



# The Kentucky Practice Growth Playbook

*A plain, step-by-step guide to getting in front of more of the right patients in 90 days. Set up the basics, get found on Google, run your first compliant ad, and follow up fast.*

# What's inside

A plain, step-by-step guide to getting in front of more of the right patients in 90 days. Set up the basics, get found on Google, run your first compliant ad, and follow up fast.

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## 01 Know who you serve

Get clear on the patient you want before you spend a dollar reaching them.

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## 02 Get found on Google

Claim your profile, then turn happy patients into reviews, the way Google allows.

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## 03 Show up with ads

A simple, compliant first ad on Facebook or Instagram, kept calm and professional.

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## 04 Follow up fast

The practice that answers first usually wins the patient. Build a simple cadence.

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04

Chapters, one operating system

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Built for the Kentucky nurse practitioners, PAs, primary-care, functional and integrative, and hormone-focused practice owners new to marketing

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Read it, score it, then put the numbers in writing



## A calm, plain way to grow your practice.

- ① **When to use this guide.** Read it when you want more of the right patients walking through your door and you are not sure where to start. It walks through four simple moves, in order, in plain language: know who you serve, get found on Google, show up with a first ad, and follow up fast. It is built for a busy Kentucky practice, not a marketing team.

Most practices know they should be doing more to grow. They put it off because the tools look complicated and the rules around health advertising feel risky. The good news: growth is mostly a short series of small, ordered steps, and once you have done each one you can repeat it.

This guide keeps things basic on purpose. It covers the foundation, getting found on Google, a simple first ad, and fast follow-up. It does not cover advanced tactics, and it does not tell you what to say about any specific product or treatment. We are your compounding partner, and we are glad to be a second set of eyes before you spend. The contact is in the footer of every page.

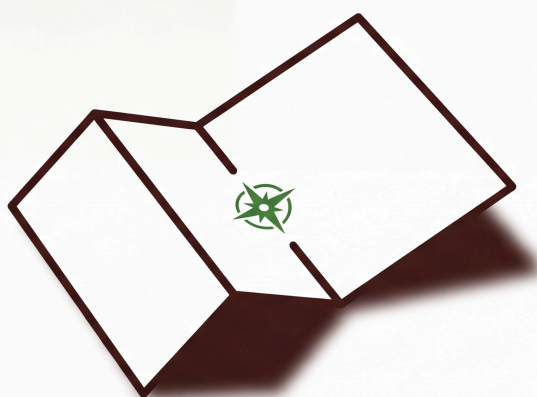
- ⚠ **Please read before you act. For licensed healthcare professionals only.** This guide is basic marketing education. It is not legal, regulatory, or advertising-compliance advice, and reading it does not create a client or advisory relationship. Advertising and review rules on Google and Meta (Facebook and Instagram), and the health, pharmacy, and advertising rules of your state and profession, are set by other parties, change often, vary by location, and are enforced case by case. Nothing here is a promise that any ad will be approved, that a review will appear, or that an account will stay in good standing, and nothing here tells you whether you do or do not need any certification, license, registration, or review for your situation. Before you spend any money, confirm the current policies inside your own Google and Meta accounts, confirm any category requirements directly with each platform, and review your plan with your own attorney and your state board. Buzzword Strategies LLC and compound.BUZZ are marketing service providers only and do not give clinical, legal, regulatory, or pharmaceutical advice. West Knox Pharmacy is solely responsible for its own products, licensure, and compliance. Any compounded medication referenced anywhere in your marketing is a compounded preparation, is not FDA-approved, and has not been evaluated by the FDA for safety, effectiveness, or quality.

## What this guide covers.

*Growth is not one big leap. It is four small moves done in order, then repeated.*

This guide has four short chapters. Chapter 01 is the foundation: getting clear on who you serve and what your online front door says. Chapter 02 is getting found on Google, the place most new patients look first. Chapter 03 is showing up with a simple, compliant first ad on Facebook or Instagram. Chapter 04 is following up fast, because the practice that answers first usually wins the patient.

The goal is a calm, basic growth plan you understand end to end. We kept the steps plain so you can follow them in order without a marketing background.



❖ This guide covers general marketing setup only. It does not tell you what to say about any specific medication, and it is not a substitute for each platform's current rules or for professional advice.



CHAPTER 01

# 01

## **Know who you serve**

*Get clear on the patient you want before you spend a dollar reaching them.*

## CHAPTER 01 • THE FOUNDATION

# Decide who you are talking to.

Before you run anything, get clear on the one patient you most want more of. Marketing that talks to everyone reaches no one. A practice that knows its patient writes clearer ads and spends less to be heard.

