APHA Academy
100 Days to Launch Your Practice
Welcome!

Lesson 13

Intro to
Marketing
and
Marketing
Best Practices

APHA Academy

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Successful Marketing Requires

- Identifying the **RIGHT target audiences**
- Developing the **RIGHT messages**
- Using the **RIGHT means** to reach those audiences with your messages.

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Let's look at Marketing Best Practices...

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Marketing Best Practices

1. Location, location, location

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Marketing Best Practices

1. Location, location, location

2. Remember: good marketing is about audiences (not us)

A ABC Advocates' mission is to help patients who have been diagnosed with a difficult medical problem like cancer or heart disease, get the help they need. We review test results, provide background knowledge about treatment options, and help patients and caregivers make informed decisions.

B Have you been diagnosed with a difficult medical problem like cancer? Or a chronic problem like diabetes or heart disease? Do you need help under-standing your treatment options? ABC Advocates is ready to help you make informed decisions – decisions that will work best for you.

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Marketing Best Practices

1. Location, location, location

2. Remember: good marketing is about audiences (not us)

3. Tell your clients what to do and make it easy for them to do it **(CTA = Call To Action)**

Take a Tour | See in Action | Download NOW! | GET IN
ACT NOW! | » Check it out! | Join Now
BUY NOW! | GET A BLOG NOW |
Add To Cart | ACT NOW! | DOWNLOAD NOW!
VISA AMEX | ADD TO BAG | Create a Wiki

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Marketing Best Practices

4. The less said, the more read.

[newspaper article columns]

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Marketing Best Practices

5. 7 to 9 exposures

6. Tools must be consistent with your brand, and with each other.

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Marketing Best Practices

7. Marketing tools should refer to each other (repeat!)

8. Timing is everything.

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Marketing Best Practices

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8. Timing is everything.

9. Manage expectations.

10. Ask for feedback from every client.

10

Marketing Best Practices

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Marketing Best Practices

11. Don't lose your message in the translation (love those funny commercials!)

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Marketing Best Practices

12. Mystery invites inquiry.

13. You need to market enough to grow and/or replace clients.

14. Measure, measure, measure.

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Quick Review!

- **Successful Marketing Requires**
  - Identifying the **RIGHT target audiences**
  - Developing the **RIGHT messages**
  - Using the **RIGHT means** to reach those audiences with your messages.
- **All cases:** all marketing decisions and choices we make are based on Marketing Best Practices

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