

## PRACTICE PROMOTION ASSIGNMENT

**GOAL:** To understand this practice's brand

**LOGISTICS:** Answer the following questions.

Now that we know how important it is for dental practice survival to participate in marketing efforts, let's discuss different types of marketing. Marketing is not just TV and radio commercials—it's so much more.

But let's keep it simple for now.

Marketing is any opportunity we have to get our brand in front of a patient's eyes and/or ears. In order to do this, it is important to know a few things about this practice. No two private practices are the same. Some have a focus on technology. Some only do extractions and dentures. Some practices only see kids. Every practice has a different feel to it. Most practices can be summed up in one sentence. To better understand how to help promote this practice, it is a good idea to first get an understanding of the practice.

If this practice had to be summed up in one sentence, what would it be?

What is the practice mission statement?

Describe the practice's brand/philosophies/value system.

Date of completion:

Reviewed with doctor/manager:

Initial after satisfactory completion: