

Defining Your Internal Marketing Strategy

Purpose: To help you define an internal marketing strategy for your practice.
Preparation: Refer to the following worksheets if you have completed them: *Assessing Your Internal Marketing, Practice Assessment, Profiling Your Brand, Assessing Your Competition, Defining Your LVC Demographic*. You may also wish to have any *Action Plans* that you have completed, as well as a current budget for your practice.

Practice name: _____ Date: _____

Part one — Background information

Instructions: Complete the background section. Note that some of the questions in this section duplicate information collected on the worksheets listed under Preparation above. If you have completed those worksheets, you may choose to consolidate the information here, or you may simply refer to the other worksheets while working on your strategy. If you have not completed those worksheets, answer each question as thoroughly as you can.

Goals

- A. What are your LVC practice objectives for the next year? (These objectives should be specific and measurable).

- B. What percentage of your overall business will LVC provide? _____

- C. What do you want your position in the marketplace to be?

Budget

- A. What is your annual budget for your practice's overall marketing efforts?

- B. How much of your overall marketing budget will you dedicate to internal marketing for the year?

- C. Who is responsible for managing this budget (i.e., tracking expenditures and ensuring that your budget is current)?

Research

- A. Who is your competition?

- B. What are the current market conditions for LVC?

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B. How will the physical environment of your practice support the experience of your brand?

C. How can you be a key source of LVC information and education for your patients?

D. How will you market to your current patients?

E. How will you increase or encourage referrals?

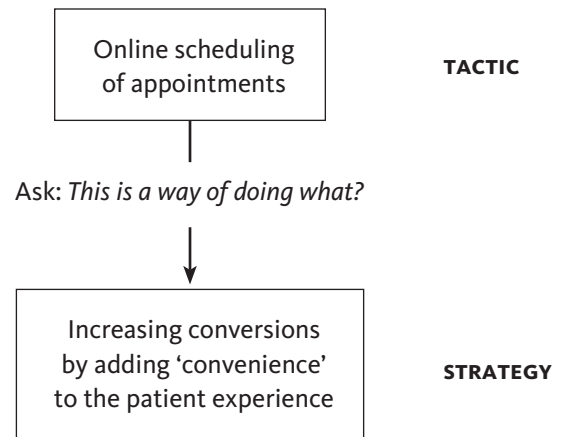
F. What will you try to communicate to your patients and prospective patients through your internal marketing activities? (This vision should be realistic, support your brand, and reflect the rest of your marketing strategy.)

Section two: Extracting strategic ideas exercise

Simply put, a strategy is a way of doing something. If you have an established LVC practice, it can sometimes be difficult to think strategically, since you are so used to actually running your practice.

One technique to help you think strategically, is to identify some activities that your practice is already doing (i.e., tactics), and then ask yourself: *This is a way of doing what?*

Example:



Exercise instructions:

Preparation: You will need a separate piece of paper, a white board, bulletin board, or other flexible empty space for this exercise.

1. Identify existing tactics (activities that you are doing) that support your internal marketing efforts.
2. For each tactic you identify, answer the question: *This is a way of doing what?* Record your answers.

