



Marketing Checklist for Aesthetic Doctors & Dentists

Use this complete marketing checklist to help you implement the following essentials into your practice:

Category One: Online Marketing

Professionally Designed Website

Have a friend or family member visit your website and give you feedback as a first-time user. Do they like the way it looks? Is it easy to find information? Are they inclined to contact you based on the impression they got? Have a web design company or marketing consultant look at your site and see if there are any red flags that need attention.

Regular Blog Posts on Your Site

Google wants to see new content added to websites on a regular basis. When they see this, your rankings are positively affected and more local patients can find you. Not sure what to blog about? How about a new procedure or treatment, new technology in your specialty, news stories, opinion pieces, and human interest stories. Keep your topics relevant to your specialty and Google will be sure to reward you with good rankings!



Marketing Checklist Continued

Patient Reviews

If you want local patients to find you, you must have lots of patient reviews online. This should include many sites like Google, Yelp, HealthGrades, YellowPages, CitySearch, Angie's List, and even Facebook. Have an iPad or tablet ready in the office to give your patients while they are at their final follow up appointment. That's when they will be their happiest and most willing to leave a good review.

Robust Before & After Gallery

Make sure that your website has large, high-resolution images of your before and after photos. Not only will this be one of the most frequently visited areas of your website, but you can turn the photos into a slide show based video, display them in social media posts, and use them in your print ads and email marketing.

Email Marketing & Patient Newsletters

Keep your practice and your procedures top of mind with bi-weekly emails. Highlight popular blog posts, areas of your practice where your doctors and staff excel, specials you are running, and several testimonials and patient stories. Make each issue different, interesting, educational, and easily sharable on social media!

Marketing Checklist Continued

Social Media Marketing

Social media is one of the easiest ways to reach your ideal patients. On Facebook, for example, you can run ads targeting local people by age, gender, special interests, and more. For non-paid posts, we suggest two posts per day, spaced out between early morning (around 7AM and again at 11PM). These are some of the best times to post because your early post will have time to show up in the newsfeed and many people are on their phones late at night looking at social media. And don't forget social sharing buttons on your website posts & blog posts!

SEO Optimization

When you have the right keywords, code, and elements on your website you'll get higher rankings in Google's search engine. There needs to be the right balance of sufficient keyword usage, alt text, heading tags, internal links, and quality content in order to make an impact on your Google rankings. And don't forget quality backlinks, too!

High-Quality Backlinks to Your Website

When another website lists a link to your website on theirs, that is called a backlink. Google wants to see lots of these, but from other websites that are related to yours. If you're a plastic surgeon, for example, a valuable backlink might be from a site that focuses on anti-aging.



Marketing Checklist Continued

Category Two: In-House Marketing

Always Give Before & After Photos

Before and after photos are the VERY BEST way to encourage word-of-mouth referrals from your happy patients. Many are excited to share their results with close friends and family. From rhinoplasty to tummy tucks and teeth whitening to invisible braces, patients are excited to tell people about how they far they've come. Give these pictures on their final follow up appointment for best results. Make sure you have plenty of photos on your website, too!

Send Thank You Cards, Birthday Cards, and We Miss You Cards

How will your patients remember you if you never stay in touch? Mail out a thank you card after they have a procedure or treatment. Send out a birthday card with an offer valid for their birthday month. And as far as the patients you haven't seen in months, send them a "We Miss You" card with a special offer inside. Each Monday, have your staff do this!



Marketing Checklist Continued

On-Hold Message Playing

New patients who are put on hold don't yet know much about your practice, so having a professionally-recorded custom "on hold" message on your phone system is a major plus. Rather than having people listening to beeps every few second or complete silence, why not tell them about your specialties, your services, and how much you appreciate them!

