



Elements of a Successful Marketing Plan – Part 2

Outbound
Marketing Strategies

4 Main Considerations

1. Identify your marketing strategy
2. Understand which tactics will help you achieve your marketing goals
3. Provide a reasonable budget (time and money)
4. Don't forget the little things

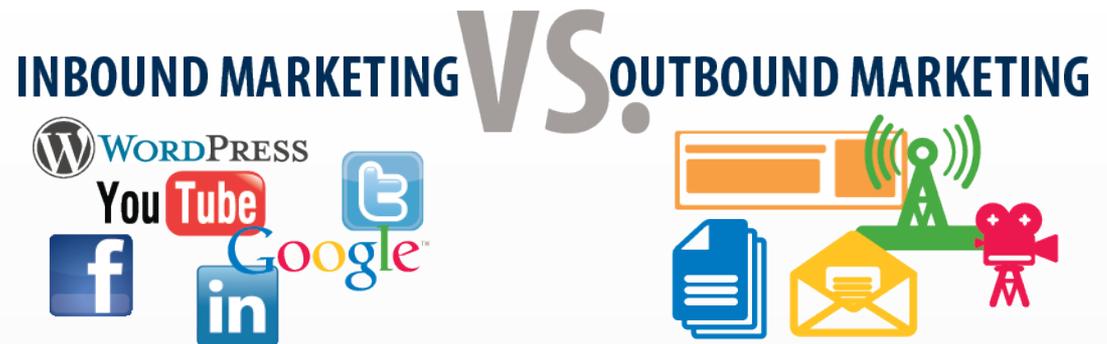




Choosing Your Marketing Strategy

Choosing Your Marketing Strategy

- **Multichannel marketing** is using many different marketing channels to reach your potential patients
- Why should you use a multichannel strategy?
 - To make it easy for your potential patient to find you!





Outbound Marketing Mediums and Tips for Success

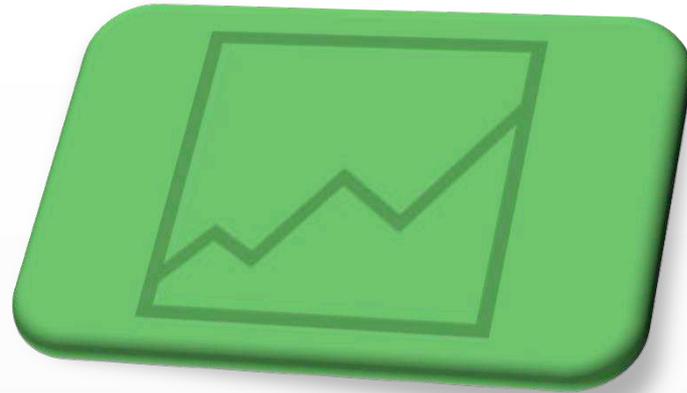
Outbound Marketing

- Outbound marketing is what most of us consider 'traditional' marketing practices
 - Print, Radio, TV
 - Billboards
 - Direct Mail
 - Health Fairs
 - Referral Marketing

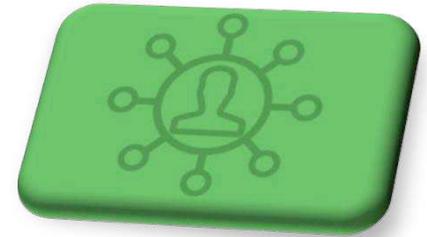


Measure ROI

- When planning your marketing or advertising campaign, be sure to have tracking mechanisms in place for measuring ROI.
 - Dedicated telephone numbers
 - Landing pages
 - PURLS (personal URLs)
 - Sign Up to Win Promotions



Advertising



- Communicating in a very public, intrusive way.
- Control and repeat your message in medium that works for you.
- **Warning:** just because you are getting your message in front of potential patients, they do not have to listen to it.
- Consider a multi-channel approach for best results.

Get **Back** In The Game

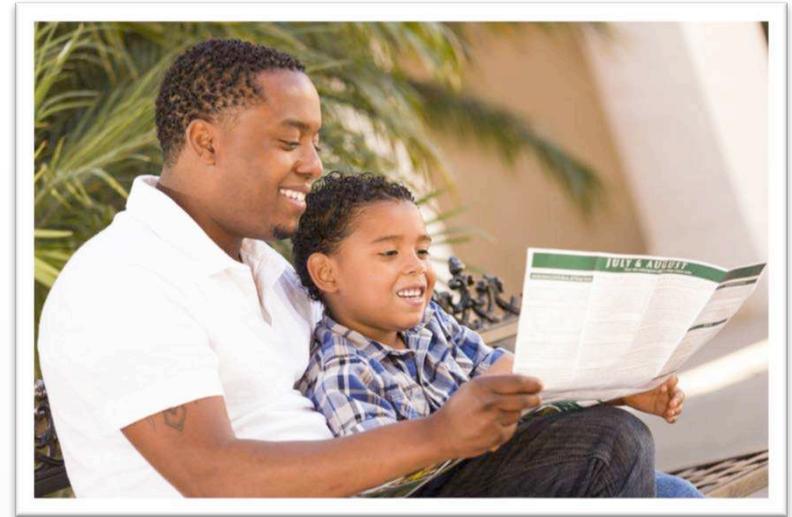
Back problems? Call 407-254-2500 and we'll schedule you to be seen at one of our 5 conveniently located Central Florida area offices either the same day or the next day.

