

# MARKETING BRAND PLAN



**EAC** PSYCHOEMOTIONAL  
CENTRE

**\$74.6B**  
Today



**\$100B**  
by 2034

**Global Mental Health  
Services**

**\$1072.9M**  
Today



**\$2445.45M**  
by 2034

**Canada Mental Health  
Service**



## Canada / Toronto Market

- Ontario population: 16M residents
- 10–12% of adults seek mental-health services every year

## Spanish-speaking Market

- 2.5% of Ontario speaks Spanish → 192,000 speakers
- ~46,000 live in GTA (EAC's catchment).
  - 5–6% seek therapy annually

## Canada / Toronto Market

- High demand + long waitlists in public/community services → spillover to private clinics.
- High willingness to pay among insured Canadians + immigrants with stable employment.

## Spanish-speaking Market

- Large population with language/cultural barriers in mainstream therapy.
- 5,800–6,500 can afford private therapy.
- Only 0.5% market penetration is enough to fill a full practice

# Canada / Toronto Market

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# Spanish-speaking Market

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# CONSUMER TRENDS

Shift to **Online  
& Hybrid Care**

**Generational  
Shift** in Therapy  
Attitudes

**Culturally  
Matched** and  
**Discovery  
Patterns**



## **SPANISH THERAPY**

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- English + Spanish
- \$180 / 50-min listed
- Toronto; Online & Onsite
- Solo capacity



## **ORCHID CLINIC**

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- Multiple therapists specializing in different areas, including one Spanish-speaking therapist
- \$200 / Session
- Toronto base
- In-person + Virtual Ontario



## **CENTRE FOR SPANISH-SPEAKING PEOPLES**

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- High visibility in Spanish community
- Toronto base
- Partner for outreach talks and referral pathways

# STRATEGIC REVIEW

## Portfolio

- Individual therapy (EN/ES), couples/family therapy, child/adolescent therapy
- Online therapy, immigration psycho-emotional reports, specialized assessments
- High margin: individual therapy (steady frequency), immigration reports (premium, unique)

## Current Marketing

- Instagram/Facebook (bilingual awareness + educational posts)
- Light TikTok
  - no SEO strategy
- Google Business Profile, but no reviews allowed
- Brand emphasizes bilingual care, cultural empathy, warmth, not strongly differentiated

## Target Market

- Primary: Spanish speaking clients, newcomers, multicultural families, adults seeking therapy, parents
- Secondary: English speaking professionals, students, immigration-related clients

# STRATEGIC REVIEW

## Positioning / Perception

- Positioned as
  - Warm
  - Bilingual
  - Culturally sensitive
- Perceived as
  - Empathetic
  - Community oriented
  - Low awareness
  - Weak SEO
  - Overshadowed by competitors

## Size

- 4 psychotherapists
- ~15 pts/week (goal 25)
- ~40 active clients
- Early growth stage

## Key Issues

- Poor online visibility → no digital client acquisition
- No conversion funnel
- Minimal differentiation
- Marketing stuck at awareness

# PRIMARY RESEARCH

## Methodology

- Primary: Interview w/ Dr. Alvarez
  - Social media + website audit
  - Search audit
  - Competitor analysis
  - Team field notes
- Secondary: StatsCan, CMHA, DojoBusiness, industry reports (2025–2034)
  - Competitor SEO/pricing
  - CPBAO/CRPO rules
  - Spanish-speaking market size

## Key Findings

### New Insights

- Individual therapy = majority of revenue
- Social media → 0 new clients
- No SEO → #1 growth barrier
- No legal Google reviews → low social proof
- Intake capacity under-utilized

## Validated

- Spanish speakers face access barriers
- Clients value empathy, privacy, cultural understanding
- Immigration assessments under marketed
- Word of mouth still dominant

# SECONDARY RESEARCH

## Findings

- Online therapy growing 14–22% annually
- Gen Z/young adults are highest therapy users
- Trust, cultural match, convenience drive choices
- Therapy now seen as self care

## Opportunity

- 13k Spanish speaking therapy seekers in Ontario
- 5,850–6,500 can afford private therapy
- Even 0.5% = 30–40 clients → fills a full caseload

# SECONDARY RESEARCH

## S

- Bilingual advantage
- Strong community fit
- Multi-clinician
- High-value services
- Psychoemotional report for immigration purposes

## W

- Low awareness
- Weak SEO
- No conversion strategy
- No landing pages
- No partnerships

