



A guide to growing your allied health business in the NDIS

 HeyHubble

Grow with the NDIS

The National Disability Insurance Scheme (NDIS) offers an exciting opportunity for allied health businesses to grow sustainably and meaningfully.

As of June 2022, 534,655 Australians are accessing the NDIS. 58% of these people are being supported for the first time. The demand for quality, individualised services is high.

How do you reach them? Word of mouth is the gold standard of recommendation in the sector, but it can be hard to control. If you're ready to grow your business, you'll want to take some concrete, strategic steps to reach new people and expand your client base.

This guide will take you through the essential foundations to start growing your client base, as well as some more advanced activity if you have the essentials sorted.



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Essentials

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- Set up a social media account
- Design a suite of print material
- Attend disability expos

Marketing extras

- Social media advertising
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- Resourcing your marketing efforts



Essentials

Create a website

Every business needs a “home” on the internet. If people hear about you, they will want to look you up online - and you want to make sure they can find you.

The good news is that your website does not have to be fancy for it to be effective.

Platforms like WordPress, Wix and Squarespace let you set up a standard site for free, or pay a small monthly fee for extra features like a custom domain name.

If you're looking to invest more in your website, you can engage a web design agency.

A fully custom build is a premium option if you have certain requirements for your website in mind, like accessibility toggles to help people with certain disabilities view your website more comfortably.

4 website must-haves

1 A clear and easy way to contact you

Include your business' main phone number, email address, street address and any social media accounts as a minimum.

2 Information about your services in simple language

Keep sentences clear and short. This will help people skim your website and accommodate a range of reading abilities.

3 A feature on your team

People aren't just looking to connect with the right service, but with the right people. Use your website to showcase your staff by including their pictures and a short bio to help people get to know them.

4 Colours that won't overstimulate people or make things hard to read

Choose one or two complimentary colours for your website and stick to those throughout. Make sure any text is either dark enough or light enough for the background colour so that it's easy to read. An example of a poor colour combination is yellow and white.

Set up a social media account

Apart from your website, potential clients will want to get to know your business through social media too.

A social media account offers an easy way to provide updates on your services, teams and offerings and is more dynamic than your website. It is also a great way to put your business in front of new people.

A great platform to start with is Facebook, especially for any business with NDIS clients. A lot of different disability related communities exist on Facebook and in Facebook groups.

When setting up a social media account, make sure you opt to set up a business account (it's still free). This will allow you to access business features, like paid social media advertising, if you want to down the track.

Not sure what to post? Get started with these ideas



Introduce your team

Share a picture of each team member in the business and tell people a bit about them in the caption.



Answer a frequently asked question

Being helpful by providing free knowledge helps build a positive relationship between your business and potential clients.

This is especially true for NDIS participants and their families who are often dealing with a lot of new terms and processes.

Ways to make the most of your social media account

- 1 Use a free platform like Canva to easily design posts. They have templates for social media that can very easily be customised to suit your business and your brand
- 2 Invite your audience to take an action and provide a link at the end of each post's caption. It could be to visit your website or to get in touch
- 3 Don't overcommit. Choose one platform and post as often, and as consistently, as you can



Design a set of print materials

Every business should at least have these two things:

- 1 A business card with all your contact details
- 2 One brochure that explains your services and gives people a way to get in touch

If you specialise in a niche type of support, or if there are some common questions you're always being asked, a great idea is to turn this information into an educational flyer or brochure.

The NDIS can be really complicated and confusing for participants and their families, especially if they're new to the scheme. Anything you can do to simplify things will go a long way in showing that your business cares.



Getting started

There are plenty of online design platforms that you can use to design your own material and even print it. Alternatively, you can engage a graphic designer to do this for you.

Attend disability expos

Most major cities and some regional cities will hold regular disability expos. These expos are an opportunity to showcase your business and services to the disability community.

Buying a booth space can be a good way to put your business in front of a lot of new people in a short period of time. (Expos often run for 1 - 2 days.)

Drive traffic to your booth with these 5 tips

- 1 Organise a couple of branded pull-up banners to put up in your space. Your local print shop or Officeworks can print these for you
- 2 Brand your booth as much as possible. This can include a custom tablecloth, posters and even t-shirts for your staff there on the day
- 3 Bring plenty of brochures and business cards to hand out. (Always bring extras!)
- 4 Have something fun happening at your booth to help your business stand out. Some examples could be free popcorn, a raffle or face painting for kids
- 5 Stand outside your booth and start conversations with people. Don't wait for people passing by to come up to you

If purchasing a booth space isn't right for your business, disability expos are still useful to attend.

Bring along some flyers and business cards, and network with other businesses and providers.

Support coordinators play a key role in connecting NDIS participants with suitable service providers. Introducing your business to support coordinators is a good idea, as they may be supporting someone in need of your services.

Marketing Extras

Social media advertising

Social media advertising can be a more affordable way to get yourself in front of new people when compared to traditional advertising, like TV or radio.

By inputting basic information about your audience like their ages, gender, location and interests you can target them so that they will see your posts in their feed, even if they don't follow your page.



Set up the right account

Your social media account will need to be a business account in order to set up social media ads

Google search ads

Google search ads are a way to put your business in front of people who are already searching for similar services.

Google search ads are sponsored search results that sometimes appear at the top of the page when you search for certain keywords or phrases. These keywords and phrases are chosen by those businesses.

To set up a Google search ad, you need a Google Ads account.

When it comes time to decide which keywords to target, Google has a Keywords Planner tool to help you. Depending on the popularity of the word or phrase, the price will vary.



Get some Google Ads help

If you're interested in setting up paid media ads for your business but aren't keen on doing it yourself, you can outsource to an SEM (Search Engine Marketing) specialist or consultant.

Resource your marketing efforts

Coordinating the tactics in this guide can be tricky to balance with the everyday work of running your business and supporting clients.

You may want to consider hiring a dedicated marketing coordinator to make sure you're making the most of your efforts and seeing results.

If hiring someone internally isn't right for your business, you can also outsource your marketing efforts to an agency or a freelancer.

In summary

It's up to you to decide which of the tactics in this guide will work best for your business, and how much to invest in each.

Having an understanding of your ideal client will help focus your efforts.

Good foundations for any business in the NDIS include a clear [website](#), [social media presence](#) and [community outreach activities like events](#).

Additional activity like [social media advertising](#) and [Google search ads](#) are great for slightly more mature businesses who are ready to take their marketing activity to the next level.





HeyHubble specialises in growing businesses within the NDIS

Partnering with HeyHubble is the number one way to put your services in front of people who really need them

- ✓ Build your online presence directly on the HeyHubble platform for free
- ✓ You don't need to think about how to reach new clients because we do it for you. We receive requests from NDIS participants for services which we review and then pass on to you if your business and their needs are a match
- ✓ Receive a dedicated Customer Success Manager who is committed to supporting your business to help as many NDIS participants as possible. They have in-depth knowledge of the NDIS and the disability sector
- ✓ No ongoing subscription fee
- ✓ We only partner with high-quality providers with great values, so you know you're in with the best

To learn more about growing your business with HeyHubble, [sign up here](#) or email our team at providers@heyhubble.com.au today.