

MORE PATIENTS, MORE REVENUE, MORE OFTEN

Accelerating your growth and put your practice marketing on autopilot.

TODAY'S WEBINAR

- The challenges facing practices today
- Why planning your marketing is essential
- Piggy backing off major events for marketing mileage
- Why journalists are longing for your content
- How to build super offers to attract patients

CHALLENGES OF TODAY'S MARKET

- Declining household disposable income*
- Increasing competition within the market
- GP Super clinics, GP co-payments



CHALLENGES OF TODAY'S MARKET

- Increasing access to practitioner reviews
 - e.g. whitecoat.com.au, Google, Truelocal
- Increasing competition in the online arena
 - Advertising online will outstrip TV advertising in 2015

CHALLENGES OF TODAY'S MARKET

- If you are marketing your practice you can't be treating.
 - Your marketing needs to be automated as much as possible.

THE CHALLENGE OF MARKETING

- Define your practice niche
- A well defined niche is a tremendous advantage
- Essential to focus online
- The first step

BUILDING YOUR AUDIENCE

- Develop a list
- People express a desire to hear about what you have to say
- Your patients, subscribers to newsletters and reports

YOUR MARKETING CALENDAR

- Set out your marketing calendar
- Create a spreadsheet with a column for each month
- Set out your theme for each month
 - Can be the same niche or different
 - Sports - triathlons, golf, tennis...
 - Pregnancy, sport, back pain, tennis elbow...

Annual Marketing Plan Calendar			
	1st Quarter		
	JAN	FEB	MAR
Theme			
Linked Event			
Special Offer			
Goals (revenue, NPs etc)			
Email			
Drafted			
Approved			
Sent to list			
Blog post			
Boosted on Facebook			
Press release			
Drafted			
Approved			
Posted			

PIGGY BACK OFF MAJOR EVENTS

- Local news channels are looking for relevant quality content
- Budgets have been cut but news requirements are increasing
- Tie your marketing into major events

YOUR MARKETING CALENDAR

- Try to find a major event to link to
 - Australian Open, Tour de France, Stroke Awareness week etc
- Create a special offer around the event
 - e.g. Analyse your tennis swing

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YOUR MARKETING CALENDAR

- Define your goals for the event
- Create marketing content
 - Emails to current patients and built lists
 - Blog and Facebook posts
 - Press releases

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YOUR MARKETING CALENDAR

- Send the information to your lists to inform them of your offer.

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SET IT ON AUTOPILOT

- Create systems to make these processes run automatically
- Spend time developing your marketing calendar
- Contract people to write and publish the content

BENEFITS

- The financial benefits of getting this right can be enormous
- If a patient on average:
 - Attends for 10 sessions over their lifetime
 - Pays \$55 per session
 - They are worth \$550 in revenue to your practice

BENEFITS

- Putting in place systems to generate more new patients and reactivate existing ones
- Using the figures in the example, a system to generate 4 new patients a month will bring on average \$2,200 a month in extra revenue to your practice, \$26,400 a year.
- 8 new patients is \$52,800 a year

SUMMARY

- You need to prepare and face the challenges to your practice
- Put in place strategies to get in front of your audience
- Outline a calendar - be strategic about it
- Implement a strategy - get help doing it
- Reap the rewards.
- Notes for today <http://clear.re/notes> (no www. at the front).

GETTING HELP

- Can be daunting
- Not cost effective to do it yourself

GETTING HELP

- We provide cost effective, comprehensive practice marketing solutions
- Free check up of your practice's marketing, your competition and where the opportunities exist for you.
- Assess whether we are a good fit.

GETTING HELP

To take advantage of this visit

<http://clear.re/sfs>

(leave off the www. at the start)

and enter your name, email and phone number