








Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8  Spring Forward Daylight Savings Int. Women's Day	9	10	11	12  Nat. Plant a flower day	13 Review your lead tracking form for any updates & verify it's in place & being used.	14
15	16	17  St. Patrick's Day	18	19  National Nurse Day	20 Plan for April, spring is in the air.	21
22	23	24	25	26	27 Review your best practices for keeping patients engaged with your practice	28
29	30  National Doctor's Day	31				

February 2020

Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29

April 2020

Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

March Marketing Assignments

Make a list of your March promotions and specials.

Do you have any events planned for March?

If so, let your marketing company know so they can help with the promotions.

To do #1. Continue to upload new photos weekly to your gallery. For a plastic surgeon, trust is largely built by your before and after photos, what patients are saying about you, and if you come recommended by their friends. If you need to ask your vendor to do this for you, check out our WordPress Plug-in BRAG book.

To do #2. Don't overwhelm your patients with too many specials and \$\$\$ off. It's better to keep your promotions simple and when need be, quietly adjust for an exception. I'd rather see value-added than the price reduced. Review the specials you have planned for March and see if they maintain the integrity of your brand or if they look like price slashing.

To do #3. Would you like better reviews? Learn to love complaints. It's the best way to discover how to make your patients happy. Look through your negative reviews. Find 2-3 that you can learn something from. Meet with your staff and talk about what you can do to be of better service to your patients.

Create your March campaign, emails, social posts and signage for inside the practice.

Campaign

Emails

Social Posts

Signage



CANDACE CROWE DESIGN

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Celebrating 20 years in plastic surgery