01

## Name your best patient.

Picture the person you most want more of. Where do they live in Kentucky? What problem brought them in? What did they say after you helped them?

02

## Write one sentence about them.

"I help [who] in [where] who want [what]." That one sentence guides every ad, page, and post you ever make.

03

## Pick one thing you do well.

You do many things. For now, lead with the single service you most want to grow. One clear message beats five blurry ones.

04

## Check your front door.

Search your own practice name on your phone. What shows up first is what new patients see first. That is your real front door, and the next chapter fixes it.



**Why this comes first.** Every later step gets easier once you know who you serve. The audience, the words, and the photo all flow from this one decision.



### KEY TAKEAWAY

*One patient, one place, one thing you do well. Decide this first and everything after it is simpler.*

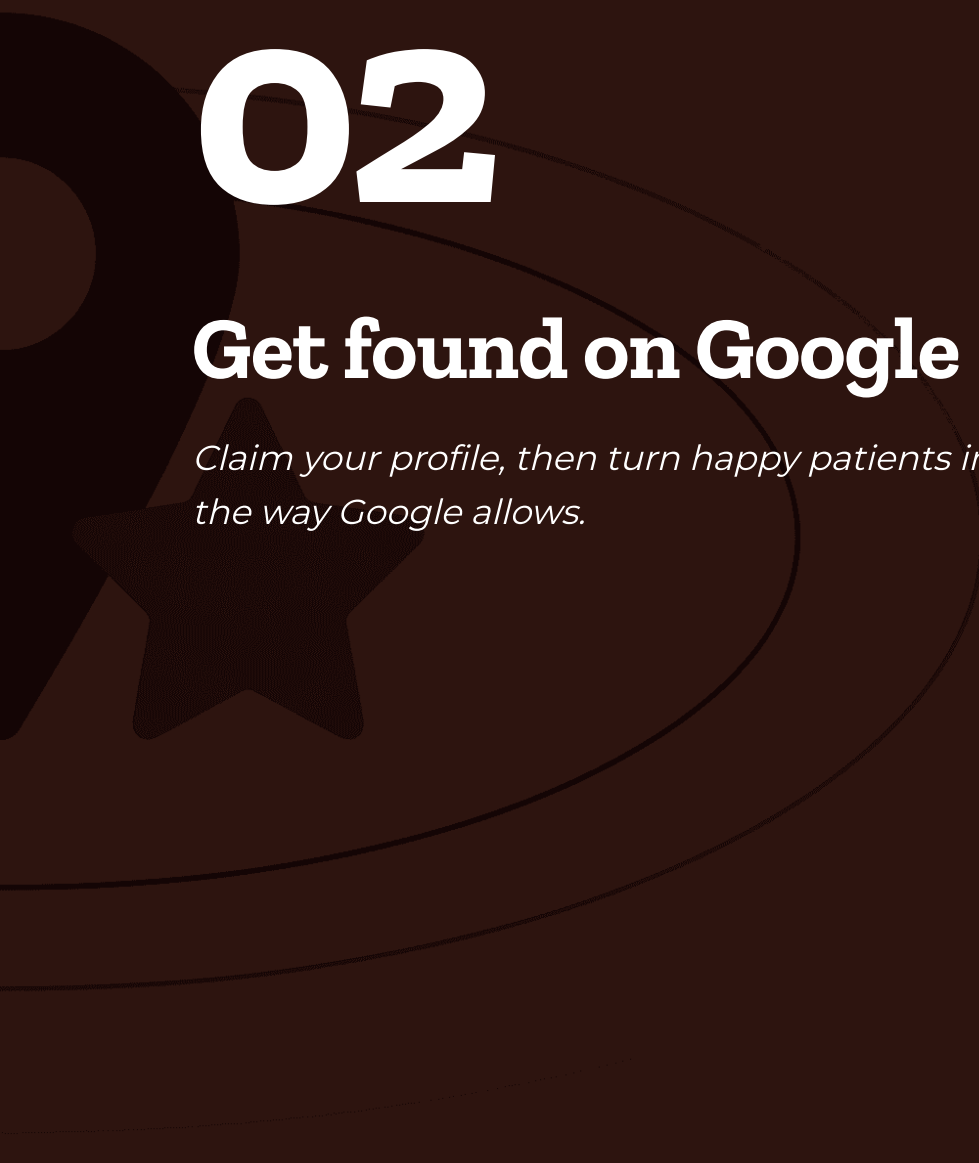


## CHAPTER 02

# 02

## Get found on Google

*Claim your profile, then turn happy patients into reviews,  
the way Google allows.*



## Claim your profile and earn reviews honestly.

When someone hears about you, the first thing they do is look you up. Most of the time that means Google. A complete, well reviewed Google Business Profile is the cheapest growth you will ever get, and it is free to set up.

