

SUCCESSFUL DOULAS

*how to*  
NETWORK  
LIKE A PRO

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# Grow your Birth Doula Business

1. Create a Professional Website: Build a website that highlights your services, testimonials, and contact information.
2. Blog about Pregnancy and Birth: Share informative and engaging blog posts related to pregnancy, birth, and doula services.
3. Social Media Presence: Utilize platforms like Instagram, Facebook, and Twitter to share your expertise, post testimonials, and connect with potential clients.
4. Video Content: Create videos discussing various aspects of pregnancy, birth, and your doula services. Share on YouTube and social media.
5. Online Workshops/Webinars: Host virtual workshops or webinars on topics like childbirth education, postpartum care, and the role of a doula.
6. Collaborate with Midwives and OB/GYNs: Build relationships with healthcare professionals who may refer clients to your doula services.
7. Networking Events: Attend local pregnancy and parenting events to network with expectant parents and other birth professionals.
8. Community Partnerships: Partner with local businesses like maternity shops, yoga studios, or baby stores for cross-promotions.
9. Offer Free Resources: Create downloadable guides, checklists, or e-books on topics related to pregnancy and birth.
10. Referral Program: Implement a referral program where satisfied clients receive incentives for recommending your doula services.

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11. Google My Business: Optimize your Google My Business profile to improve local search visibility.
12. Local Press Coverage: Reach out to local newspapers, magazines, and online publications for features on your doula services.
13. Testimonials: Encourage satisfied clients to provide testimonials for your website and marketing materials.
14. Networking Groups: Join local parenting or mom-to-be groups to connect with potential clients.
15. Online Reviews: Encourage clients to leave reviews on platforms like Google, Yelp, or specialized doula directories.
16. Prenatal Classes: Offer prenatal classes or workshops to establish yourself as an expert in your field.
17. Pinterest Marketing: Create and share visually appealing pins related to pregnancy, birth, and doula services on Pinterest.
18. Email Marketing: Build an email list and send regular newsletters with valuable content, updates, and promotions.
19. Infographics: Share informative infographics on social media to educate your audience visually.
20. Podcast Appearances: Guest appearances on pregnancy or parenting podcasts can help reach a broader audience.

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21. Client Stories: Share real-life birth stories (with permission) to showcase your impact as a doula.
22. Free Consultations: Offer free initial consultations to discuss your services and address potential clients' concerns
23. Local Sponsorships: Sponsor local events, sports teams, or community organizations to increase visibility.
24. Online Advertising: Invest in targeted online advertising on platforms like Facebook or Instagram.
25. Parenting Magazines: Advertise in local parenting magazines or community newsletters.
26. Create a Doula Blog Carnival: Collaborate with other doulas for a blog carnival on a specific theme.
27. Bookstore Presence: Place informational brochures or business cards in local bookstores focused on parenting or health.
28. Facebook Groups: Join and engage in local parenting or pregnancy-focused Facebook groups.
29. Themed Workshops: Host workshops on specific topics, such as natural birthing techniques or creating birth plans.
30. Offer Postpartum Services: Expand your services to include postpartum support and communicate this in your marketing

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31. Google Ads: Run targeted Google Ads campaigns to appear in relevant search results.
32. Client Appreciation Events: Host events to appreciate and connect with your current clients.
33. Cross-Promotions with Photographers: Partner with maternity and newborn photographers for joint promotions.
34. Maternity Fashion Shows: Participate in or organize maternity fashion shows and expos.
35. Local Farmer's Markets: Set up a booth at local farmer's markets to connect with the community.
36. Online Forums: Participate in online forums and communities related to pregnancy and birth.
37. Loyalty Programs: Implement a loyalty program where clients receive discounts for repeat business.
38. Facebook Live Sessions: Conduct live Q&A sessions or discussions on Facebook to engage with your audience.
39. Google Workspace: Utilize Google Workspace for professional email communication with clients.
40. Create a YouTube Channel: Regularly upload informative videos on your YouTube channel to reach a wider audience.

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41. Virtual Doula Services: Offer virtual doula services for clients who may not be local.
42. Infant CPR Classes: Offer or partner with professionals to provide infant CPR classes.
43. Podcast Sponsorship: Sponsor episodes of relevant podcasts to increase brand exposure.
44. Hospital Outreach: Connect with local hospitals to offer your services to expectant parents.
45. Create a Resource Directory: Compile a directory of local resources for expectant parents.
46. Birth Plan Workshops: Host workshops specifically focused on helping parents create birth plans.
47. Charity Events: Participate in or organize charity events related to pregnancy and childbirth.
48. Car Magnets: Use car magnets with your doula information for mobile marketing.
49. LinkedIn Presence: Optimize your LinkedIn profile to highlight your expertise in the field.
50. Doula Training Courses: Offer training courses for aspiring doulas and expand your network.