

APHA Academy
100 Days to Launch Your Practice
Welcome!

Lesson 13
Intro to Marketing and 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, 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 understanding 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)




















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Marketing Best Practices

4. The less said, the more read.

The same day, U.S. News provided a list of 100 best hospitals in the country. The hospitals were ranked in a variety of categories, including overall quality, patient safety, and more. The list was published in the magazine's November issue.

Marketing tools that are consistent with your brand and help you tell your story are essential. The same goes for the content of the message. The message should be clear, concise, and compelling. It should also be consistent with your brand and help you tell your story.

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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

- 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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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.

Ratings

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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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See you in the Connect! Discussion Forum!

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