### 01 Claim and verify your Business Profile.

Search your practice on Google and claim the listing, or create one. Then complete Google's verification so you control what it says.

### 02 Fill it out completely.

Hours, phone, address, services, and real photos of your practice. A complete profile earns more trust and shows up more often.

### 03 Ask happy patients for a review, simply.

After a good visit, invite the patient to leave an honest review. A plain ask at the right moment works best.

### 04 Respond to every review, good or hard.

A short, professional reply to each review shows future patients you are paying attention.

⚠ **Two Google rules to respect.** Google does not allow "review gating," which means asking only your happy patients while screening out unhappy ones, and it does not allow offering discounts, gifts, or any incentive in exchange for a review. Ask everyone the same way, and never trade anything for a review. Confirm the current rules in your own profile before you start.

#### KEY TAKEAWAY

*Claim it, complete it, and earn honest reviews from everyone the same way. That is the foundation of getting found.*



CHAPTER 03

# 03

## Show up with ads

*A simple, compliant first ad on Facebook or Instagram,  
kept calm and professional.*



## Build a simple, compliant first ad.

Once your front door is solid, a small ad can put you in front of new people every day. The setup is a series of ordered steps, so keep the first one simple.

01

### Set the foundation first.

Create a Meta Business account at [business.facebook.com](https://business.facebook.com), connect your practice Page, and set up an ad account with a payment method. This keeps advertising off your personal profile.

02

### Pick one goal and one audience.

Choose a traffic or leads goal, then one audience from a Kentucky location and one broad interest. One clear audience beats five overlapping ones.

03

### Keep the message clear and modest.

Say who it is for, share one useful thing, and give one next step like "click below." Avoid promises about results, and never imply you know a person's health.

04

### Start with a small daily budget.

Spend an amount you are comfortable with while you learn, run it a week or two, then adjust slowly.



**The health-advertising line.** Meta reviews every ad, and health and pharmacy categories carry extra rules that change often. Its Personal Attributes policy means your ad must not assert or imply you know a person's health condition. Keep ads educational, and confirm the current policy in your own account.



#### KEY TAKEAWAY

*Foundation first, one goal, one audience, one small budget, and a calm honest message. That is a strong first ad.*





CHAPTER 04

# 04

## Follow up fast

*The practice that answers first usually wins the patient.  
Build a simple cadence.*



## Answer fast, then stay in touch.

Most marketing is wasted at the last step. A new patient calls or fills out a form, nobody answers quickly, and the patient books somewhere else. Speed of response is one of the few things fully in your control, and it costs nothing.

01

### Decide who answers, and how fast.

Name the person who responds to every new inquiry, and set a goal to reply within one business day at the latest. Sooner is better.

02

### Make the first reply warm and human.

A short, friendly message that thanks them and offers a clear next step beats a perfect brochure. People remember being treated like a person.

03

### Have a simple three-touch cadence.

If they do not respond, follow up a couple more times over the next week before you let it rest. Most contacts happen after the first try.

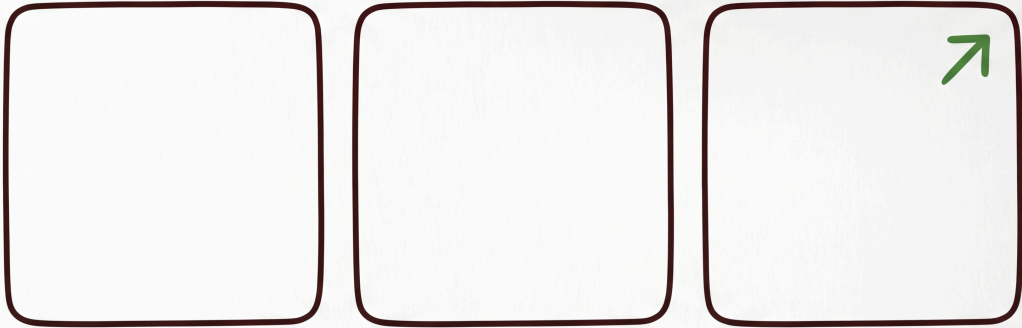
04

### Track three plain numbers.

How many inquiries came in, how many you reached, and how many became real conversations. Adjust slowly from there.



