

ASAPS Practice Solutions

How to Create Your Marketing Plan in 4 Hours

By Candace Crowe



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Dear ASAPS Member,

The four hours you commit to completing this planner will enable you to develop a cohesive, creative and unique plan. You could even call this your goal setting plan for 2020 since marketing drives sales and sales drive cashflow and cashflow determines your business' future.

No one follows a marketing plan letter-for-letter. Things will happen along the way and you will want to adjust. However, the act of planning itself will get your creative juices going and you will be surprised with all the new ideas which come from this process!

Be sure to find fun along the way and I promise your marketing will be more effective. If you need help along the journey, call me as I've included a complimentary consultation for practices that wants to go through this workbook.

Aesthetically yours,

A handwritten signature in black ink that reads 'Candace Crowe' in a cursive script.

Candace Crowe
President / Artist

HOOR ONE GETTING STARTED

Practice Name & Physician Name

Who else will be helping you achieve these goals?
Do you have a natural writer in the practice or someone who loves to take photos and videos?
Be sure to include them and ask for help.

List support staff and marketing vendors:

Weekly / Monthly Meeting Dates

HOOR ONE CONTINUED

Think of your most successful marketing campaign and brainstorm variations on it.
List them here.

List any new ideas you think of. Don't judge them, this is an exercise of brainstorming and no idea is a bad idea especially when you're brainstorming.

End of hour 1. Be sure to ponder on these thoughts before you do your next session.

HOUR TWO EVALUATION AND STRATEGY

Circle your most successful marketing efforts

Website | Search Engine Optimization | Blogging | Google Ads
Facebook | Instagram | YouTube | Articles for Publication | TV | Radio
Philanthropic Items | Billboards | Publications Magazine Ads

Email Marketing / Birthday Sends / Injectable Reminders / Monthly News
Digital Signage | Pop-up Banners | Patient Education | B & A's Framed on the Walls
Staff Name Tags & Apparel | Events & Open Houses | Merchandise (t-shirts, pens etc.
Membership or Loyalty Program) | Custom Photo/Video Shoot

Other: _____

Other: _____

What's new for 2020? Do you plan on offering any new treatments, purchase any new devices, hire new staff, expand locations? _____

Identify your top 3 surgical procedures that provide the most satisfaction and financial reward?

Identify your top 3 non-surgical procedures that provide the most satisfaction and financial reward?

___ Yes, I have a lead tracking system in place.

___ No, but I will implement one shortly

What year did you open? Is this an anniversary year? Are there any special celebrations you'd like to include in your plan? _____

The Pareto Principle, 80% of your sales come from 20% of your customers.

HOURL TWO CONTINUED

Is there a natural pattern to your procedures such as spring, school breaks or holidays? Make a list of these procedures and treatments. For example. Do you have a season that breast augmentation is more popular than others etc. You will want to know this because for your marketing you'll be planning a month to 6 weeks in advance.

Brainstorm topics that patients would be interested in and that you may want to blog, make social posts or email campaigns about. Choose 12 topics for the year. Build your list around the top 80% of the procedures and treatments you want to do the most. Here's some ideas to get you started.

- Let's talk about some of the many paths to the body shape you want...
- The aug / lift combo, about xx% of patients
- Safety & peace of mind: follow-up visits, implants are not forever, about warranties
- 5 Common myths about liposuction or any other surgery
- The tummy tuck / liposuction combo, about xx% of patients
- Interview: types of implants, sizing, profile, contents etc.
- Breast augmentation in your 20's, 30's, 40's, 50's and even 60's
- Staff and patient appreciation month or week
- Exercise, fitness, nutrition, confidence and plastic surgery

End of hour 2 but once more, be sure to ponder on these thoughts before you do your next session.

HOOR THREE

KISS PLAN

Keep it simple. If it fits on a 5 x 7 index card it should be accomplishable.

Review your seasonal procedures and treatments. Start filling them in a month to 6 weeks in advance on the following pages. Include all of your marketing efforts from page 4 that you circled. Spend 80% of your focus educating your top 3 surgical and non-surgical procedures more and 20% on promotions.

Outline the whole year but get serious and enter details three months at a time.

