



PAGE **2** **MEDICAL MARKETING PLAN**
Marketing is necessary to attract new patients, retain patients and expand the practice.

PAGE **3** **TWO TYPES OF MARKETING**
There are two types of marketing to consider when promoting a medical practice.

PAGE **4** **THE VALUE OF NEWSLETTERS**
Newsletters are effective as a communications channel and education tool.

Newsletters Mean Business!

A Newsletter Will Increase Your Business Now!

New cross media research shows that print publications, magazines and newsletters score much higher in generating interest than television or the Internet.

Here are the categories the study focused on:

- **Inspirational:** Readers feel an emotional connection to newsletters
- **Trustworthy:** Readers trust print publications to tell the truth and not sensationalize their content.
- **Life-Enhancing:** Readers learn something that helps them make better, more informed decisions.
- **Social Interaction:** Readers gain subject matter for conversations.
- **Personal Time-Out:** Readers consider reading time to be special, quality time.

- **Ad Attention/Receptivity:** Readers find advertising more interesting and relevant in print form.

With newsletters, a reader can linger on an article, easily carry it around and share it with other people.

Newsletters are storehouses of information and facts. A well-written, aesthetically pleasing newsletter will keep a reader's interest. When that happens, readers are much more likely to seek more information, buy products and investigate services.

news?LINK
professional publishing services, LLC

Two Types of Marketing

External

External Marketing is the science and art of attracting new patients to your practice through means other than referrals.

Examples of External Marketing

- Print Media – such as ads in magazines and the Yellow Pages.
- Mass Media – such as shared mailings; Money Mailer®, Val Pac®, Mailbox Shopper®, etc.
- Direct Mail – such as postcards mailed from one business to addresses from a purchased list.
- Broadcast Media – such as radio, TV, Billboards, or sponsor signs at sporting events.
- Electronic Media – websites, e-blasts, etc.

Characteristics of External Marketing

External Marketing is passive and requires much less time and effort to produce results. It is high profile and not really efficient in that it requires large numbers to yield any return.

This type of marketing is all about reach and frequency, and really follows the “it’s a numbers game” mantra.

External Marketing is expensive and the ROI is typically fairly low (.5%). The end results are hit or miss. Some campaigns work great and some not at all.

External Marketing is “offer” driven, which means that it brings in the price shoppers – those people who respond to “% off” coupons and “sales.” Their loyalty will be to price, not you or your service.

The main point of any External Marketing campaign is to bring people to your business, so that you have the chance to market your products or services to a more targeted audience via your Internal Marketing plan. External Marketing focuses “everybody” into a smaller, more manageable group that has an interest in your product or service. And you know that this group has an interest in your product or service because they are standing in your waiting room, coupon in hand. You have a shot at their business – a trial run, if you will.

Internal

Internal Marketing is the science and art of attracting new patients to your practice from within your current patient base. Part of any Internal Marketing program is to also retain your existing clients.

Examples of Internal Marketing

- Patient Newsletter
- Brochures – such as a “practice brochure”
- Birthday Cards, Thank You Cards
- Patient Appreciation Program
- Referral Program
- Digital Treatment Plans – treatment plans burned to disc

Characteristics of Internal Marketing

Internal Marketing takes time and often requires an active effort from the physician and the staff. Internal Marketing is definitely not passive; however, it is typically low profile, as only a limited or targeted audience ever sees your efforts. Having said that, Internal Marketing is highly efficient – it is your message directly to the end recipient. You get to tell your story and own your own press.

The typical return on investment of Internal Marketing is 5 to 7 times.

The main point of Internal Marketing is retaining your patients and obtaining referrals from those patients. It is always easier to keep a patient than find a new one and referrals from existing patients are not “offer” driven – they are service driven.



Your
Yours!

When promoting any business and a medical practice by nature does better with Internal Marketing is primarily focused on Internal Marketing focuses on building existing patient stay patients and refer their friends and family in any medical practice, there is a wide variety in the general consensus is that no practice is perfect – however, depending upon the bias of the physician or the other.

Internal Marketing is one that looks toward the long term results from acts of marketing that tie into nothing but consistency has to do with the uniformity and frequency of execution. Any marketing plan or effort should be geared to being memorable to the patient.

The Value of Newsletters



- A survey-based study conducted by Northeastern University and Standard and Poor's confirmed the effectiveness of newsletters as a communications channel and education tool.
- Respondents indicated that they rely on newsletters as a source of information, value the content and are stimulated to action as a result of what they read.
- Virtually every major financial institution in the United States uses a newsletter to inform and educate their clients and promote their products.
- In this study, researchers discovered that the majority of the 4,000 respondents preferred a print newsletter format.
- Nearly 75% of those respondents have taken some kind of action after reading a newsletter. They either visited the company's web site or went on to contact that company for services and information.



news?LINK
professional publishing services, LLC

P.O. Box 571673
Murray, UT 84157-1673
800.909.2341
www.newslinkpps.com