**The first 90 days.** New patients drift away in the early weeks when nobody checks in. A few named, scheduled touches in the first 90 days, a welcome, a check-in, and a refill reminder, keep them on program and turn one visit into a lasting relationship.



KEY TAKEAWAY

*Answer fast, stay human, follow up a few times, and watch three simple numbers. Fast follow-up beats clever ads.*

YOUR 90-DAY PLAN • ONE PAGE

# Put it together: your first 90 days.

|               |                                                                                                    |
|---------------|----------------------------------------------------------------------------------------------------|
| WEEKS 1 TO 2  | Name your best patient and your one lead service. Claim and complete your Google Business Profile. |
| WEEKS 3 TO 4  | Start asking every happy patient for an honest review. Set up your Meta Business and ad accounts.  |
| WEEKS 5 TO 8  | Launch one small ad to one Kentucky audience. Reply to every inquiry within a business day.        |
| WEEKS 9 TO 12 | Read your three numbers, keep what works, and add a simple welcome and check-in for new patients.  |



- ① **Two companion checklists come with this guide.** One walks the full Meta ad setup step by step. One walks the Google reviews tune-up. Run them alongside this plan.

✦ Keep it simple. One patient, a strong Google profile, one small honest ad, and fast follow-up. Repeat what works.

#### CLOSING • A NOTE FROM YOUR COMPOUNDING PARTNER

## Why your pharmacy wrote you a growth guide.

- ① **When to use this page.** Read it once your plan is underway. Then reach out using the contact in the footer. We are glad to be a friendly second set of eyes on your profile, your ad, and your page before you spend.

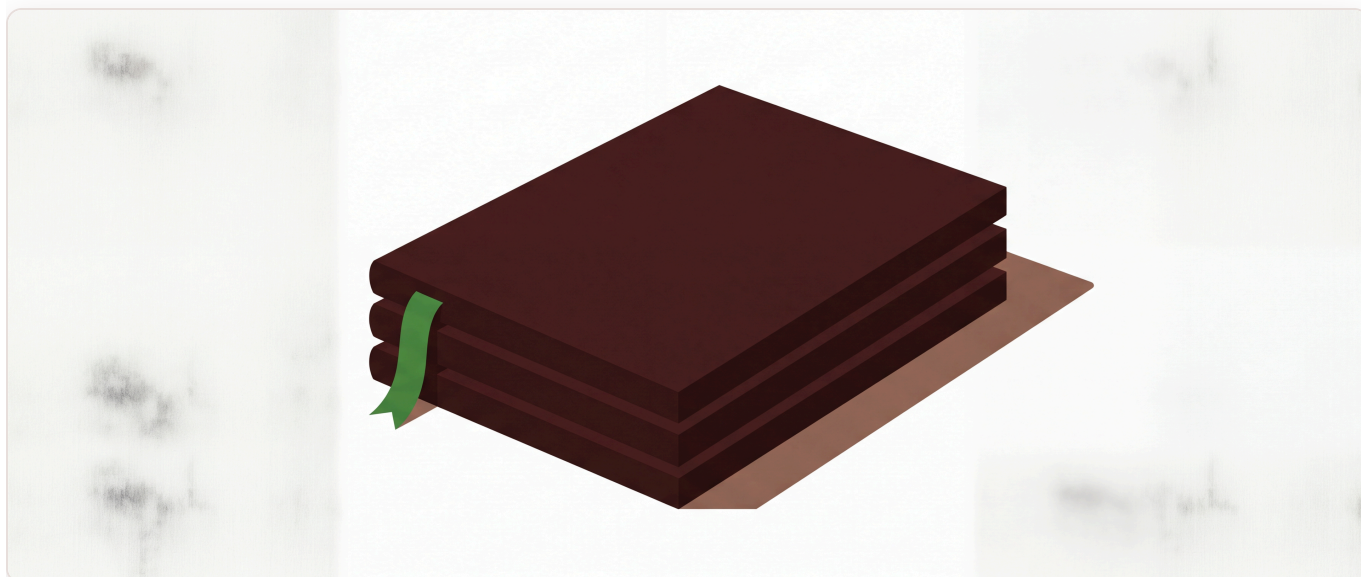
We wrote this because the practices that grow are the practices that show up, and too many good Kentucky providers put off marketing because it looks intimidating. It does not have to be. The steps are basic, the first ad can be small, and you do not have to figure it out alone.

