# APHA Academy 100 Days to Launch Your Practice Welcome! Lesson 13



Intro to Marketing <sup>and</sup> Marketing

**Best Practices** 



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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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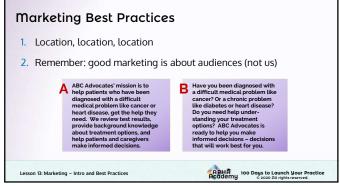


Marketing Best Practices
1. Location, location

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# 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) | Check it out| | Download NOW| | CHECK IT OUT| | DOWNLOAD NOW| | CTA = CALL TO Action) | Download NOW| | Download NOW| | CTA = CALL TO Action) | Download NOW| | Download NOW| | CTA = CALL TO Action) | Download NOW| |

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# **Marketing Best Practices**

- 7. Marketing tools should refer to each other (repeat!)
- 8. Timing is everything.
- 9. Manage expectations.
- 10. Ask for feedback from every client.

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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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