

JANUARY IDEAS TO PROMOTE THE PRACTICE

Internal Marketing

Get a variety of cards—birthday, congratulations, get well, sympathy—so that the practice has them on hand to send when the need arises. Have all team members sign them.

Assigned To:
Date Completed:

Digital Marketing

Create all of the holiday electronic newsletters now and schedule them to be sent at the appropriate time.

Assigned To:
Date Completed:

Community Marketing

January is National Blood Donor month. Consider donating blood with your team.

Assigned To:
Date Completed:



YOUR JANUARY IDEAS TO PROMOTE THE PRACTICE

Internal Marketing

Assigned To:
Date Completed:

Digital Marketing

Assigned To:
Date Completed:

Community Marketing

Assigned To:
Date Completed:

JANUARY IDEAS TO PROMOTE A SERVICE

Planning Tasks	Notes
What service/product will the practice be marketing this month?	
What is the monthly marketing budget?	
Are all team members able to confidently discuss the benefits of this service/product with patients? List at least 3 positive things about this service and share with the team.	
Holiday/Special Days to Note: New Year's Day, Martin Luther King, Jr. Day Office Birthdays this Month:	
Notes:	

JANUARY IDEAS TO PROMOTE A SERVICE

Action Tasks	Assigned To	Date Completed
Order marketing posters/brochures about this month's service/product to display in the office.		
Create monthly electronic newsletter about monthly service/product and send the first week of the month.		
Follow up with newsletter results in 2 weeks. Check to see who opened and/or clicked on links within the e-mail. Add interested patients into e-mail automations and/or contact them, and make a note of their interest in the practice management software.		
Promote this month's service/product on social media.		
Promote this month's newsletter on social media.		
Post patient testimonials about that service on social media and/or website.		
Write at least one blog for your practice's website that promotes this service.		
Change waiting room TV slides and add marketing videos to reflect this month's service/product.		
Find produced video about this month's service/product directly from company and share on social media and/or the office website.		
Change monitor in treatment rooms to reflect this month's service/product.		
Create and send Every Door Direct Mailing about this month's service/product.		
Is there any community involvement for marketing this service/product? If so, what and when?		
Notes:		