January

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: New Year's Day

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

February

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Valentine's Day 2.14

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

March

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: first day of Spring

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

April

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Easter

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

May

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Mother's Day, Ramadan, Memorial Day

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

June

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Father's Day, first day of Summer

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

July

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Independence Day 7.4

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

August

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

September

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Labor Day, back-to-school, first day of Fall

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

October

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Halloween, Columbus Day

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

November

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Thanksgiving

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

December

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: first day of Winter, Hanukkah, Christmas

Additional projects

- _____ assigned to: _____
- _____ assigned to: _____
- _____ assigned to: _____

HOUR FOUR REVIEW, ASSIGN AND IMPLEMENT

Review and put tasks into Google Calendar. Take action and persist. No plan is perfect. Adjust as needed as you go along. Be sure to find fun along the way and we promise your marketing will be more effective.

THE BUDGET

Just starting out: if you're just starting out, are in the first few years of practice or in a highly competitive market you will need to spend additional on branding and getting new patients in the door. Be sure to line item this in your business plan if you are applying for a loan. Lenders want to see a budget for marketing as they know it's necessary to keep your doors open.

Estimated 1st year gross revenue _____ x .075 = \$ _____ plus \$50,000 to \$100,000 for initial website, start-up marketing, branding.

Established: one of these formulas may be right for your practice. Marketing is an investment and your fastest path to profit when done right.

2018 Gross Revenue _____ x .075 = \$ _____

2018 Gross Revenue _____ x .125 = \$ _____ (If you want to grow faster or in a highly competitive market.)

CASH FLOW REPORTS

Fear of not having enough cash flow is the ruin of a great marketing campaign. In order to keep your marketing plan intact, have your finance department provide you with a 13-week cash flow projection monthly and 10-day forecast weekly.



Candace Crowe, President, Artist

Candace is regularly invited to speak at the major national and international aesthetic industry meetings, writes articles for both print and online publications, is on The Aesthetic Show Advisory board for practice management, and business and marketing course director for the annual Foundation for Facial Aesthetics Surgery meeting.

Candace Crowe has worked with aesthetic practices throughout the U.S. and Canada since 1999, helping to pioneer the marketing through patient education strategy. A graduate of Florida State University, she built her firm based on a passion for art, beautiful design and compassion for the aesthetic patient.

18 years ago Candace and her team introduced REVENEZ the first touchscreen patient education consultation tool to the industry. Since then they have delivered marketing services to more than 400 aesthetic practices throughout the us and Canada. This year marks their 20 year anniversary of working with aesthetic practices.

Her latest passion is bringing art back into marketing. They recently developed a digital signage platform called Advantage Play. Later this month they will release a new series for it's content library. The Artist Series is stunning, awe inspiring moving art in a digital frame – your TV. I hope you take a look at it and consider the worth of a pause to appreciate beauty and not just rely on another special for your marketing.

In my personal life I enjoy my four grown sons and daughter-in-law, swimming Lucky's Lake, hiking crazy places, cycling long distance rails-to-trails, a few half Ironman's (ladies) enjoy meditation and the early early morning.

ADVANTAGE ▶ PLAY



Dear ASAPs Physician,

One thing I see practices overlooking is the value of internal marketing. Advantage Play gives you a platform inside your practice to entice patients and promote your services without resorting to specials.

Advantage Play digital signage was created with you and your patient in mind. It's easy and flexible enough that no two practices will display the same thing. As an ASAPs physician, if you call me and decide to purchase I'll be glad to give you 10% off your first year.

Aesthetically yours,

Candace Crowe
President/Artist

"Advantage Play is elegantly done and easy to update. I'd prefer our patients and their significant others be looking at promotions for our practice rather than television."

Marc J. Salzman, MD, FACS



The 3-region layout works well in busy locations such as checkout, to remind them of an upcoming event or special.



Mark Pinsky, MD features his custom videos full screen.
"I love being able to educate my patients in my office on all the procedures I offer. You can't afford not to have it."
~ Mark A. Pinsky MD

Laugh, smile, tell a joke, share a song... get in a good mood every day. I promise it will improve your marketing. I put my name on it.

Candace Crowe

- Digital Signage
- Digital B & A Gallery
- E-Mail Marketing
- Consultation Aid
- Websites & Digital Marketing

Candace Crowe Design
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