



How to Develop a

# Strong Marketing Strategy

for Your Practice

in 7 Steps





## **This Marketing Strategy Guide will help any growing health, medical, and wellness practice jumpstart their marketing journey.**

If you're looking to grow your practice but aren't sure where to start, you're in the right place. In order to effectively grow your practice without wasting time or money, you need to develop a solid marketing strategy. In this guide, we'll go over building a robust marketing strategy for your practice in seven simple steps.

# What Is a Marketing Strategy?



A marketing strategy is defined as a business's overall plan for reaching its target audience and turning them into paying customers. You can think of a marketing strategy as a long-term plan for achieving your goals through a deep understanding of your patients' needs and creating a distinct advantage over your competition to attract your target audience.

A marketing strategy allows you to define:

How your practice positions itself in the marketplace

What kinds of products and/or services do you offer and how you differentiate

The strategic partners you make

The type of advertising and promotion you deploy





# Why You Need a Marketing Strategy

You may be saying to yourself, “my dad had his practice for 30 years and never did an ounce of marketing! Why do I need a marketing strategy?” The truth is, today’s world — and patients — move faster than ever; they have different expectations for their care and consider themselves to be in the driver’s seat of their healthcare journey — much different than days past.

So, to reach your target audience, you can’t just cast a wide net or aim blindly in the dark; you need a well-developed marketing plan.

# Build It, and They Won't Come

So you've just launched your new practice in a brand new 8,000-square-foot facility. It's beautiful and spacious, and you've got the latest technology and a team of highly educated and respected staff. None of that matters if you are not marketing your services to attract customers!



Unfortunately, Kevin Costner's famous quote "build it and they will come" does not apply to marketing. It's quite the opposite. Build it, and they **won't** come — unless you've got a strong marketing strategy that's attracting customers, letting them know what you're all about, and offering great incentives and deals for your audience to come check you out.



# Marketing Is Necessary for Growth

When trying to grow your practice — even if it's the practice that's been in your family for generations — you can't focus your marketing strategy on a hope and a prayer. In order to experience growth, you need a marketing strategy. The more people know who you are, where you are, what you offer, and what you're all about, the more people will come to purchase your services.

## Focus on Your Goals

Another important part of marketing strategies is they contain measurable goals. A goal without a plan is just a wish, and if you have nothing to track, measure, and analyze your progress, you're not going to grow your practice.



These analytics and benchmarks allow you to stay focused on your goals and quickly readjust if you happen to fall off the course or miss the mark.

This is key for sustained and measurable growth. Plus, being able to see and track the growth is extremely motivating and will inspire you to keep reaching higher and higher month after month.





# 7 Steps to Develop a Strong Marketing Strategy

01

# Goal Setting



You can't really have an effective marketing strategy without well-defined goals. So, the first step in developing your marketing strategy is to identify your business goals. Is it to grow the number of patients that you see at your practice?

Is it to increase your ROI by a certain threshold? No matter the goal, make it clearly defined and create SMART goals to ensure you can meet and surpass them.

## SMART goals stand for:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound



## SPECIFIC

It's important that your goals are specific and clear. Otherwise, it becomes hard to focus your efforts or feel motivated to achieve them. To help you get as specific as possible with your goal-setting, ask yourself the following questions:

What am I looking to accomplish?

Why is this goal important to me?

What resources are needed to accomplish this goal?

Are there any limitations to accomplishing this goal?

## MEASURABLE

Measurable goals are key so that you have progress to track and keep you motivated along the way. When you assess your progress, you can keep your focus, meet your deadlines, and feel the excitement that comes with getting one step closer to achieving your goals.

Your measurable goal(s) should address the following questions:

How much?

How many?

How will I know when it's accomplished?



## ACHIEVABLE

While ambition is important, you can't just set pie-in-the-sky goals without any reasonable path to achieve them. Instead, make sure your goals can realistically be attained.

Answer the following questions when coming up with achievable goals:

How can I accomplish this goal?

How realistic is this goal in terms of how much time, resources, money, etc., I have to work on it?

## RELEVANT

It's important to make sure your goal is relevant in that it matters to you and aligns with your other goals and overall mission.

To make sure your goal is relevant, you'll want to make sure you can answer "yes" to these questions:

Does this goal seem worthwhile?

Is now the right time?

Does this goal match our other efforts and needs?

## TIME-BOUND

Every goal needs a target date so that you have a timeline by which you need to accomplish the goal. This stops you from putting the goal off for weeks, months, years, and ultimately forever.



# 02

## Market Analysis



The next step when creating your marketing strategy is to conduct a marketing analysis or a study of the attractiveness of your practice within your specialized industry and your market. Your market may be broader than you think. Through the implementation of telehealth capabilities, your reach can expand drastically. So consider both your competitors near your location as well as other practices offering virtual services.

Analyzing your market will give you a clearer idea of what services are needed in your target market if the market is already saturated, and how your business can stand out against the competition.

To conduct your market analysis, start by asking yourself the following questions:

Is there a demand in this area for the service(s) I provide?

Who are my competitors? What are they known for? What do they claim to do best?

What niche can I fill?



# 03

## Creating Patient Personas





To understand your target audience and the needs they are looking to have filled, create customer personas, which are a fictional representation of your practice's typical or target patients. To create customer personas, follow these steps:

## Find Out Who Your Patients Are

It's critically important to find out who your customers actually are, not who you think they are. You can achieve this in several ways, including:

Looking at customer data of current clients

Looking at your Google Analytics to find the age, gender, lifestyle, etc., of the average person visiting your website or Google My Business listing

Hear straight from the customer themselves by sending out customer surveys

Engage and connect with your customers on social media through polls, quizzes, "ask me anything" sessions, live videos, and engaging posts

## Create Your Patient Persona

Now that you have a thorough understanding of who your customers are, put that to use and create your customer persona.

