

START-UP MARKETING PLAN

	Months:			
Activity				
Secure a practice name and logo, easily said and spelled				
Get phone # and add to Yellow Pages listings book and online				
Acquire an internet domain name, host & web designer, and begin using that email address (see linksky.com), add to Yellow Pages ad				
Website content assembled; site completed and active incl YouTube links				
Create a website QR code for sign, ads, biz cards, etc http://goqr.me				
Post website to Social Media listings: Facebook, LinkedIn, AAX, etc				
Post to ZocDoc, HealthGrades, Vitals, Yelp, CraigsList, directories etc				
Start posting content & backlink to popular blogs				
Consider website optimization to be found on the internet (see handout)				
Create the practice brochure (similar content to web page) <i>sample on CD</i>				
Order address labels for mailings and secure a Mailing Service ¹				
Postcard to all physicians in market				
Postcard to all other doctors in market (buy list)				
Postcard to licensed nurses (buy list)				
Direct-mail postcard " new doctor announcement" listing services to all targeted potential patients in primary service area (ex: women aged 40-64 with household incomes over \$36,000), pharmacies, labs, friends & family ²				
Press Release to hospital newsletter w/photo & PRNewswire.com				
Press Release to surgi-center newsletter w/photo				
Press Release to local (and ethnic if appropriate) newspaper w/photo				
Press Releases to local newspapers ever 90 days with special topics				
Announcement-ad with photo in newspaper for 30 days				
Meet all potential MD referrers				
Meet non-MD potential referrers (DCs, ODs, herbalists, PTs, etc)				
Meet IPA, hospital and lab administrators				
Meet local pharmaceutical reps – (they know everyone)				
List practice with hospital referral program, take "referral staff" to lunch				
Take unscheduled meals at hospital (breakfast & lunch)				
Meet with your staff to educate them to services and procedures				
Add framed photo with mini-bio/welcome message to waiting room wall.				
Design the office sign for door, exterior walls, directories or curbside.				
Building banner allowed? If so, plan placement.				
Join speakers bureau				
Open House for referrers and their staff after 60 days ³				
Join Chamber of Commerce and host a Social (open house)				
CE class for targeted licensees, like chiro, PT, Massage, cosmetologists				

¹Lists are available from Mailing List Brokers, typically at about \$50-\$100 per thousand names, on labels. Look in the Yellow Pages under Mailing Lists. They can also fold letters, stuff envelopes, place address label, add postage, etc (highly recommended as it is tedious work)

²Total cost of 5x7 postcard direct mail is typically around \$.50 per target address in batches of 5,000 or more.

³Open House to referrers and staff, after 60-90 days, on a weekday, 5:00-7:00 PM. Putting "champagne" and the name of a good caterer on the invitation will greatly increase attendance, or themes related to the specialty or ethnicity of new physician are encouraged (Japanese: "Sushi & Saki", Chinese "Dim Sum", Texan: "Texas: BBQ & Beer", Indian: "Tandoori Tasting", orthopaedist: "Ribs & Red" etc)