Minimally Invasive Spine Surgery is Available!

A photograph of a football player in a blue jersey with the number 31 and white helmet, standing on a field.

Print Advertising

- Frequency - Daily vs. Weekly vs. Monthly
- Ad types, deadlines and sizes must be considered
- Large reach and circulation
- Subscription based
- Multi-channel opportunities



Radio Advertising

- Radio can create intimate contact with your prospects.
- Response rate is usually equivalent to television but costs less.
- Estimated listener base, demographics, time of airing and length of spots are all issues to keep in mind.
- Immediate – from post script to production to on-air within hours – lower production cost than television.



Television and Cable Advertising

- Most costly and least targeted.
- Highly effective with frequency. *Very large potential reach.*
- You have the advantage of picking subscriber areas to target.
- Rates and viewership are changing with technology.
- Multi-channel opportunities.



Outdoor Advertising

- Great for reinforcing the brand.
- High repeat exposure and flexibility.
- No audience selection. Geographically driven.
- Highly regulated via local and state authorities.
- Not just billboards
 - Vehicle wraps, banners, posters, sports fields, buses, gas station displays, truck signs and more.



Event Sponsorships

- Good way to build relationships with schools, associations, churches and affinity groups in general.
- Good opportunity for 'evergreen' content for social media usage.
- Consider hosting your own events.



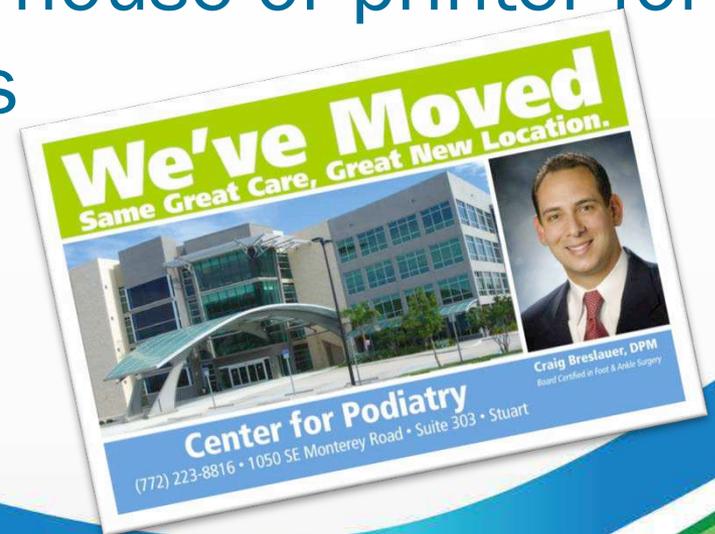
Trade Shows / Health Fairs

- Why participate in a trade show / health fair?
 - 2 types of marketing opportunities
 - Potential patients & Potential referral partners
- Have a PRE & POST participation plan
 - Marketing to vendors & marketing to attendees
 - Data capture and follow up
 - Stand out from the crowd



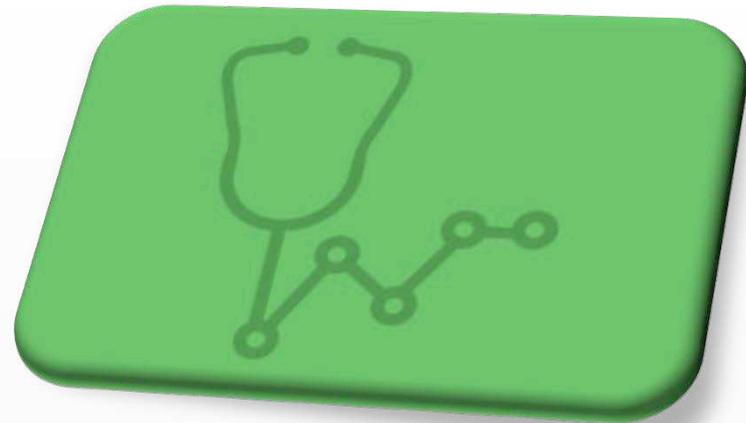
Direct Mail

- Highly targeted. Response rates of 1-3%
 - 20% from creative; 80% from your offer or 'Call to Action'
- Segment list according to your target
 - Check with your local mail house or printer for list purchase opportunities



Physician Referral Marketing

- Best individual to build a base of physician referrals is YOUR doc.
- Always take something to leave at their office.
- Never assume that other medical practices know about you.
- Find opportunities to thank your partners.



In-Office Marketing

The best patient is the one you've already got.

- Patient Room Posters
- Lobby Signage
- Lobby Videos
- Printed Newsletters
- Talks, Open Houses, etc.
- Customer Service



Make Sure to Budget for Your Marketing Materials

- Brochures
- Bio Cards
- Business Cards
- Patient Feedback Cards
- Promotional Products





Quick Review

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NEXT UP:
Module 2.0 – The Patient