

XYZ Medical Center - Marketing Plan

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Introduction

This document describes the Marketing Plan for XYZ Medical Center’s telemedicine program.

It covers marketing strategy, marketing tactics, and financials.

All Actions will be summarized in the Table of Actions for quick reference.

Table of Actions

Category	Action	Owner	Target Completion Date	Status

Strategic Objectives

Business

Outline any goals that apply in the following areas: Financial, Market Share, Market Leadership, Reputation, Facility’s Mission, Operational effectiveness

Where possible, identify how the measures for these goals will vary from one year to the next

Clinical

Outline any goals that apply to: Patient care, Physician support

Market Analysis

The Market’s Problem

Market Needs

The cornerstone of the marketing strategy is an intimate understanding of the market’s needs.

Purchase influencers

Tool: Influencer Map

Internal Influencers

External Influencers

Needs of the Influencer(s) we will target

Below is a list of market needs along with an estimated importance of each need, on a scale of 1 to 10:

Current Solutions / Competitive Analysis

Direct Competitors:

Potential Competitors:

XYZ Regional Medical Center competitive capabilities

Segmentation

How does the market want to be served?

What benefits, emotions, and values do they seek?

Target

Who do we want to attract? How is our solution a good fit for their problem AND our goals?

Positioning

How do we want to attract our target?

How will we differentiate our offering?

Unique Selling Proposition

Why should our prospective client do business with us versus any and every option they can choose from in our category, which include doing nothing?

Message

How will we talk about our offering? What claims will we make (that we can justify)? This is where you get closer to “copy” - the actual words that will be used in your marketing materials. Refer to the Copywriting Checklist. Also, because this solution is in healthcare, be careful that your claims are defensible. In other words, you cannot guarantee patient outcomes, but you can promote the solution as having demonstrated certain outcomes.

Branding Plan

How will we present our message through marketing and sales materials?

Product, Price, Place, Promotion (4 P's)

Marketing / Sales Collateral

Demos

Brochures

Presentations

Offers

Etc.

PR and Communications Plan

What marketing channels will we use?

Campaign Tracking

How will we track the results?

On-Line Plan

Web Site and Landing Pages

Social Media Plan

Other web properties

Traditional Media Plan

Press Releases

News

Journals

Conference / Trade Show Plan

Pricing

What price will we charge for our products and/or services?

Financials

What expenses do we expect to incur as we execute our marketing strategy? What revenues do we expect, if any? How will we tie sales / revenues to our marketing activities?