

PRACTICAL CASE

Practical case: a full brand review of a physiotherapy clinic



Step by step, this is how we review the brand of a wellness business: what we look at, what we find and what we'd change. An example to apply to yours.

A DOODLE STUDIO RESOURCE

Illustrative case, built from situations that are common in clinics like this one.

WHAT YOU'LL FIND

- The starting point and what the brand was saying
- What patients really value
- The new message and why it works
- The moments of truth and the numbers to track
- The 90-day plan, ready to copy

● The starting point

A neighbourhood physiotherapy clinic with 3 practitioners, good reviews and an uneven diary. Almost all patients come through referrals and it struggles to attract new ones.

- ☐ An old logo, different on every network
- ☐ A website with no prices and no clear way to book
- ☐ Good reviews, but unanswered
- ☐ A generic message: "your health comes first"

● 1. What it says today

We looked at the brand the way a new patient would in their first 5 minutes: Google, Instagram, the website and WhatsApp.

- ☐ On Google it looks reliable (4.8 stars), but the photos are years old
- ☐ On Instagram it's not clear what they treat or for whom
- ☐ The website doesn't say what makes it different
- ☐ WhatsApp is slow to reply and offers no way to book

● 2. What patients value

We read all their reviews. What comes up most isn't technique, it's care: "they explain everything", "you leave knowing what to do at home".

- ☐ Clear explanations
- ☐ Follow-up after the session
- ☐ Punctuality

● 3. The new message

From "your health comes first" to a promise of its own: **"You leave every session knowing what's wrong and what to do"**. Patients know what to expect and why to choose this clinic.

● 4. The moments of truth

- ☐ First message: reply within 1 hour, with a booking link
- ☐ First visit: the diagnosis also explained in writing
- ☐ Afterwards: a message after 48 hours to check in
- ☐ At discharge: ask for the review and offer a maintenance plan

● 5. The numbers to track

- ☐ New patients per month
- ☐ Percentage who come back for a second session
- ☐ New reviews per month
- ☐ WhatsApp response time

● 6. The 90-day plan

- ☐ Month 1: new message, current photos and Google profile up to date
- ☐ Month 2: website with bookings and quick WhatsApp replies
- ☐ Month 3: 48-hour follow-up and review requests
- ☐ Every month: review the 4 numbers

● How to apply it to your business

Take the same journey with your brand: look at it as a new client, read your reviews, write your promise and pick your numbers. If you'd like us to do it with you, book a free consultation at the-doodlestudio.com.

Want to apply it to your business?

Book a free 30-minute consultation at the-doodlestudio.com and we'll look at it with you.

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