

Marketing Cost Effectively

The following are common physician marketing techniques, in approximate order of cost effectiveness.

1. Prepare a marketing plan before spending a nickel.
2. See patients soon and on time.
3. Excellent location in a community where patients regularly wait at least two weeks to see competing physicians.
4. Be a contracted provider for the top 5 most common insurance plans.
5. Get on the hospital physician-referral listing.
6. Meet possible referrers and get to know them. If convenient, take many meals in the hospital's physicians' lounge. Otherwise, visit 3 offices per week to introduce yourself or follow up. Consider atypical referrers like pharmacists, herbalists, chiropractors and hair salons depending on specialty.
7. Ask patients for referrals of friends and family.
8. Have a sign in the reception area and exam rooms asking patients for referrals of friends and family.
9. Every patient walks out with a handout of some kind with your name, address, web address, and phone number on all handouts.
10. Send appropriate press releases to the proper targets.
11. Whenever you leave a good restaurant or other tip, leave your business card too.
12. A modest yet effective and properly executed web page with a good domain name, search-engine-optimized for your name, city name, and specialty.
13. Have a properly-strategized Yellow Pages listing(s).
14. Offer accredited CE programs to physicians and alternative providers sponsored by their organizations.
15. A nice professional practice brochure.
16. Have your own properly-strategized street-side sign.
17. Appropriate direct mail to the proper targets.
18. Newspaper ads daily, one column wide, one inch tall.