

Understanding the Basics of Private Practice Marketing

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Learning Objectives

- 1) The Basics of Effective Marketing
- 2) The Importance of a Marketing Plan
- 3) The Importance of a Budget

What is Marketing?

What is Effective Marketing?

- 1) Consistent and Planned
- 2) Ineffective Marketing Methods
- 3) Diverse
- 4) Measurable
- 5) Well-Targeted

Positioning Your Practice

- 1) Unique Selling Position
- 2) Differentiate Your Practice
- 3) The Equity Position

How Is Your Practice Perceived By Your Patients?

What is a Marketing Bridge?

Marketing Bridge Elements

- 1) Company Purpose/Vision
- 2) General Customer Perception
- 3) Telephone
- 4) Employees as Responsible Partners
- 5) Business Name and Corporate Branding
- 6) Location
- 7) Store Visibility
- 8) Signage
- 9) Parking
- 10) Stock CL Inventory/Frame Selection
- 11) Service
- 12) Quality
- 13) Receptionist
- 14) Patient Referrals
- 15) Patient Follow-up
- 16) Patient Education Materials

Marketing Strategy Plan

- 1) Roadmap to Success
- 2) Daily Detail
- 3) Track Your Marketing Budget

Marketing Action Plan