

# MARKETING CHECKLIST FOR THE MEDICAL PRACTICE

Please indicate if each is a need or goal, and the date of completion.

## Minimedia

1. Marketing Plan \_\_\_\_\_
2. Marketing Calendar \_\_\_\_\_
3. Logo \_\_\_\_\_
4. Business Cards \_\_\_\_\_
5. Stationary \_\_\_\_\_
6. Personal Letters \_\_\_\_\_
7. Telephone Marketing \_\_\_\_\_
8. Toll-Free Number \_\_\_\_\_
9. Yellow Page Ads \_\_\_\_\_
10. Postcards \_\_\_\_\_
11. Outside Signage \_\_\_\_\_
12. Inside Signage \_\_\_\_\_
13. Posters \_\_\_\_\_
14. Door Hanger for Conventions \_\_\_\_\_
15. Trade Show Attendance \_\_\_\_\_
16. Letters of Recommendation on Website \_\_\_\_\_
17. Surveys (for Referrals, Patients, Staff) \_\_\_\_\_
18. Insurance Guides \_\_\_\_\_
19. Fax Referral Forms \_\_\_\_\_
20. Indications for Referral Guide \_\_\_\_\_

## Maximedia

21. Advertising \_\_\_\_\_
22. Direct Mail \_\_\_\_\_
23. Newspaper Ads \_\_\_\_\_
24. Radio Spots \_\_\_\_\_
25. Magazine Ads \_\_\_\_\_
26. Cable Television Ads \_\_\_\_\_
27. Bulk Email like Constant Contact \_\_\_\_\_
28. Domain Name \_\_\_\_\_
29. Website \_\_\_\_\_
30. Patient-to-Patient Referral Cards \_\_\_\_\_
31. Electronic Brochures & Newsletters \_\_\_\_\_
32. Blogs/Twitter/Facebook \_\_\_\_\_
33. Search Engine Keywords \_\_\_\_\_
34. Google Adwords \_\_\_\_\_

## Info-Media

35. Case Studies \_\_\_\_\_
36. Specific Referral Data \_\_\_\_\_

37. Brochures/Flyers \_\_\_\_\_
38. Newsletters \_\_\_\_\_
39. Press Releases \_\_\_\_\_
40. Symptom-Specific Mailers \_\_\_\_\_
41. Mass Mail Programs \_\_\_\_\_
42. Free Consults for Ancillary Services \_\_\_\_\_
43. Free Demo of New Equipment \_\_\_\_\_
44. Free Seminars \_\_\_\_\_
45. Articles & Columns in Local Papers \_\_\_\_\_
46. Author a Book \_\_\_\_\_
47. Radio Talk Show Guest \_\_\_\_\_
48. Speaking Engagements at Local Clubs \_\_\_\_\_

## Human Media

49. Your Employees & Reps \_\_\_\_\_
50. Employee Attire \_\_\_\_\_
51. Employee Training \_\_\_\_\_
52. Telephone Training \_\_\_\_\_

## Non-Media

53. Marketing Budget \_\_\_\_\_
54. Competitive Advantages \_\_\_\_\_
55. Public Relations \_\_\_\_\_
56. Community/Charity Involvement \_\_\_\_\_
57. Clubs & Association Memberships \_\_\_\_\_
58. Special Events \_\_\_\_\_
59. Name Tags \_\_\_\_\_
60. A/V Aids in Waiting Room \_\_\_\_\_
61. Patient/Referral Follow-Up via Email \_\_\_\_\_
62. Referral Tracking Plan \_\_\_\_\_
63. On-Hold Message \_\_\_\_\_

## Practice Attributes

61. Name \_\_\_\_\_
62. Location \_\_\_\_\_
63. Days/Hours of Operation \_\_\_\_\_
65. Credit Cards Accepted? \_\_\_\_\_
66. Financing Available? \_\_\_\_\_
67. Pre-Cert Assistance \_\_\_\_\_
68. Testimonials \_\_\_\_\_