In your customer persona, you'll want to create a name, age, location, and occupation for your fictional customer, as well as other details like household income, family status, education, hobbies and interests, use of technology, purchase habits, goals, and challenges.

A customer persona helps you get a clear understanding of who your target customer is, what needs they are looking to be met, how much they're willing to pay for services to have those needs met, and so forth. It helps you align your offering seamlessly with what they're looking for.



# 04

## Establish the 4 Ps





Maybe you remember this from a marketing course or book you read during university. It's a traditional framework but still very relevant.

The next step to developing an exceptional marketing strategy is to address the four Ps:

## PRODUCT

What exactly are you selling? Is it exceptional healthcare? Is it a specialization in one field or procedure? Get clear on what you're selling.

## PRICE

This is a bit trickier in the medical field when insurance is at play, but you can still run promotions such as \$90 back adjustments or free first consultation, etc. You want your prices to be as competitive as possible — even if it's only for a limited time — for your marketing strategy to succeed.

## PROMOTION

How, when, and where will you promote your service? From social media to your local TV and radio stations to city buses and benches, there's no shortage of places to promote your business. It's best to work with a professional to optimize the strategy so it fits with where your customer persona browses and shops.

## PLACE

Get clear on where you'll be selling. Is it appointments at an in-person clinic or via telehealth, for example?

# 05

## Set a Budget



## Ah, yes. We've reached everyone's favorite "b-word" — budget!

A budget is key to help you prioritize what areas of the marketing strategy to prioritize and which ones should take a backseat. It can also give you an idea of the kind of strategy you can run, how often, for how long, etc. Follow these tips to develop your marketing strategy budget:



### Know your operational costs:

In order to not blow all of your money on marketing, you need to have a clear idea of what it costs to run your business. Then, you can take the leftover money and put it towards marketing.



### Set your budget based on your marketing goals:

Remember those goals we talked about? They play a key role in budgeting, too! Small businesses commonly allocate [7-8% of their revenue](#) towards marketing, but working with a professional marketing agency can help you get a better idea of what your strategy will cost and how you can best budget for it.

# 06

## Identify Marketing Channels to Pursue



Social media, SEO, display advertising, TV advertising, radio advertising — how is one supposed to choose from all of the different forms of marketing!? Here are some steps to help you make an informed decision:

Consider your objectives, market research, and customer personas to figure out where your target audience spends time and how they prefer to receive their marketing.

Sample different channels. If you're feeling overwhelmed by all of the marketing channel choices, take some time to sample a few of them to figure out what works and what doesn't.



## GOOGLE ADS

Google Ads is a very popular and effective marketing channel. There are several benefits of using Google Ads, including:

Target your ads to reach your ideal customers/customers who are most likely to convert.

Control your costs. You can control how much you spend per month, day, and ad.

Measure your success through analytics

## SEO

Search engine optimization, or SEO, is essential to getting discovered online. Some of the most significant benefits of SEO marketing include:

Improved digital marketing ROI

Boosted credibility

Increased brand awareness

Decreased advertising costs

Improved local marketing efforts and results

Drive high-quality traffic to your site

Promotes your company all day, every day — the internet never shuts off

Helps you outrank your competition

Reaches every member of your target audience

## PR

Public relations still plays an important role in marketing and can help you reap the following benefits:

Increased brand credibility through publicity

Reach and attract your target market through high-value articles, TV interviews, podcast interviews, etc., that are much more attractive to the audience than blatant TV or social media advertisements

Build your brand image. PR can drive your entire business toward growth by helping create a positive image of your brand in the minds of your target audience. This paves the way to better engagement for your practice.

# 07

## Analyze Performance & Adjust Plans



One of the best parts of a marketing strategy is the analytics. These analytics play a key role in letting you know how your marketing strategy is working while letting you make adjustments on the fly to help you get back on track toward hitting your goals. This is why it's important to make sure you (or your marketing department or company) are regularly checking to see if you're hitting your goals. If you notice your goals are not being hit, here are some things you can do:



### **Give it more time.**

Sometimes, there just hasn't been enough time for your marketing to leave a strong impression on the audience or for the audience to feel compelled enough to call and book an appointment with you. SEO, in particular, can take a while to start working, so if you're using SEO as a primary marketing strategy, be patient.



### **Make a more valuable offer.**


If your promotion was offering 5% off for new patients and you're not yielding results, boost that to 25%. Remember, the hardest part is getting customers to walk through the door, so tweak your strategy until you find one that accomplishes that.



### **Try a new strategy.**

Maybe your audience doesn't use Facebook, or they don't listen to the podcasts you're advertising on. The good news about marketing today is the sheer amount of channels. So try something new until you find your sweet spot!





If your goals are being hit, you're not quite on easy street. You want to continue growing your practice, don't you? The most important thing to do if your marketing goals are being hit is to keep tracking and analyzing! Then, figure out which areas you can grow even more, and tweak your existing strategy to capture that growth.



## We Can Help

If you're looking to build a custom marketing strategy for your telehealth practice, we can help you grow your practice and secure the clients you're looking for.

Contact our team of telehealth experts today to learn more.

[www.upvio.com](http://www.upvio.com)

