

2019 MARKETING CHECKLIST FOR MEDICAL PRACTICES

#1: Audit 2018 goals vs. 2017 goals and compare:

- Number of new patients
- Revenue from new patients
- Number of repeat patients
- Revenue from repeat patients
- Website traffic metrics
- Social media audience, engagement, subscriptions, etc.
- Referrals

#2: Set 2019 goals for the following categories:

- New patients
- Existing patients
- Media plan (web social, events, emails, etc.)
- Employee engagement