



# Your Marketing Plan Worksheet

Your Name \_\_\_\_\_

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## What you need

- Goals and a plan
- Proven ways to attract patients - (that's what we help you with)
- A schedule of events - which do you want to do?
- Direct mail collateral (we can help)
- Direct mail firm (we can suggest)
- Help from manufacturing reps (we can help here too)

Monthly Marketing Goals	
How much do you want to increase revenue?	\$
How many new patients do you need to reach your goal?	#

Monthly Marketing Budget	Amount
Online: Website/ SEO	\$
Online: Google PPC	\$
Online: Facebook Ads (Management and Spend)	\$
Online: Live Chat website software	\$
Online: Email marketing (to database and prospects)	\$
Offline: Hosting in-house events (Food, Mailings, Mfg, etc)	\$
Offline: Direct mail	\$
Offline: Print advertising	\$
Offline: Physician referral or liaison	\$
<b>Total Monthly Patient Attraction Budget</b>	<b>\$</b>

# Your Monthly Marketing ROI

Month	Event	Lead Source	New Patient Leads	Cost per Lead	Sales / ROI
January		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
February		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
March		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
April		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
May		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
June		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			

July		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
August		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
September		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
October		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
November		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
December		Web/ SEO / PPC Facebook Ads In-House Events Direct Mail Print Database Referral			
Annual Sales					\$

## Monthly Marketing Ideas

Annual special events such as open houses, upgrade events, and consumer education seminars can potentially increase sales \$275,000 depending on what you do. We recommend 4 to 8 a year.

Which do you want to commit to doing? Add these to your Marketing Plan on pages 2 and 3.

When	What	Who	How	Value
January	upgrade		Direct mail to database	Av \$35K
February	Tinnitus Seminar open house		Direct Mail purchased list	Av \$10K
March	Trade-in		Direct mail to database	Av \$45K
April	Consumer seminar		Direct mail purchased list	Av \$10K
May	Database mailer-upgrade		Direct mail to database	Av \$35K
June	4-page insert		Newspaper advertising	Av \$10K
July	Trade-in		Direct mail to database	Av \$35K
August	Consumer Seminar		Direct mail purchased list	Av \$10K
September	4-page newspaper ad insert		Newspaper advertising	Av \$10K
October	Upgrade		Direct mail to database	Av \$35K
November	Open House		Direct mail purchased list	Av \$15K
December	Database end-of-year-inventory		Direct mail	Av \$25K

### Other Ideas

If you have a location with high traffic, you can use a frame sign out front offering a “Free Hearing Test”. This usually generates at least a few new patients per month for the cost of the sign.