Google link, logged in one sheet.	From week 1	Front desk	31 reviews toward a realistic 55 to 60 by end of January
3	Back-pain page live, written to the night-time reader.	Week 3	Us + you	Page live; enquiries naming their condition
4	Google profile rebuilt: services, fresh photos, the referral question answered in Q&A.	Weeks 2–3	Us	Profile views and direction requests, monthly
5	Knee, shoulder and post-surgery pages follow.	1 per 3 wks	Us + you	4 pages live by late January
6	GP letter and visits to six practices, referral card left behind.	Weeks 4–8	You	6 visited; referrals logged by source
7	What-a-first-session-looks-like page, and the weekly post drawn from it.	From week 5	You	1 post a week; page linked in every profile
8	Friday numbers habit: enquiries, source and bookings in one sheet, five minutes.	Every week	Front desk	A sheet we both read on the follow-up call

ACTION 2, READY TO USE: THE DISCHARGE-DAY MESSAGE

“Thanks for coming in today, [name]. If the visit helped, a short Google review makes a real difference to a small clinic: [link]. Either way, mind the back on the stairs. Seán.”

Sent from the clinic's own number, person by person, never in bulk. Part of the plan at no extra scope.

WHAT COULD GO WRONG, AND WHAT THIS IS JUDGED ON

Four ways this fails, and the number that decides it.

The web developer runs late

The booking path is the plan's keystone. Plan: the call-back form is a one-day fallback that still works at 2am; ship it first, perfect it later.

Reviews don't come

Plan: the ask is the habit, not the outcome. If week four shows under five new reviews, the message timing is wrong; move it from discharge day to the day after.

The pages read like a textbook

Plan: every condition page is read aloud to one real patient before it ships. If they wouldn't send it to a friend in pain, it's rewritten.

It goes better than expected

Plan: don't add appointment slots in January; a stretched diary undoes the calm-clinic claim. Hold the standard, start a short waiting list, and revisit capacity in spring.

WHAT THIS IS JUDGED ON

Bookings made outside office hours in the final fortnight of January. Not website visits, not followers. Twenty across the quarter is the target; the January fortnight is the honest reading, because by then the path has existed long enough for habit, not novelty, to be what's measured.

One number to watch weekly: enquiries that arrive with their condition named. It means the pages are doing the explaining before the phone rings, which is the whole point of them.

WHAT HAPPENS NEXT

One revision round: send factual corrections and one set of change requests within 14 days; the final version returns within three working days. The included 30-minute follow-up call is booked for the end of November to review the measures above. If you want help carrying the plan out, the 30-Day Marketing Calendar and Monthly Marketing Partner continue from it; the plan also stands entirely on its own.

IN ONE SENTENCE

Make the clinic as easy to book as it is to recommend.

That is the whole quarter. The reputation already exists; this plan gives it a door handle, four honest pages, visible proof, and one number that says whether it worked.

THIS SAMPLE CONDENSES THE FULL DELIVERABLE

A real Marketing Strategy Intensive runs 12 to 18 pages and includes the complete presence review with screenshots, three to five competitor snapshots with dated sources, the workshop notes, and the full measure definitions, all built from your business. Simulated findings in this sample are marked where they appear.



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