



# Using Digital Tools and Platforms To Promote A Massage Therapy Practice

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## StrongHouse was created...

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in 2017 after Scott Raymond, LMT had a life altering health event with the belief that “For a strong and vibrant massage practice, it begins with a strong educational foundation.” Strong foundations give you support, and support precedes action.

The more education a therapist has in providing massage therapy to their clients, the deeper and richer their practice becomes. The more education a therapist has in managing their business, the more solid their foundation to support that deeper and richer practice.

*A portion of the proceeds from every class taught by StrongHouse is donated to the Massage Therapy Foundation. Community is very important in our profession. Donating back to the community is a small part that we all can do to support our profession.*

## Introduction

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My name is Melissa Martinie, and I have been a licensed massage therapist since 1996. I formally trained at Phoenix Therapeutic Massage College (PTMC) and have continued my education from highly respected therapists, both in the classroom and at the table over the past 25 years. I have worked with clients in Arizona, California, and Washington D.C. in their homes, my practice space, chiropractic/medical offices, hotels/resorts/spas, at sports events, and the occasional rooftop patio. In 2010 I was hired to spend 5 weeks renewing the spa and training massage therapists at the Atlantis Resort in Dumaguete, Philippines. Since 2003, I have been an active volunteer for the American Massage Therapy Association [AMTA] in chapter leadership, volunteer training, and government relations on both the chapter level for California and D.C and at the National level.

I began collaboration with Scott Raymond and StrongHouse Continuing Education after we worked alongside one another in AMTA for over 15 years. Scott and I have worked to move 3 businesses forward under the Stronghouse umbrella through some challenging times. I've now stepped in to be a part of StrongHouse Continuing Education as an instructor.

Before I was a massage therapist, I was a social worker. Between that foundation and running my own business for 25 years, I am drawn to the basic business building component of the industry. I believe we need to build solid practices and make them thrive while keeping the balance necessary for our quality of life.

*I hope you enjoy the experience!*

*~ Melissa*

# Learning Objectives

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Using digital tools and platforms is not just posting on social media.

Deciding if you should use digital tools and platforms to support and promote your business is an individual decision for each person in the massage therapy industry. Incorporating digital tools and platforms can be incredibly useful for the therapist and the client and create lasting improvements in the practice and your relationships with your clients. Reasons why therapists may shy away from incorporating digital tools and platforms are because of a sense of overwhelm from the number of options available, the disruptions of changing a current, sometimes longstanding, system, and a lack of familiarity and comfort with digital tool and platforms.

By the end of the class participants will be able to:

1. Learn what digital tools and platforms are being most used in building and maintaining a thriving massage therapy practice.
2. Recognize why certain digital tools and platforms may or may not be optimal for their practice.
3. Discuss the importance of revisiting/planning/executing your digital tools and platforms strategy to keep clients engaged.
4. Strategize which digital tools and platforms may work best to serve their practice, and their clientele.

## Why Digital Tools and Platforms?

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Rather than a step by step 'how to do digital marketing', we need to recognize there is a process that needs to happen before you go pay FB to boost a blog post you wrote. By the way, we are not going to learn how to boost a blog post on fb today...is that even a thing?

You can google how to do digital marketing, but only YOU can examine your practice, sort out who your clients are or who you want them to be and determine which tools and platforms are going to support your clients and your practice.

I am not a digital marketing expert. My background is in Social Work and I've been in mainly private practice in massage therapy for 25 years. I've also been involved in volunteer leadership and training for over 15 years. Through trial and error, researching what others are using in this and similar industries, numerous presentations and public speaking opportunities I've used many tools and platforms and have observed many more being used.

Because of that, we are going to focus on guiding YOU to figure out what will work for YOU and your clients and your practice.

By the time we are done today, you are going to know the difference between a digital platform and a digital tool. You are going to have a good idea of who your clients are OR how to figure that out. You are going to know how to examine platforms and tools and determine if they are a good fit for you, your clients and your practice.

## Benefits of Using Digital Tools and Platforms

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- Saves time
- Makes it easier for clients to schedule
- Improves communication between the client and the therapist
- Decrease pain points in your practice, ie. playing phone tag with clients
- Allows a deeper look into your client base
- Provides information about your practice to inform strategic planning

## Definition of Digital Tools

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Digital tools are programs, websites or online resources that can make tasks easier to complete

- CC processing
- Payment apps
- Banking apps
- Customer relationship management software
- Online scheduling

## Definition of Digital Platforms

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Digital platforms are places to exchange information, goods or services between producers and consumers, the community that interacts with said platform – without the community, the digital platform has very little inherent value.

- Social media
- Business directory
- Websites

# Digital Tools and Platform Examples

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The following are a list of the tools and platforms currently in use in my practice.

## Tools:

- Banking
  - B of A banking app
  - Zelle
- Credit card processing
  - Square
  - Stripe
- Mass email communication
  - MailChimp
- Online Scheduling and client management
  - Fullslate
- One on one communication and invoice delivery
  - Gmail

## Platforms:

- Website
  - Bodyworksites
- Social Media
  - FaceBook
- Online Directory
  - Yelp
  - Google Maps
  - Tenleytown Main Street App (hyper local)

# Questions To Explore Your Practice's Digital Needs

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- How do you manage your client data?
  - Contact information
  - Payments
  - Scheduling
  
- What do you spend your administrative time doing? (top 3 tasks pertaining to running the business that isn't massage or laundry)
  - 1.
  - 2.
  - 3.
  
- How are your clients finding you? Ask if you haven't already.
  - Direct contact with you
  - Word of mouth
    - Referrals from health professionals
    - Referrals from clients
  - Online business directories
  - Online browser search
  - Social Media
  - Other
  
- What digital tools and platforms do you use?
  - CC processing
  - Payment apps
  - Banking apps
  - Customer relationship management software
  - Online scheduling
  - Social media
  - Business directory
  - Websites
  - other
  - other

- What digital tools and platforms have you tried to use and abandoned?
  - CC processing
  - Payment apps
  - Banking apps
  - Customer relationship management software
  - Online scheduling
  - Social media
  - Business directory
  - Websites
  - other
  - other
  - other

Creative Space for notes

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