

# Marketing Resource Checklist

For Physical Therapy Private Practice Owners & Managers



## PTRM Plan Pricing

6 Essentials		In-House Cost	Vendor Cost	L1* \$395/M	L2* \$895/M	L3* \$2,550/M
	<b>Hosting &amp; Website</b>					
<b>E 1</b>	<b>Strategic Marketing Plan</b> <ul style="list-style-type: none"> <li>Branding &amp; Value Prop</li> <li>Competitive Analysis</li> <li>Strategic Messaging</li> <li>Budget, Growth, &amp; ROI Planning</li> </ul>					
<b>E 2</b>	<b>Internal Marketing</b> <ul style="list-style-type: none"> <li>New Patient Communications &amp; Point of Purchase Signage</li> <li>Incoming Call Scripting &amp; Monitoring</li> <li>Increase Compliance &amp; Service Utilization</li> <li>Spur Referrals &amp; Reactivations</li> <li>Follow-up Offers</li> <li>Cash Pay, Partner &amp; Alliance Program</li> </ul>					
<b>E 3</b>	<b>Website &amp; Internet</b> <ul style="list-style-type: none"> <li>Web design &amp; Maintenance</li> <li>Search Engine Optimization*</li> <li>Internet Ad &amp; Social Media*</li> <li>Social Media Management*</li> <li>Traffic Monitoring &amp; Analysis</li> </ul>					
<b>E 4</b>	<b>Consumer Marketing</b> <ul style="list-style-type: none"> <li>New Patient Acquisition</li> <li>Treatment Guides</li> <li>Direct Mail &amp; Advertising Concepts</li> <li>Event Marketing</li> </ul>					
<b>E 5</b>	<b>Physician Marketing</b> <ul style="list-style-type: none"> <li>Clinical Communication Strategy</li> <li>Physician Resource Materials</li> </ul>					
<b>E 6</b>	<b>Project Management</b> <ul style="list-style-type: none"> <li>Expertise &amp; Experience Across All Essential Disciplines</li> <li>Experience &amp; Expertise With General Private Practice Marketing</li> <li>Experience &amp; Expertise Implementing Marketing Within The Clinical Practice</li> </ul>					
	<b>Printing, Direct Mail, Advertising</b>					
	<b>Total</b> Select the provider of choice for each service and fill the empty cells with the costs. Total the columns to estimate and compare costs.					

\*Costs are subject to change. Additional setup and location fees may apply. See website for current pricing and applicable fees. Costs shown are monthly.



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