## O

- Ranking on first page search indexes
- EN/ES landing pages
- School & immigration lawyer referrals
- Bilingual events

## T

- Saturated market
- Competitor's strong digital branding
- Strict advertising rules

# **STRATEGIC BRAND POSITIONING:**

*“Accessible, culturally-aware psychotherapy in English and Spanish for Ontario residents — online and onsite — helping you navigate life transitions, cultural stress, and mental-well-being with empathy and expertise”*

Establish a strong and **consistent brand messaging**

Increase **brand awareness** and engagement

Increase **client conversion** to 25 sessions per week

# MARKETING PLAN OBJECTIVES

# OBJECTIVE 1:

## Increase Client Conversion to 25 sessions/week

Combine structured follow-ups, stronger rebooking pathways, community partnerships, paid media, and a conversion-focused digital presence to drive a consistent flow of sessions every week.

## WEBSITE/SEO



### High-Intent Service Pages/Blogs

Anxiety, Stress, Relationships (EN); Migration Stress & Cultural Topics (ES).



### Bilingual SEO Strategy

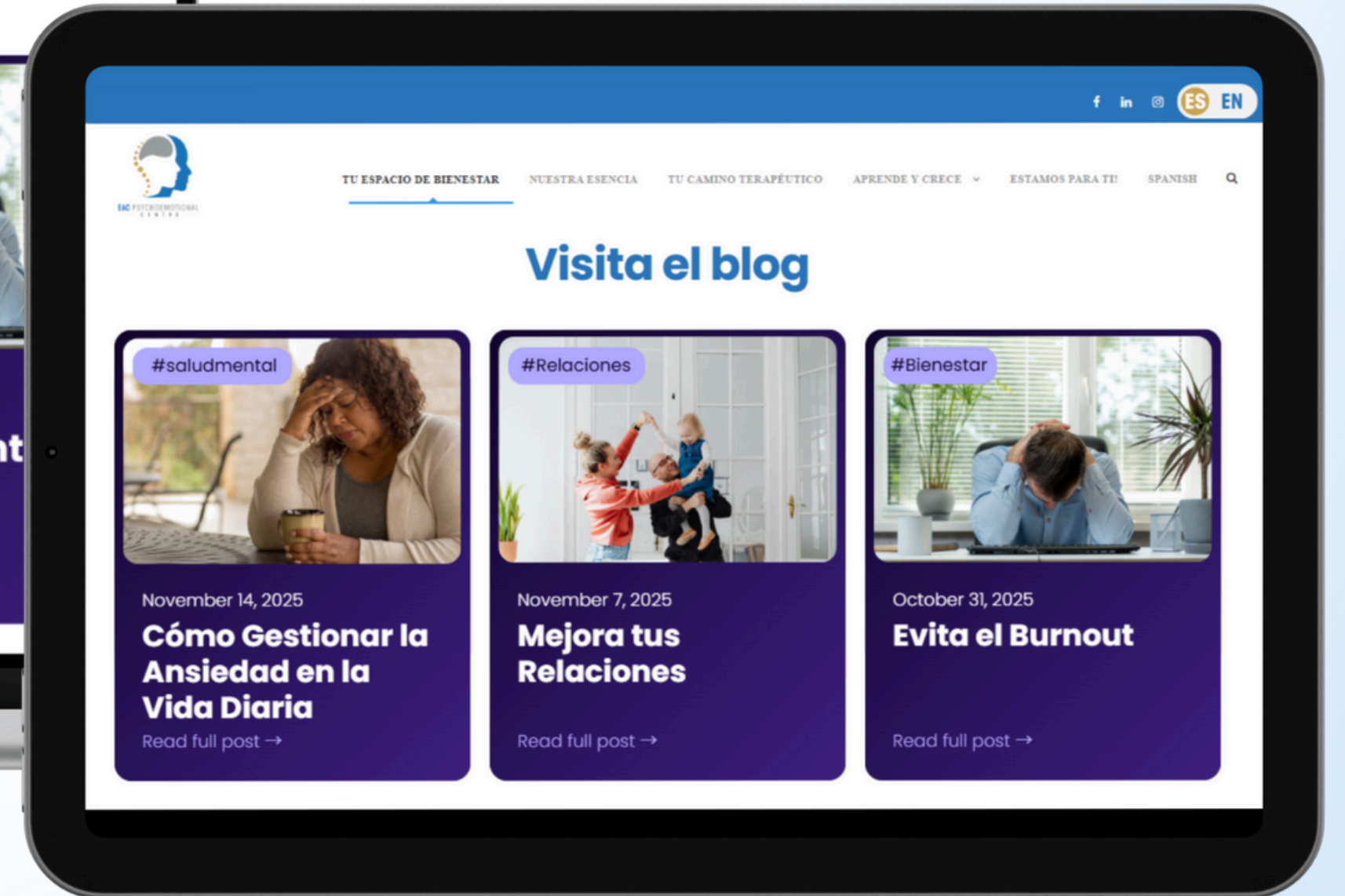
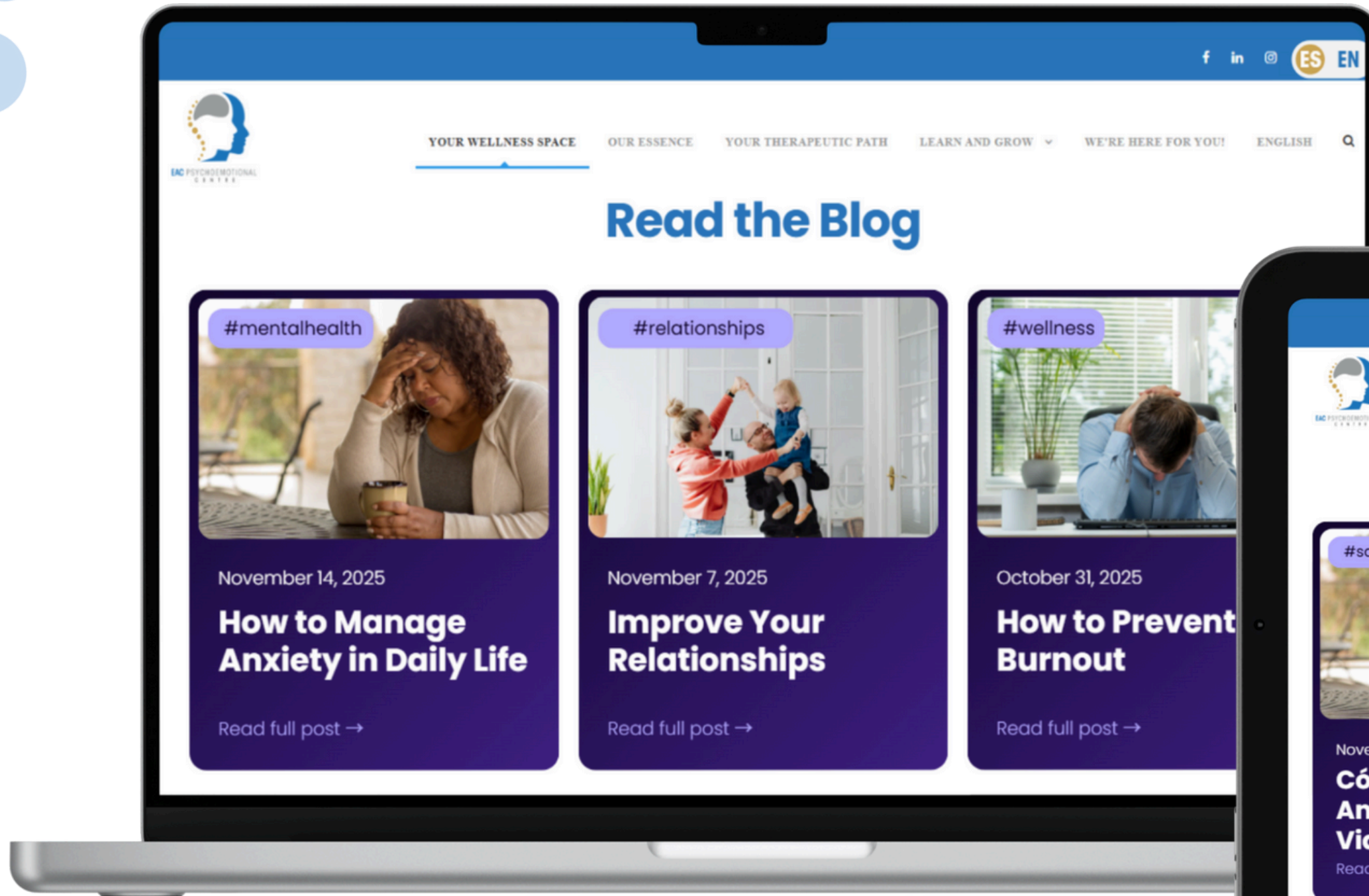
Target high-intent terms like 'psychologist Toronto' & 'psicólogo en Toronto'.