Brochures & Printed Assets

New consultations are the perfect time to hand patients a well-designed and branded folder filled with a brochure about the procedure(s) they are interested in, your business card, an info sheet with doctor bios, and a brochure with your menu of services & mission statement. We highly recommend mailing this out to all first time callers along with their patient intake forms. It sends the message that you're different than Dr. So-and-so down the street and you value their time.

Secret Shopper & Staff Training

It is an excellent idea to hire an experienced medical marketing company to pose as a patient and provide you with feedback. This information can save you thousands of dollars each day by catching and correcting areas where your staff need additional training.



Marketing Checklist Continued

Office Appearance

First time guests are going to pay special attention to their senses when they walk into your office. You should have a fountain in the waiting room and/or some soft music. The waiting room should have lush plants and well-placed, beautiful art and furniture. Always set out before & after albums on your coffee table(s). Be sure your office smells pleasing and is at a comfortable temperature. The front desk staff should keep their station neat and tidy.

Hospitality

When you invite people to your home, you probably offer them a drink, show them where things are, and tell them to make themselves comfortable. Your office should be no different. Welcome them and have bottled water, coffee, and tea available upon request, mention where the restroom is, and invite them to make themselves comfortable. It doesn't hurt to mention where your before & after photo albums are as well. Offer them a drink again when they get to the exam room.

Gather Email Addresses

Whether speaking to someone on the phone or in person, get their email address and contact information. Get their permission (signed) to contact them about special events and offers from your practice before adding them to your email list.

Marketing Checklist Continued

How Did You Hear About Us?

In your appointment setting software, add in the various sources where someone might hear about you. List options such as word-of-mouth, Yelp, Google, Facebook, a magazine you've run an ad in, or TV/radio, etc. The point is to understand where your leads are coming in from so that you can analyze where your consultations & procedures are coming from and decide how to allocate your marketing dollars by spending more on what works best.

Word of Mouth Referrals

Reward patients for referring their friends and family to you! Have a place in your computer system where you can name and track these referrals. Then, send a handwritten thank you note to the person who referred the patient to you. If you want to send a gift certificate for a free service, a gift card to a restaurant, or other thank you item, even better!

Top Notch Staff

Your staff are on the front line when it comes to first impressions, answering questions, convincing patients that you are their best choice, and making them feel like they are truly valued and appreciated. Monitor calls from time to time and offer coaching to staff that need it.



Marketing Checklist Continued

Wait Times (Waiting Room & Exam Room)

Be respectful of your patients' time. They have taken time out of their work or family time to meet with you. Don't schedule too many appointments, fall behind, and then keep them waiting. Conversely, don't rush them through their appointment because you're running behind, either! Take time to build rapport, get to know them a little, answer their questions, and make them feel like they are your only patient of the day!

Beautifully Designed Signage

Your look, feel, and message should reach patients from their computer/phone screen to their first contact with you, into the waiting room, and finally into the exam room: "We value our patients and we provide superior care." Office walls should be adorned with medical degrees, media spots, magazine articles where you've been featured, and professionally-designed signs about what services & treatments you perform.

Open House, Live Events, & Networking

Hold a seminar, workshop, or event in your office to educate patients about a new procedure you're doing, etc. Have door prizes and refreshments. Local businesses that are complimentary to yours, yet non-competing, are ideal for working together to gain mutual referrals. Gyms, salons, personal trainers, make-up artists, wedding planners, and photographers are just some of the many types of businesses that can potentially lead to an increase in local referrals.



Call Now for Expert Advice on How
to Improve Your Marketing Results:

(951) 665-8360

How many of these checklist items are you already doing?

Your Score (Out of 23)	Your Grade	Suggestions
Between 1 and 10	Needs Improvement	Call us for a free 30-minute consultation so we can help you determine your top priority items and come up with a plan.
Between 11 and 17	Average	Identify specific areas where we can help and call us to help you improve your bottom line.
Between 18 and 23	Excellent	You're doing great, but you might need help taking things to the next level. It can't hurt to call! We're here for you.