

Marketing and Patient Acquisition Scorecard

Give a 1-5 on each point below:

	We have a brand standard that includes a logo and color/font guide
	We have a Brand Book that includes: tagline and message that helps guide and dictate the use of the brand.
	We have identified our Avatar and intentionally designed our internal/external marketing campaigns to attract the ideal patient.
	We have a practice name that stands out and has SEO value
	Our entire staff understands what the brand is and they are equipped to represent it
	We have a website domain that is the same or near the practice name
	We have a professional website that is focused on user experience, customer conversion, and looks professional
	We own our own Google Analytics account, domain address, and website
	We have a system for gathering doctor/patient photos, testimonials, and online reviews for social media.
	We have a plan in place to gather reviews, primarily for GoogleMyBusiness
	We hold the team accountable for a certain minimum number of photos, testimonials, and online reviews per week.
	We hold certain team members accountable for maintaining a referral generation system.
	We have a written system for obtaining internal patient referrals.
	We have a system for tracking the sources of each new patient and verifying its accuracy with the practice management software.
	We have a system in place for locating and sponsoring a community outreach recipient every month.
	We plan social media posts in advance and time them for best effect
	We have identified our monthly marketing budget and can calculate the ROI on each campaign that we run.
	We plan our marketing campaigns out several months in advance and diversify the delivering of our marketing to as many different effective avenues as our budget can tolerate.
	We do not sign long term contracts for any external marketing source unless its effectiveness has been tested and tracked.
	We have goals set for new patients and production

Ideal Score is: 100 Your Score: ____/100

If you feel your practice meets all these points listed above - you're ready to start marketing!