

Plantar Fasciitis: Patient Education Campaign



Ankle-Foot | Ready-Made-Social-Media | Lower-Limb | Content-Marketing-Campaigns | Pre-Written-Blog-Content | Pre-Written-Nurture-Email |



Campaign Overview

Welcome to the **Plantar Fasciitis campaign**, an educational content toolkit created specifically for physical and manual therapists working in private practice. This campaign is designed to help you build trust with both existing and prospective patients by providing clear, credible resources — all focused on a condition that affects a huge number of people but is often misunderstood or mismanaged.

This isn't just a collection of content — it's a coordinated system you can use to attract attention, build authority, and strengthen long-term relationships with your audience.

SEO Blog Posts

Rather than providing fixed blog articles, this campaign includes a dedicated CustomGPT trained on all 10 leaflets and a detailed campaign context document. You can use it to generate SEO-friendly blog posts tailored to your own tone of voice, clinical expertise and audience focus. This allows you to approach plantar fasciitis from the angles that matter most to your practice, whether that's pain science, return to sport, foot biomechanics, or anything in between.

Nurture Emails

Not everyone is familiar with the term "nurture emails", but all it means is a series of friendly, helpful messages sent over time to people who've shown interest in your clinic. These emails help you stay top of mind, build trust and guide people toward making a booking when the time is right.

This campaign supports nurture emails in two ways:

- Automatic Sequence for New Leads:**
When someone signs up through your plantar fasciitis lead collection page, you can use the new **Email tab** to quickly build out a ready-to-go nurture sequence. Our system (trained on this specific campaign) will write the emails for you (it will even generate you a selection of subject lines too), making it super-quick to stay in touch without needing to write a thing.
- Custom Emails for Your Existing List:**
You can also use the **Plantar Fasciitis CustomGPT** to generate standalone email content you can send to your wider audience, whether that's education, re-engagement, or promotion. This gives you full flexibility to adjust tone, topic and timing to suit your practice.

Ready-to-Post Social Media

These short social snippets are designed to connect with your audience and link them back to your blog posts or downloadable resources. They're quick to share, educational, and help drive traffic to your content while increasing your online reach.

Lead Magnet Sign-Up Page

Included is a pre-built sign-up page designed to collect leads and deliver a high-value plantar fasciitis resource pack. It's a helpful, low-pressure way to grow your list while giving people genuinely useful information. Once someone signs up, you can then drop them into your nurture email sequence to keep the relationship going.

CustomGPT-Powered Content Generator

What makes this campaign especially powerful is that it comes with its own **Plantar Fasciitis CustomGPT**, trained on all 10 of the leaflets plus a detailed campaign context document. The context document includes:

- Key content themes
- Strategic goals for the campaign
- Target audience profiles
- Common patient pain points
- Suggested tone of voice
- Specific insights to include or avoid

This means you (or your team) can use the GPT to generate blog posts, patient emails, and even video scripts in your own voice, drawing directly from the same expert content that underpins the rest of the campaign.

Patient Resource Pack

At the heart of this campaign is a series of 10 detailed, evidence-informed patient leaflets that break down plantar fasciitis in a clear and practical way. Each one tackles a different angle of the condition and has been written to help patients take small but meaningful steps toward recovery — and to reinforce your role as their guide.

This leaflet set includes:

1. What Is Plantar Fasciitis?
2. Why Your Heel Hurts First Thing in the Morning
3. Is It Plantar Fasciitis or Something Else?
4. What Actually Works for Plantar Fasciitis
5. When to Push Through Pain... and When to Back Off
6. 5 Things I Wish I'd Known Sooner
7. A 5-Minute Daily Routine for Plantar Fasciitis
8. Do You Really Need Orthotics?
9. Home Habits That Might Be Sabotaging Your Recovery
10. Why It Keeps Coming Back – and How to Stop the Cycle

Practical Ways to Use the Leaflets

- **Send them to new leads** after they download your resource pack
- **Give them to patients after appointments** to reinforce your advice
- **Use them to re-engage past patients** who may still be struggling
- **Share quotes or insights from them on social media** to prompt discussion or drive traffic
- **Print and leave them in your waiting area** as helpful take-home content

Every leaflet acts as a bridge — connecting patients to practical support and back to you as the person who can help.

In Summary

Everything in this campaign has been designed to work together — the lead magnet draws people in, the nurture emails keep the relationship going, and the leaflets and blog posts deepen their trust in your advice. The social posts help extend your reach, and the CustomGPT gives you the flexibility to generate extra content on demand in your own tone of voice.

Whether you use one part of this campaign or all of it, you'll be giving your audience useful, professional support that builds confidence and positions you as a trusted expert in your community.

Next Steps

- **Launch your social media education campaign** using the provided post templates
- **Use the Plantar Fasciitis CustomGPT** to generate your own blog posts, emails, captions or scripts — tailored to your tone, your patients, and your style of practice

And don't forget, if you need help or advice from us at any time, just click that Orange icon on the bottom right of the screen and send us a message.

Happy Educating :)



Plantar Fasciitis CustomGPT

Link

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What is Plantar Fasciitis? [Advice leaflet]

PDF Document

View

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Why Your Heel Hurts First Thing in the Morning (and what to do about it) [Advice leaflet]

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Is it Plantar Fasciitis or Something Else? [Advice leaflet]

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What Actually Works for Plantar Fasciitis [Advice leaflet]

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Plantar Fasciitis: 5 Things I Wish I'd Known Sooner [Advice leaflet]

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A 5-Minute Daily Routine for Plantar Heel Pain [Advice leaflet]

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