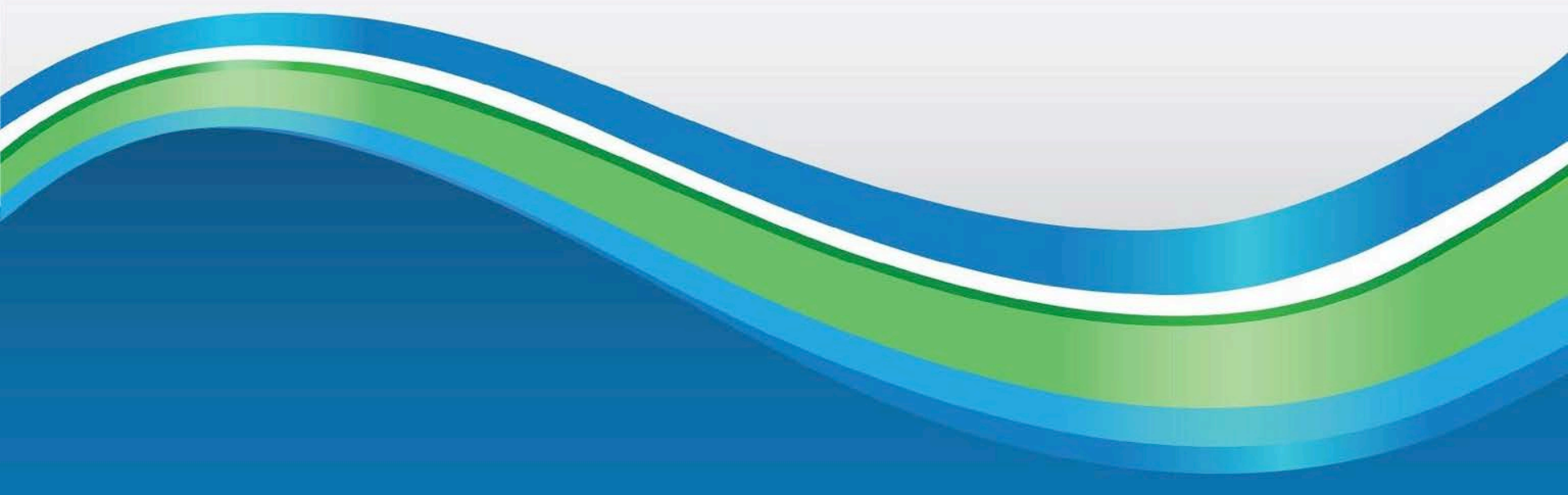




Marketing Course Recap



Module 1.1

Preparing Your Marketing Plan

1. Establish your goals
2. Identify your target
3. Competitor analysis
4. Determine your budget
5. Measuring results



Module 1.2

Elements of a Successful Marketing Plan – Part 1

Successful inbound marketing programs include:

- Online Reputation Management (ORM)
- A Content Management System (CMS)
- Social Media Development (SMD)



Module 1.3

Elements of a Successful Marketing Plan – Part 2

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



Module 2.1

The Patient: Achieving Patient Satisfaction

- Online review sites force accountability
- The patient has more power than ever
- Patient service is key
- Invest in your employees and your patients and it will pay off



Module 2.2

The Best Patient is the One You've Already Got

- Getting new patients is expensive
- It's always easier and more cost effective to achieve repeat business vs. new business
- You already have a daily captive audience!



Module 3.1

Public Relations for Your Practice

- Choose the Right PR Channel
- Be Ready for Proactive and Reactive PR
- Understand the Basic PR Mediums
- Prepare for When the Media Calls
- Practice Media Training with Your Docs



Module 3.2

The Role of Storytelling in Medical Marketing

- Patient's can tell your story easier and better than ever ... *so help them*
- Several different ways to share
- Use the sharing method that works best for you
- Let others tell your story too



Module 3.3

The Lost Art of Building Relationships

- Determine which relationships you have time
- Use consistent, impactful communication to strengthen relationships
- Be different
- Let others bring business to your practice



Action Items

- Set a budget and a few goals
- Claim a physician profile (start with 1)
- Create signage to promote a social account
- Schedule a patient testimonial
- Organize and/or attend an event





THANK YOU