Contact Us

### Bilingual CRO

Clear CTAs, Spanish booking form, frictionless experience.

**KPIs:** CTA Interactions, Organic Rankings, Weekly Leads & New Patient Count.



# SAMPLE BLOGS

## EMAIL & SMS



### One-to-One Marketing

Reach stable sessions per week by automating booking reminders.

#### 1. Auto-Prompted Rebooking Message After Each Session

Right after a session ends, the system sends an automated message (SMS or email):

- “Your next appointment is recommended within 1–2 weeks. Click here to choose a time that works best for you.”
- It includes a direct booking link with available slots.

#### 2. Automated Reminder + “Missed Session Recovery” Sequence

For clients who cancel or don’t rebook:

- Automatically send a “reschedule now” message (SMS + email).
- Include 3 suggested available time slots pre-filled.
- If no response after 48 hours, send a second automated prompt.

**Tool Suggestions: Calendly, SimplyBook.me, Square Appointments**

**KPIs:** Rebooking Rate Within 72 Hours, Cancellation Rebook Rate.

## PAID ADS

**KPIs:** Views, content reach, reach by region, profile visits, accounts engaged, profile interactions, click-through rate, audience demographics

### Google Search (High-Intent Conversion)

- “Book therapy appointment Toronto”
- “Psychiatrist near me”
- “Therapy in Spanish Toronto”
- Use “Book Now” extensions + call extensions

### Google Retargeting (Display + YouTube Shorts)

- Target people who visited the website but didn’t book
- “Still thinking about therapy? Schedule this week.”
- Show 6-second calming videos with strong “Book Now” CTA

### Meta (Instagram + Facebook)

#### 1. Availability Ads

- “Appointments available this week – virtual or in-person.”
- Story ads with 1-click booking link

#### 2. Retargeting

- Website visitors
- People who engaged with previous posts
- Spanish-language retargeting for stronger conversion

**Purpose:** capture people ready to book immediately.

### Spanish-Language Paid Media

- Spanish search ads (“Reserva tu cita esta semana”)
- Instagram Spanish ads

# PARTNERSHIPS



## Family Doctors, Nurse practitioners & Walk-In Clinics

Send email or drop off a printed version at the clinic reception desk with two attachments:

- 1–2 page **Clinical Referral Package.**
- **Referral sheet** + online referral link.

**Why:** primary care is the #1 referral source for therapy.



## High-Value Community Partnerships

Partner with newcomer organizations, HR departments, doctors, schools, community centres, wellness studios, and Latin community groups to create referral flows and trusted-entry points into therapy.



**EAC** PSYCHOEMOTIONAL  
CENTRE

## PARTNER WITH EAC TODAY!

Lorem ipsum dolor sit amet,  
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dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud  
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ex ea commodo consequat

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consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore et  
dolore magna aliqua.

**Take the  
first step**  
towards  
wellness with  
experts who  
understand it.

*Schedule your  
consultation today!*

### Contact Us

123-456-7890  
[www.reallygreatsite.com](http://www.reallygreatsite.com)

123 Anywhere St., Any City, ST 12345

Your mental  
health &  
wellbeing  
deserves o  
ca



### New Message

To

Subject Partnership Opportunity Between EAC and Cultural Center

To whom it may concern,

I hope you're doing well. My name is Elsa, and I'm a Psychotherapist at EAC Psychoemotional Centre here in Toronto. I'm reaching out because I admire the work that the centre does in fostering community connection, cultural expression, and belonging.

I believe our organizations share a commitment to supporting well-being and creating inclusive spaces where people can feel seen, supported, and empowered.

Send



# OBJECTIVE 2:

## Establish Strong & Consistent Brand Messaging

Using all owned channels consistently to **communicate three key brand messages:**

- 1.** Professional bilingual therapy in Ontario — online and onsite.
- 2.** Focus on wellness and well-being in cross-cultural environments.
- 3.** Led by a PhD-level psychiatrist and licensed psychotherapists.

## WEBSITE/SEO



### Unified Bilingual Design

Consistent visuals across English & Español; accessible language toggle.



### Culture-Specific Spanish Tone

“Hablamos tu idioma...” to build trust & relevance



### Message-Driven Landing Pages

Tailored English/Spanish content aligned to emotional needs.

