

# THREE STEPS TO CONSISTENT AND EFFECTIVE MARKETING

## 1. PLAN AS A TEAM

*Marketing results will increase if the entire team is involved.*

### *Planning Tips*

- Have the planning meeting at an off site location so there aren't office distractions.
- Ask team members to each bring at least five different ideas to the meeting.
- Encourage outside the box thinking.
- Try new things!
- Make it a point to hold two marketing meetings a month—one to remind/assign projects for next month and one to check in on the status of the current month's efforts.
- Be clear in your plans and in assigning projects. Be sure to include end dates in your plans.
- Don't be afraid to be working on different projects for different months at once.

*It is the responsibility of every team member to help promote the practice.*

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## 2. DELEGATE AND ASSIGN

An effective marketing campaign will incorporate getting a message out to the public in many ways. Between newsletters, brochures, social media and more, it is necessary to solicit help from the team.

As part of the team planning sessions, delegate specific tasks to various team members. Write down which team members will be responsible for which tasks. Team members can easily sign off on the task when it is completed.

It is possible that the team will be working on various projects for different months at the same time. The practice many need to order marketing materials or plan strategies or events months in advance. This is all the more reason to have clear task assignments and a place to keep track of it all. Working on these marketing projects is a great thing for the team members to work on during any down time in the practice.

Team members appreciate being a trusted part of marketing. They enjoy the opportunity to be creative and thrive on having their ideas heard.



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## 2. DELEGATE AND ASSIGN



*Delegating and assigning tasks will result in accountability and peace of mind. Assigning tasks creates accountability. Determine the best person on the team to fulfill the specific task. Be sure to have team members sign and date when the task is completed.*