



# Rural Health Care

## Marketing & Education Consultancy

www.Trizzie.com

## Marketing materials can kill you!

Everyone wants their marketing materials to look attractive. But there is a fine line between attractive and effective.

Fact is most patients have a very difficult time evaluating providers and are consciously or unconsciously looking for clues about you based upon what they can see and understand. **If your office and marketing materials look professional it will inspire confidence and you will win before you even meet the patient.** Conversely, if your marketing looks cheap many of your would-be patients and referrals will quietly disappear. So stop having your staff make stuff up in the computer!

This harsh reality shouldn't surprise you. Would you want to eat at a restaurant with stained tables, seats and food on the floor?

You are right to want attractive materials and an inventing business.

### BUT BEWARE

1. **Attractive is not synonymous with effective.** Very few practitioners are trained marketers. Practitioners can generally tell a graphic designer whether or not they think a brochure looks attractive, but their input stops there. That's a shame because, over and over again, the evidence clearly shows that "attractive" marketing alone has little correlation with results.
2. Most health care providers have acquired middle upper class tastes, and judge their marketing materials against their own biases. The trouble is most of America is middle to lower income so know your audience. Even though you and your friends love your tasteful and upscale marketing materials, if you are located in a rural area your patients may prejudge the wrong way

Fact is we have had rural health care providers tell us they have had very complicated but fabulous new office and marketing materials, only to have patients say, "you seem to be making a lot of money. I'm must be overpaying here."

### Solutions

The first step is to make sure you have defined your target audience.

- **Who are you targeting? Patients, referring doctors, businesses?**
- **What services are you selling?**
- **Specifically, what geographic area are you targeting?**
- **What are the demographics (age, sex, income, etc.)?**
- **What are the psychographics (politics, lifestyles, attitudes, etc.)?**

Remember that most of your effectiveness will be a result of the effectiveness of your message and your offer -- not how pretty your brochures and logos appear. Your message and your offer are primarily determined by the words - what the materials say. Having an equal balance of both will say a lot.

**(Forget trying to be a do-it-yourselfer. This is your reputation we are talking about.)**

Generally at least three people should team together to help you. **The leader needs to be a marketing strategist who will lead the entire process and make sure the messaging is on target.** Then, the strategist will generally work directly with the writer and graphic artist.

For example, whenever we work with clients, we often go through many revisions with our creative team before we ever present to the client. That way we are assured of the highest quality, most on target marketing materials possible.

**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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