

PRACTICE MARKETING WORKSHOP

Specialists, GPs,
Practice Managers,
Health Professionals

A dignified, cost-effective way of promoting yourself

1 MARKETING THAT WORKS



- Marketing - what IS and IS NOT!
- Why do practices need Marketing?
- How to save money on Marketing?
- Latest Marketing trends, opportunities and their implication for medical practices

2 DIGITAL MARKETING BASICS

- Digital vs. Traditional Marketing
- Why Marketing now is harder than before?
- New rules of Marketing

3 BRANDING

- How branding works in medical practices?
- Learn how to increase visibility
- Patient expectations and experience
- Pricing your service

4 WEBSITE - A to Z

- First right steps for website
- Type, cost, providers, traffic generation
- Content, copy, blog (?)
- 5 must haves for your website



The course was invaluable, we feel confident to move forward with our business venture.

Sachin, provided clear, concise and up to date information to market our new medical business effectively and within legal realms.

Thank you Sachin for your professional and entertaining approach."

Milton Village Medical Practice
Brisbane 8 Sept 18



Boost Income
Reduce Hassles
Win-back Time

8:30 TO 01:30

08:30 to 09:00	Registration
09:00 to 09:45	Marketing 101
09:45 to 10:30	Digital 101
10:30 to 10:45	Morning Tea
10:45 to 11:30	Branding
11:30 to 12:00	Websites A-Z
12:00 to 12:45	Websites A-Z
12:45 to 01:30	Lunch

Times may vary based on Q&A



CPD approved for 2 day workshop
Ask us for current CPD points for this workshop

Register today : www.simbiz.com.au | Call 02 4933 4646 | 041 000 2345

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5 ONLINE MARKETING

- Are you online?
- Marketing with Google
- Why YOUR content is so important?
- email and other online Marketing for healthcare
- What else works for medical practices?

6 SOCIAL MEDIA

- Do you need Social Media?
- Social media and medical
- Do's and don'ts
- What else works for medical practices?



7 LEGALITIES

- Legal & ethical issues in medical Marketing
- Dealing with online reviews and complaints



8 YOUR MARKETING PLAN

- Walk out with marketing plan for your practice
- Costs for various advertising and services
- Measuring what matters- KPIs

We value your time
NO PRODUCT SELLING



Relevant case studies
Ask as many questions

"I should have done this course 20 years ago! Doctors at every stage at profession should do this program."

Senior Anaesthetist, Brisbane, 25 years in practice
Hilton Sydney, 18-19 March 2017

Boost Income
Reduce Hassles
Win-back Time

1:30 TO 5:30

01:30 to 02:15	Online Marketing
02:15 to 03:00	Social Media
03:00 to 03:15	Afternoon Tea
03:15 to 04:00	Social Media
04:00 to 04:45	Legalities
04:45 to 05:30	Measurements
05:30 to 06:00	Formalities
06:00 onwards	Networking drinks

Times may vary based on Q&A



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