



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

SUMMIT 2018



Is your marketing stuck in the grey zone?

There are **MANY** different strategies to market your practice that you will learn this weekend.

65%

are viable for everyone in this room, they are proven and they work!

35%

of the ideas you learn about are new, out of the box suggestions that can give you the cutting edge over your competition.

?%

will you take what you have been shown, apply it to your marketing and change the course of your practice growth?

Strategies will be defined specifically in the Marketing Directors Workshop on Sunday

Top Secrets You Need to Know

You want to write these down!
(please turn to page 61 in your book)

- 1. There is no magic wand.
- 2. It is worth pursuing and it's an investment – not an expense.
- 3. You cannot and should not do it alone. **YOU WILL NEED HELP.**
- 4. You must be willing to explore different marketing trends and play it smart in deciding what is best for your practice.
- 5. A marketing plan should be given a minimum of 9 months to work and should be completely overhauled every 18 months. Your goals will change and your plans need to change with them.
- 6. Only you can make it happen. If you stop planning than you are planning to fail!

Who do you want to see sitting in your reception area?

- Should be profitable for your business.
- Should be someone you enjoy interacting with.
- Should be someone you make a difference for in their health decisions.
- Think of the first patient that comes to your mind.
 - Write their initials down.
 - Write a brief explanation of why that patient popped into your head.
 - Write the numbers 1-6 on the next lines of your workbook. Leave space in-between each number.



Key factors for defining your marketing strategy:

Demographics of your patient base:

- Age
- Pediatrics or Geriatrics
- Medicare, Insurance, Cash



Where do they live?

- What type of lifestyle do they have?
- Where do they spend their time?



Where do they hang out online?

- What are they searching for and what websites do they visit?



Who are they listening to when making decisions relative to your services?



How do they find you?

- What are they searching for?



How do they look for you, specifically?

- Are you visible online and in the community?

Marketing Strategies

- Remember, you know your business best. How you answered the previous questions and what you do with the secrets we have revealed will help determine which strategy is best for you!
- You will hear about a lot of different strategies this weekend. The exercise we just finished is to help you determine which strategies to apply to your practice and to discover where you might be falling short.
- If you have any questions or need clarification on how this will help you determine which strategies are best suited for your practice, please come see a member of the Virtual Marketing Director team at the Top Practices table.



TOP PRACTICES

VMD

VIRTUAL MARKETING DIRECTOR SERVICES

