ProjectedGrowth
CONSULTING

1 HOUR MARKETING PLAN

	Action Items to Complete	Who	Due Date	Status
1	Who is the lead for your Annual Marketing Plan & implementation?			
2	Who is in charge of emailing clients weekly?			
3	What day and time will your weekly emails go out?			
4	What email management system will you use?			
5	Who is in charge of deciding on the monthly promotions?			
6	Who will design the monthly promotions?			
7	Who and how will you update you patient email list?			
8	Who is responsible to run the social media contest of the month?			
9	Who is responsible for writing blogs?			
10	Who is responsible to video vlogs?			
11	Who will post blogs and vlogs to your website?			
12	Who will post blogs and vlogs to social media platforms?			
13	Who is in charge of deciding on the quarterly events?			
14	Who is in charge of coordinating the event planning?			
15	Who is in charge of keeping your website updated and current?			
16	Who will review website monthly analytic reports?			
17	Who will manage or review SEO results?			
18	Who will manage or review PPC programs?			
19	Who will run quarterly lead reports by lead type?			
20	Who is in charge of quarterly website functionality reviews?			
21	Who is in charge of keeping website content current?			
22	Who will post social media content weekly to FB and IG?			
23	Who is responsible to run social media reports?			
24	Who is responsible to create the editorial calendar and approve?			
25	Who will upload videos to YouTube?			
26	Who is responsible to comment and reply to social media?			
27	Who will track incoming leads and consultation closing ratios?			
28	Do you need a social media reporting software?			
29	Who will define and implement a Botox Party Program?			
30	Who is responsible for your referral program and rewards?			
31	Do you want to implement a COME back coupon promotion?			
32	Do you want to have a Gift Certificate Drawing on your website?			
33	Do you need to interview a marketing vendor partner?			
34	Do you need to update or get a new website?			
35	Is your current confirmation system working and who is responsible?			
36	What is your highest reaching post to date?			
37	Do you want to boost posts?			
38	Do you want or have patient financing available?			
39	Do you want to explore sales funnels and lead generation?			
40	Who will segment your email list?			
41	What are the top 3 services you want to grow this year?			
42	Who will track the results of contests and promotions?			
43	Who will coordinate with vendors to get free products?			
44	Who will coordinate with vendors for event support?			
45	Who will analyze overall marketing ROI quarterly?			
46	Who is responsible to make changes to improve marketing?			
47	Who is responsible to decide if you need to outsource social?			
48	Do you need social media content? Where will you get it?			
49	What are the biggest challenges for marketing your practice?			
50	Do you need to add staff or restructure positions for these activities?			
	PROVEN SYSTEMS CREATE PROVEN RESULTS!			