**KPIs:** Visual Consistency Score, Toggle Interaction Rate, Time on Page, Bounce Rate, Internal Link Clicks.

# HOW?

## SOCIAL MEDIA

ES EN

### English Default Content

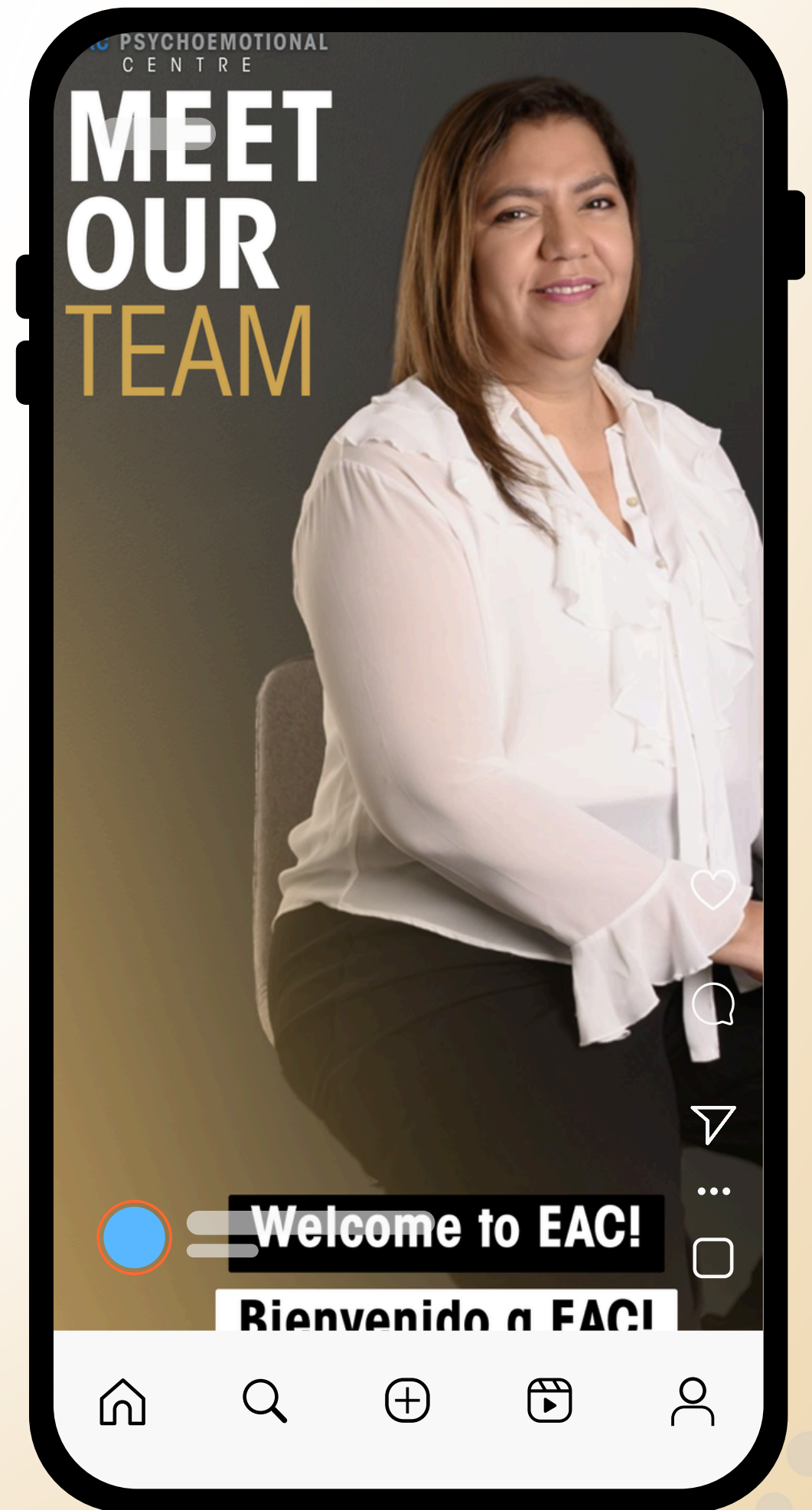
Develop content that targets English speakers with Spanish subtitling and translation. Make it clear that the practice is for both English and Spanish speakers and located in Canada; differentiated from their location in Colombia.



### Reliability, Connection & Storytelling

Telling the story of EAC; Elsa's journey to Canada. Developing reliability, demonstrating professional competence, and finding cross-cultural connection. Capture that unique understanding and expertise EAC has.