We are your local compounding partner. Helping the practices we work with grow the right way is part of the relationship. We compound one prescription at a time, made for the individual patient your provider is treating, and we answer the phone. When you are ready, we are the bench behind you.

① We are glad to look at your Google profile, your first ad, and your page before you launch. Reach out using the contact in the footer.

✦ Show up, serve one patient well, follow up fast, and build on what works.

## References



[1] Meta Business Help Center. Create a business portfolio in Meta Business Suite. Captured June 2026.

<https://www.facebook.com/business/help/1710077379203657>

[2] Meta Advertising Standards (policy hub). Meta reviews every ad against its policies; advertisers are responsible for following the current policy and any category requirements, and some categories including health and pharmacy carry extra rules. Captured June 2026.

<https://transparency.meta.com/policies/ad-standards/>



[3] Meta Advertising Standards: Privacy Violations and Personal Attributes. Ads must not contain content that asserts or implies knowledge of a person's personal attributes, including physical or mental health or medical conditions. Captured June 2026. <https://transparency.meta.com/policies/ad-standards/objectionable-content/privacy-violations-personal-attributes/>

[4] Google Business Profile Help. Get more reviews. Google states offering incentives in exchange for reviews is strictly prohibited. Captured June 2026. <https://support.google.com/business/answer/3474122>

[5] Google Business Profile Help. Create or claim your Business Profile on Google. Captured June 2026. <https://support.google.com/business/answer/7107242>

[6] Google Maps user contributed content policy. Prohibited and restricted content, including fake engagement and conflicts of interest. Captured June 2026. <https://support.google.com/contributionpolicy/answer/7400114>

Platform policies and review rules reflect publicly available materials current as of June 2026 and change frequently. Confirm the current rules in your own Google and Meta accounts before you advertise or solicit reviews.

## Disclaimer



**For licensed healthcare professionals only. This material is basic marketing education. It is not legal, regulatory, or advertising-compliance advice, and reading it does not create a client or advisory relationship. Advertising and review rules on Google and Meta, and the advertising, health, and pharmacy rules of your state and profession, are set by other parties, change frequently, vary by jurisdiction, and are enforced case by case. The descriptions here are paraphrased for plain-language teaching and are not a substitute for the current policy text or for professional advice. Nothing here is a promise that any ad will be approved, that any review will appear, or that an account will stay in good standing, and nothing here tells you whether you do or do not need any certification, license, registration, or review in your situation. Before you spend any money, confirm the current Google and Meta policies in your own accounts, confirm any category requirement directly with each platform, and review your plan with your own attorney and your state board. Any compounded medications referenced anywhere in your marketing are compounded preparations, not FDA-approved, and the FDA has not evaluated them for safety, effectiveness, or quality. Buzzword Strategies LLC and compound.BUZZ are marketing service providers and do not provide clinical, legal, or pharmaceutical guidance. West Knox Pharmacy is responsible for its own products, services, and compliance posture. © 2026.**

# Where these numbers come from

Every statistic, regulation, and benchmark in this guide is cited below. The inline numerals match the entries here. Federal and state sources are listed by publishing agency and the date the content was current. Verify any of them directly before you act.

- [1] Meta Business Help Center. Create and set up a Meta Business account, ad account, and Meta Business Suite. Captured June 2026.

<https://www.facebook.com/business/help/1710077379203657>

- [2] Meta Advertising Standards (policy hub). Meta reviews every ad against its policies; advertisers are responsible for following the current policy and any category requirements, and some categories (including health and pharmacy) carry extra rules. Captured June 2026.

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<https://support.google.com/business/answer/3474122>

- [5] Google Business Profile Help. Verify your business on Google. Captured June 2026.

<https://support.google.com/business/answer/7107242>

- [6] Google Maps user contributed content policy: prohibited and restricted content (fake engagement, conflicts of interest). Captured June 2026.

<https://support.google.com/contributionpolicy/answer/7400114>



## A NOTE FROM YOUR PHARMACY

# Click below to get the free guide

*Share this with the providers you know. When a Kentucky practice is ready to start a patient-specific program, West Knox is the compounding partner who picks up the phone.*

LAB

West Knox Pharmacy

DIRECT LINE

606-258-1111

WEB

[westknoxpharmacy.com](http://westknoxpharmacy.com)

FOR

Kentucky nurse practitioners, PAs,  
primary-care, functional and integrative,  
and hormone-focused practice owners  
new to marketing

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