

# Marketing Checklist

## 1) \_\_\_ Competition.

Do a search for your specialty/services. If you are a storefront or a practice, include the business location in your search. Check for the competition's SEO, reviews, Social Media, and brand credibility. This will help you determine where you stand and how you need to showcase your business.

## 2) \_\_\_ New patient avatar.

Create a profile of your ideal new patient. List demographics, shopping habits, technology, and trends that are common for your target audience. This is the key to a successful marketing campaign.

## 3) \_\_\_ CMO.

Choose one person from your team who can help with marketing. Make sure this team member has enough time to take on marketing projects.

## 4) \_\_\_ Current marketing.

Use a program or create an easy excel sheet with cost and ROI analysis. This will help you understand the customer acquisition cost and the best marketing outlets for your business.

## 5) \_\_\_ Marketing plan.

Create marketing goals that you want to accomplish every quarter. Focus on marketing that will put you in front of your target audience. Discuss your ideas with the CMO and put it on the calendar.

## 6) \_\_\_ Social Media.

Focus your SM efforts to show off the culture of your practice. Highlight customer experience by leveraging the most popular kind of content, i.e. LIVE videos. Use Ads, funnels, retargeting, custom audiences, and more to convert leads into clients.

## 7) \_\_\_ Social Media overload.

Let's face it, there are too many SM platforms and all work differently. You DO NOT have to be on all of them. Choose 1 based on your ideal customer demographics. Get good at it. Then add another one.

## 8) \_\_\_ Content.

Leverage your content by repurposing it on multiple platforms. For example - do a FB LIVE Video - download it - add it to Instagram - add it to YouTube - embed on website - link it to email campaigns.

## 9) \_\_\_ Build a content calendar.

This calendar will help you gather and share content on Social Media without feeling overwhelmed. Create content that will relate to your target audience. NO MARKETING WILL CONVERT if your message does not resonate with the audience. Focus on your message!

## 10) \_\_\_ Current patients.

They are the number 1 source of new patients. Keep them happy and always show appreciation.

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