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## 1 FOUNDATION

1

Patient Persona

Demographics (Who they are):

Psychographics (What they do):

Prospect Segmentation Stages:

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Perfect Patient Statement:

2

Signature Message

Your One Line Marketing Message:

3

Website (Hub)

Notes:

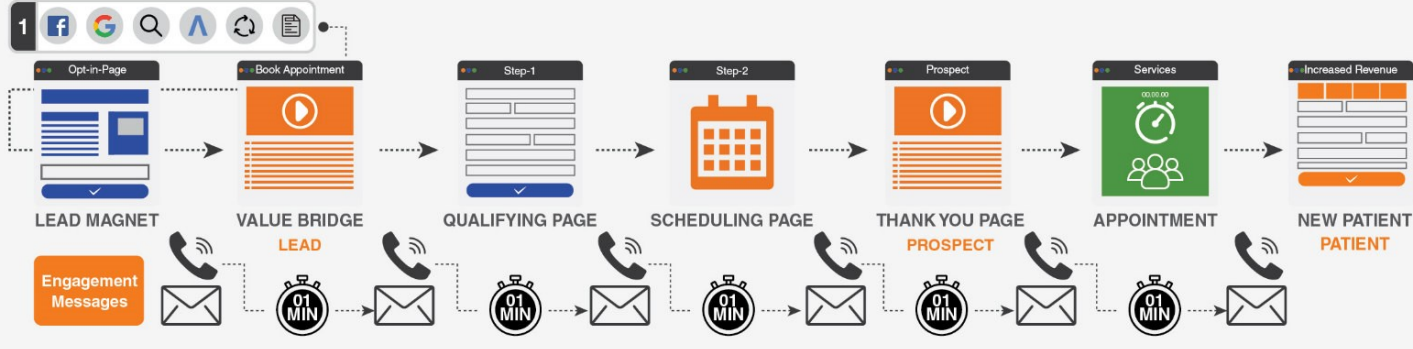
Website Optimization

- Mobile 1st Design
- SEO Ready
- User Intent
- Conversion Path
- Content Marketing
- Performance

## 2 FRAMEWORK



### NEW PATIENT APPOINTMENT MARKETING FUNNEL



## 3 FUNDAMENTALS

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Advertise (PPC)

Lead Generation

Headline: \_\_\_\_\_

Below Creative Headline: \_\_\_\_\_ Awareness Level: \_\_\_\_\_

Problem: \_\_\_\_\_ Solution: \_\_\_\_\_

Benefit: \_\_\_\_\_ Challenge: \_\_\_\_\_

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Lead Conversion

Lead Conversion

**CONVERSION RATE GOALS:**      **MONTHLY REVENUE GOAL:**

Lead Conversion Rate: \_\_\_\_\_% Prospect Conversion Rate: \_\_\_\_\_% Appointment Show-Up Rate: \_\_\_\_\_% Patient Conversion Rate: \_\_\_\_\_%

**NUMBER OF LEADS:** \_\_\_\_\_ **NUMBER OF PROSPECT:** \_\_\_\_\_ **NUMBER OF PATIENTS:** \_\_\_\_\_

Cost Per Lead (CPL): \_\_\_\_\_ Cost Per Prospect (CPP): \_\_\_\_\_ Cost Per Acquisition (CPA): \_\_\_\_\_

Value Per Lead (VPL): \_\_\_\_\_ Value Per Prospect (VPP): \_\_\_\_\_ Annual Patient Value (APV): \_\_\_\_\_

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Patient Retention

Patient Experience

Onboarding Process: \_\_\_\_\_

Appointment Experience: \_\_\_\_\_

Patient Follow-up Process (Reviews Management): \_\_\_\_\_

Ideas: \_\_\_\_\_