



Rural Health Care

Marketing & Education Consultancy

www.Trizzie.com

Just Say **NO** to "Random Marketing"

(Follow a Trizzie marketing plan instead)

Can you guess what random marketing is? (A lot of health care practitioners and other businesses do it.) It simply is spending a lot of marketing dollars randomly. It's like being a professional basket ball player and shooting baskets in the dark. You might make a basket once in a while but the majority of your energy, time, and resources are wasted.

As you might suspect, we are not big fans of random marketing. Fact is you are throwing a lot of money out the window. **The truth is, under the best of circumstances, marketing a rural health care facility is rarely easy.** Competition is at an all time high, and continues to increase each year. Media costs are through the roof. We recommend that, instead of wasting your time and money on more random marketing, you create a one year marketing plan for your facility.

Fact get measurable results as you should consider your target audience, your competition, the services you want to promote, the cases you want to attract, the image you want to portray, your offer, etc. This **planning will produce a starting point for cost effect marketing.**

Generally, your marketing plan should include a few key strategic categories:

- **Internal Marketing** - Build systems to get more referrals from your patient base
- **Branding** - Build and actively shape your reputation so that you stand out from the pack
- **Publicity** - Getting free press etc.
- **External Advertising** – Investigating areas of focus to target for measurable results
- **Internet Marketing** - You need more than a web site, you need methods to generate traffic, articles etc.
- **Professional Referral Strategies** - Extremely important for specialists

Make sure you budget specifically for each month, and include Return-On-Investment (ROI) goals for each individual tactic. As you know rural health care has fluctuating budgets so prepare for options in the marketing plan.

Typically, you **will want to initially test a variety of marketing tactics on a smaller, risk-controlled basis after gaining information on the target market.** Then roll out the winners in a larger way and remember to evaluate your plan's success periodically and make adjustments as required. We recommend our Trizzie model which is a recyclable three step system.

NOTE: If you need help creating a plan, we highly recommend you take our [Trizzie Self Assessment](#), where we will be able to evaluate your current facility and personally create a custom marketing plan for you, based upon who you are your goals, your competition, your practice, your geographic area, etc.

Do it right the first time. When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

Trizzie understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

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