

Your Practice Marketing Scorecard™



ARE YOU REALIZING YOUR FULL PRACTICE MARKETING POTENTIAL?

Marketing Success Begins With The Right Systemized Approach.

To help clearly understand your current situation, rate your reactions to each pair of phrases.

MARKETING MINDSET											
We do not have a planned approach or budget	1	2	3	4	5	6	7	8	9	10	We have a winning planned approach and allocated budget
BRAND IDENTITY											
Our brand identity does not project the progressive image that we desire	1	2	3	4	5	6	7	8	9	10	Our brand identity projects the progressive image that we desire
WEBSITE STRATEGY											
Our website is dated and difficult to find	1	2	3	4	5	6	7	8	9	10	Our website is current and easy to find
SOCIAL MEDIA											
We have no social media presence	1	2	3	4	5	6	7	8	9	10	We have a very effective social media presence
PROACTIVE PATIENT COMMUNICATION											
Our patients are not aware of the full scope of our offering	1	2	3	4	5	6	7	8	9	10	Our patients are very aware of the full scope of our offering
PATIENT REFERRAL PROGRAM											
We have no patient referral program in place	1	2	3	4	5	6	7	8	9	10	Our patient referral program is very effective
LOCAL COMMUNITY PRESENCE											
Our local area households are unaware of us	1	2	3	4	5	6	7	8	9	10	Our local area households are very aware of us
TEAM APPROACH											
Our team is unaware and not interested in our marketing efforts	1	2	3	4	5	6	7	8	9	10	Our team is aware and very interested in our marketing efforts
METRICS MINDED SYSTEM											
We do not track new client numbers or lead sources	1	2	3	4	5	6	7	8	9	10	We have a winning approach for tracking new clients and lead sources
UNIQUE OPPORTUNITIES											
We are unaware of our unique practice building opportunities	1	2	3	4	5	6	7	8	9	10	We are making the most of our unique practice building opportunities
ADD COLUMN TOTALS											YOUR SCORE <input type="text"/>

PLEASE FILL OUT BELOW TO SUBMIT SCORE

DOCTOR/PRACTICE NAME

EMAIL

PHONE NUMBER

DATE

