

TARGETING THE RIGHT CLIENT & WHERE TO FIND THEM

- ✓ WHAT MISTAKES YOU COULD BE MAKING IN YOUR MARKETING RIGHT NOW
- ✓ HOW TO FIND THE CLIENTS YOU (SHOULD) WANT
- ✓ WHY A STRATEGIC MARKETING PLAN IS CRUCIAL TO YOUR SUCCESS

Most Common Mistakes:

- ✓ THINKING THAT YOUR BRAND IS ONLY VISUAL
- ✓ NOT ALIGNING YOUR "BRAND" WITH YOUR CLINIC STRATEGY
- ✓ FORGETTING THAT YOUR PEOPLE ARE OUR BRAND

Remember: It's About Who You Are, What You Do & Why You Do It

UNDERSTANDING YOUR PRIME PROSPECT

- ✓ Who is our prime prospect?
- ✓ What is their "why"?
- ✓ Where can we find them?
- ✓ How are we communicating to them? Do we understand how to create urgency?
- ✓ How are we implementing processes to find more of our ideal clients?

How Do I Know What Type Of Client I Want?

*THINK ABOUT ONE OF YOUR FAVORITE
CURRENT CLIENTS*



How You *Communicate* To This Client Is The *Most* Important Aspect Of Your Marketing Strategy

WHERE TO FIND THEM:

Traditional Tactics

- ✓ Partner with similar service providers
- ✓ Partner with local events, charities, gyms, clubs, spas, local restaurants/lounges, boxes at sporting events

Digital Tactics

- ✓ Targeted Ads-Variety of platforms in a variety of ways
- ✓ But let's keep in mind how our prime prospects make choices

MARKETING STRATEGY

- ✓ Outlining the services you are offering, what products (technology, vendors, retail)
- ✓ Determining pricing, packages & membership offerings
- ✓ Operational processes-our customer experience
- ✓ Patient acquisition-how to incentivize & create urgency
- ✓ Consistent retention process
- ✓ Monthly budget & execution

IN SUMMARY

- ✓ Knowing that **GREAT** marketing should **NOT** attract everyone
- ✓ Your **INSIGHTS** create your Strategy
- ✓ Marketing Strategy is your **KEY** to effective and consistent patient acquisition & retention

