

Marketing Plan Overview

**Topics**

i. Introduction

ii. Market situation

iii. Competitor overview

iv. SWOT

v. Positioning

vi. Brand

vii. Unique Selling Proposition

viii. Pricing and services

ix. **T**arget market

x. Marketing objectives

xi. Marketing strategy

xii. Marketing Action plan

**INTRODUCTION**

This Marketing Plan Overview highlights the intended strategy and associated marketing

activity relevant for increasing patient flow for **practice name**.

Marketing activity outlined will focus on the key areas below:

Promote your practice

Leverage your existing patient base

Retain your patients

Increase patient conversion and spend

Attract new patients

**MARKET SITUATION**

Enter Text

*Trends overview:*

Enter Text

**COMPETITOR OVERVIEW**

Enter Text

**SWOT**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| Enter Text | Enter Text |
| **OPPORTUNITIES** | **THREATS** |
| Enter Text | Enter Text |

**BRAND**

A brand refers to the descriptive attributes (implicit values, ideas and personality) and concrete symbols (name, logo, tag line and design theme) that convey the essence of the company and its services. The key purpose is to create a relationship of trust and recognition with the dental industry.

Often the brand is the first thing a prospect will view of your company and they will judge everything about it without even realising. By developing a strong brand, IDN has the potential to give a lasting first impression of who the business is and what the business stands for. It is important that the brand has an element of longevity: it needs to be able to last for many years to come.

As an example:

The following values define the IDN brand and how it should be consistently communicated in the market place:

* Personalised care
* Freedom of choice
* Integrity
* Trust
* Professional
* Highly experienced
* Empathetic

Enter Text

**POSITIONING**

**Practice name** have positioned themselves as:

**Vision:**

**Mission:**

**BRAND VALUES**

The following values define your brand and how it should be consistently communicated in the market place:

As an example

*IDN brand values:*

* *Personalised care*
* *Freedom of choice*
* *Integrity*
* *Trust*
* *Professional*
* *Highly experienced*
* *Empathetic*
* *Long term relationships*

**UNIQUE SELLING PROPOSITION**

Enter Text

**PRICING AND SERVICES**

Enter Text

**TARGET MARKET**

*Core:*

*Target audience attributes:*

**MARKETING OBJECTIVES**

The objectives stated below are designed to work in direct alignment with the overall business goals of practice name:

1. Example
2. Example
3. Example
4. Example
5. Example

**KPIs:**

* Enter Text
* Enter Text

**MARKETING STRATEGY**

The following marketing activities have been identified and outlined to provide maximum exposure and opportunity to successfully attract and retain patients in accordance with practice name business goals, available resources and budgetary requirements.

Outline activity across the following areas that your practice will be executing in the following areas:

* *Promote your practice*
* *Leverage your existing patient base*
* *Retain your patients*
* *Increase patient conversion and spend*
* *Attract new patients*

(Refer to IDN Practice Marketing Guidelines)

**BUDGET**

Enter Text

**CONCLUSION**

Enter Text

Metrics and Targets:

Set targets and metrics for each activity; once action plan is confirmed

Marketing Action Plan: