Reach All Ages – How to Market Your Whole Practice

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A Rising Tide Lifts All Boats
Where Did the Phrase Come From?

- JFK effort to focus on the Macro effects of building a dam in the 1960s.
- He said a Rising Tide Lifts All Boats.
- Put money into the economy the economy will grow

Each Practice Has Its Own Economy

- Macro focus on the practices internal economy
- Balance of internal and external marketing

Internal Marketing
Internal Signage

- How do people know what you offer if they can’t see it?
- Concise and uniform messages
- Don’t convolute messages with sensory overload

Internal Marketing Content

- Be creative in your content
- Focus on one message with mentions of other services

Waiting Rooms
Internal Personnel

- Train, Quiz, Train, Remind, Quiz
- Morning Huddle
- In-house culture focused on providing options for every patient
  - “If you see this, what could you mention?”
  - “If the patient says that, how would you segue to move the conversation toward our services?”

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Staff Based Referrals

- How to build your network
- Incentives – Global revenue goals or units
- Set up reciprocal shadows with your staff
- Let them teach each other best practices and gel as a team
Use SEO for Multiple Services

- Use secondary pages to boost every aspect of your practice
- Write blogs that focus on multiple topics and services
- Connect in and out of your website

Use the Digital Landscape as Your Ally

- Facebook, Twitter, Blogs, YouTube, Google +, Google Places, LBLs, LinkedIn, Instagram
Social Media Advertising

• Targeted
• Inexpensive

Understand That Content is King

Cross-pollinating can be easy
They will hone in on what interests them
Don’t make a laundry list

Building and Promoting Your Practice to Your Referral Network
OD/MD Network

- How to build your network
  - Visits
  - Collateral
  - CE Course

Past Patient Referrals

- Provide tools for ease of referral
- Emails with Links
- Email to trigger referral form

Corporate or Local Business Referral Network

- How to build network
- Provide a true benefit
  - Send out letters (avoid the words “benefit package”)
  - Hit the streets – knock on some doors
  - Offer Safety presentations
Thank You

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