

How Are Our Marketing Dollars Working to Get and Retain Patients?

1. Who EXACTLY is your target market? (If you have multiple target markets, please list all)
2. Do you sell more than one major area of service?
3. Explain each area of service in detail. Include benefits for each service (as you would promote to prospective patients).
4. Which of your services produce the most profits?
5. What is the average transaction value for each patient visit?
6. Do you know the lifetime value of your patient? If so, what is it?
7. What percentage of your sales is produced by your Existing Patients Base vs. New Patients?
Existing _____ New _____ Don't Know _____
8. Do you have a Yearly Marketing Plan or Advertising Campaign mapped out? If so, what is it?
9. How far in advance do you plan your marketing?
10. What percentage of your revenue is spent on marketing?
11. What is your annual gross revenue?
12. Do you use guarantees in your marketing pieces?
13. How many new leads do you generate with your marketing each month?

14. List all forms of marketing you currently do and describe in detail

Direct Mail

Monthly budget:

Radio/TV

Monthly budget:

Search Engine Optimization

Monthly budget:

Pay Per Click

Monthly budget:

Email Marketing

Monthly budget:

Billboards

Monthly budget:

Social Media

Monthly budget:

Other:

Description:

Monthly budget:

15. Do you know your cost-per-lead and cost-per-sale for each of the above type of marketing? If yes, please list for each marketing channel.

WEBSITE

16. List all website URLs you currently have for your practice:

17. Does your website offer a fill-in form for a free trial, free sample, free report or other reason for the person to give you their contact information if they are not yet ready to buy?

SALES CHANNELS

18. Do you sell your areas of service through your website?
19. If yes, what percentage of sales is made through your website?
20. What other channels do you sell through (phone, mail, etc)?
21. What percentage of sales is done through each of those channels?
22. Do you bonus employees who refer in patients:

LEAD FOLLOW UP/SALES

23. Do you capture the name, address, and/or phone number of prospects on a regular basis?
How?
24. Do you have a set way to follow up with your leads?
25. How often do you promote to your leads?
26. Does a live person answer prospect calls or does a machine answer?
27. Do you have trained in sales person selling your service or less trained receptionists?
28. Do you contact a First Time Patient within 30 days of their visit to check if our customer is satisfied or would like to schedule additional visits?
29. Do you have weekly or monthly sales and lead targets?

EMAIL MARKETING

30. Do you use an email marketing service? If yes, what service?

31. How many email addresses do you currently have?

Customers _____ Prospects _____ Purchased Email List _____

32. How often do you email them and what type of emails do you send them?

33. Do you segment your list and send different offers or do you send everyone the same emails?

SOCIAL NETWORKING

34. Do you have profiles on different social networking sites?

EXISTING CLIENTS

35. Do you get Testimonials from your patients? If yes, do you have a system for getting Testimonials from your clients?

36. How often do you contact your existing patient base?

37. How do you contact them? (Example: Letters, postcards, email, personal phone call, etc.)

TRACKING

38. Do you use a tracking system for our marketing campaigns? Do you know the number of prospects each ad generates?

39. How many new e-mail addresses do you get each month?

40. Do you have an automated follow-up process for prospects or existing clients?

COMPETITION

41. Please answer this question, “Why should I use your service or product instead of a competitor’s?” as you would answer to a prospective customer.
42. Who are your main competitors?
43. Are you on their email and mailing lists?
44. How do you differ from our competition?
45. What are positive and negative aspects of their service or product?

WRITE DOWN the answers to the questions above, then analyze them and perform your marketing accordingly.

New leads, let's face it, they aren't cheap. In most cases, we will get more return from our marketing dollars spent generating repeat business than from new lead marketing efforts. We still definitely need to have those new leads coming in, but first we should make sure that we're not neglecting those who've been our patients in the past.

Have a plan in place to gather this information in advance and you'll see our new patients become some of our best patients. Take the data you receive and make that the focus of our marketing campaign to current patients. For Example: If we find that our strong point is low prices, feature that by offering an exclusive coupon to our returning patients.

Budgets these days are tight and it's important to know our marketing is working and to capitalize on repeat business. Keep Our Best Patients Coming Back and “Buying” from US

Our best patients didn't become our best patients from one small patient visit. Being great at what we do, ALONE, is not always enough to keep the patients that we have earned.

We have to do market aggressively to our current patient base, while continuing to expand and look for new patients.