PRACTICE MARKETING PLAN FOR PLASTIC SURGEONS

Ensure that your strategy is firing intelligently and consistently on all cylinders with an experienced team to maximize practice growth. Avoid ad-hoc or sporadic efforts

KEY

- Website On-Page Strategies
- Off-Page Links to Website
- Social Media Campaigns
- One-Time or As Needed Items

STRATEGY

Work from a complete, clear, intelligent, & efficient plan

- Core Messaging & Competitive Differentiation
- Monthly Reporting & Analysis
- Regular Strategic Planning Meetings
- Continuing Education: Training & Webinars
- Marketing Audit
- IT, Automation, and CRM Management
- Sales & Customer Service Scripting

ONLINE PRESENCE

Ensure all online properties send the desired message

- Website Design & Optimization
- Website Technical Maintenance
- Google Business Optimization
- Directory Listings & Google Maps
- Social Media Profile Pages

ORGANIC CONTENT & SEO

Expand your audience with ongoing, quality content that grows search traffic long-term

- Website Articles & Blog Posts
- Email Marketing
- Video Production & YouTube
- Facebook Posts
- Twitter Posts
- Instagram Posts
- Other Social Posts

PAID ONLINE ADVERTISING

Immediately increase awareness to a targeted audience with an offer that motivates action

- Google Adwords Paid Search Ads
- Bing Paid Search Ads
- YouTube Ads
- Facebook Ads
- Twitter Ads
- Instagram Ads
- Other Social Advertising

SOCIAL/INFLUENCER ENGAGEMENT

Keep your messages in front of prospective patients and the people they trust

- Reputation Management (Reviews)
- RealSelf.com Surgeon Activity
- LinkedIn Profile & Referral Network
- Facebook Engagement
- Twitter Engagement
- Instagram Engagement
- Other Social Engagement

PUBLIC & MEDIA RELATIONS

Leverage opportunities for wider exposure through events and media outlets

- Press Releases and Media Outreach
- Third-Party Partnership Marketing Relationships
- By-Lined Articles & Ghostwriting
- Patient Referral Programs & Incentives
- Networking & Events
- Community Service Projects

OFF-LINE ADVERTISING

Consistently rotate traditional marketing campaigns to maximize awareness

- Printed Brochures & Flyers
- Direct Mail
- Print Advertising
- Paid Sponsorships
- Mass Media: Outdoor, Radio, Network TV
- Merchandising, Apparel, & Signage
- Promotional Items & Takeaways

WE LOOK FORWARD TO HELPING YOU RISE.

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