**KPIs:** Views, content reach, reach by region, profile visits, accounts engaged, profile interactions, click-through rate, audience demographics



# **OBJECTIVE 3:**

## Increase Brand Awareness & Engagement

Strengthen bilingual SEO and grow EAC's Instagram and Facebook presence through a balanced organic and paid content approach.

## WEBSITE/SEO



### Google Business Profile Optimization

Keyword-rich descriptions, posts, regular updates.



### High-Authority Backlinks

Target Sun Life, Rainbow Health Ontario, + competitor backlink sources.



### Local Directories

Psychology Today, GoodTherapy, OPA directory for citations & referrals.

KPIs: GBP Impressions, Referring Domains, Domain Authority, Quality Citations & Referral Traffic

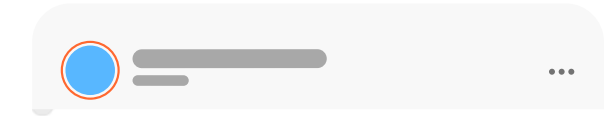
# HOW?

## EMAIL & SOCIAL MEDIA



### Mental Health & Wellness

Establish expertise; become a resource for digestible mental health and wellness content, presented in infographic style.

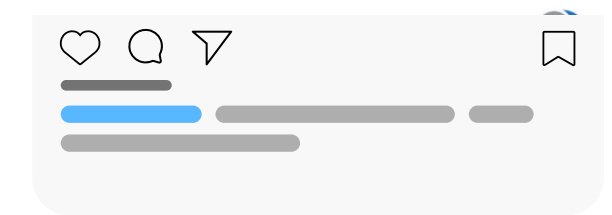


And is it the right fit for you?  
**WHAT IS EMDR THERAPY?**



### Email Marketing

Establishing formal communication to existing and prospective clients, including mental wellness tidbits and practice updates.



### Content Planning & Calendar

Developing a system for ideating, templating, and scheduling of content, through platforms like Planable and SocialBee, for consistency, accountability, and increased engagement.

**KPIs:** Views, content reach, reach by region, profile visits, accounts engaged, profile interactions, click-through rate, audience demographics, client conversion

## PAID ADS

**KPIs:** Engagement rate,  
Retargeting Conversion  
Rate, 3-Second View Rate.

### Meta Ads (Instagram + Facebook)

#### Run engaging ads for awareness among the wider community:

- Short video explaining the clinic's mission
- Spanish + English carousel ads
- Testimonials (text-based, anonymous)
- Mental-health micro-tips (bite-size 6–10 seconds)

#### Targeting:

- Audiences in GTA Women 25–55
- Professionals in high-stress sectors
- Immigrants/newcomers

**Purpose:** build familiarity, emotional connection, repeat exposure.

### Instagram Reels + Story Ads

- 6–8 second calming visuals
- “3 signs you might need support”
- Therapist introduction clips
- “Book your first session online” call to action

**Purpose:** brand recall + engagement.

- Both campaigns in english and spanish go to same booking funnel, but in their separate landing pages.

### Retargeting Campaigns (Very important)

Use pixels on website + social:

- Show ads to people who visited website
- Promote “Book a free consultation”

## PR



### Clear Branding Guidelines

Create:

- A formal brand guideline KIT: Consistent brand tone, messaging, terminology, and restrictions.
- An official clinic brochure with all the clinic information to share with media.



### Media Outlets

- Pay for sponsored features in local community magazines (especially Spanish/immigrant/wellness outlets) and include your clinic brochure to reinforce brand consistency and credibility.
- Reuse the article across all your channels for maximum impact.

## PARTNERSHIPS



### Local Immigrant & Newcomer Organizations

Including Latino associations, Spanish-language radio/online media in Ontario, immigrant support groups.

- Offer a **webinar or free talk** (“Bienestar mental para hispanohablantes en Ontario”).
- Host one bilingual **online event** every quarter (“Let’s talk about stress / Hablemos del estrés”).



### Free community outlets

Examples:

- Toronto community blogs
- Wellness and mental-health volunteer-run sites
- Local “what’s happening” websites
- Latin GTA community portals

# KEY TAKEAWAYS

- *Establish a unified bilingual identity with consistent brand guidelines and messaging.*
- *More effectively utilize owned and paid media; including SEO, PR, and strategic partnerships.*
- *Demonstrate EAC's core strengths: bilingual care, cultural empathy, hybrid modality, and clinical expertise.*