LOW COST MARKETING 2019

1 PATIENT RECALL SYSTEM
- Contact language
- The patient experience
- Smile checks

2 SOCIAL MEDIA
- Content
  - Patient stories
  - Team stories
  - Owner stories
- Channel
  - Linkedin
  - Facebook
    - Post
    - Like
    - Share
    - Comment
    - Selfie
    - Check-in
      - Review
  - Instagram
  - Twitter
  - You Tube

3 WEB SITE
- Profile
- People
- Promises
- Prices
- Premises
- Proof
- Products
- Places
- Phones
- Publicity
- SEO
  - Location
  - Modality
  - Demographic
  - Reviews
- Data capture
  - Free guides
  - Consent
  - Newsletter sub

4 BLOG
- Patient success stories
- Team success stories
- Owner success stories
- CSR
- Community news
- Observation and opinion
- Metaphor
- Podcast
- Vlog

5 NEWSLETTER
- Case studies
- Strategic plans
- Post-grad courses
- Customer service stories
- Observation and opinion
- Community events
- Open evenings
- Seasonal offers
- Team changes
- Anniversaries
- Pets and babies
- Testimonials
- Patient diaries
- Charity projects

6 DAILY HUDDLE
- Day list
- Opportunity
- New patients
- EOTs
- VIPs
- Nervous
- News

7 END OF TREATMENT CONVERSATION
- Business cards
- Checks ins
  - Reviews
- Testimonials
  - Written
  - Video
- Membership

8 PUBLISHING
- Trade and professional journals
- Consumer magazines
- Other blogs/newsletters

9 SPEAKING
- Trade and professional conferences
- Product launches
- User groups
- Academic and post-graduate groups
- Study clubs

10 NETWORKING
- Conferences/trade shows
- B2B and B2C events

EXTREME BUSINESS
WITH COACH BARROW

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