# 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

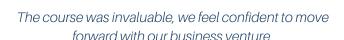
- Digital vs. Traditional Marketing
- Why Marketing now is harder than before?
- New rules of Marketing

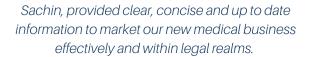
### 3 BRANDING

- 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





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

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### 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?

### SOCIAL MEDIA

- Do you need Social Media?
- Social media and medical.
- Do's and dont's
- 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

Afternoon Tea 03:00 to 03:15

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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