For the practices that will thrive in 2020

Dr. Nneka Unachukwu
CEO, Ivy League Pediatrics
Founder, EntreMD
I'M DR. UNA
Never waste a good crisis.

Winston Churchill
'My phones aren't ringing anymore!'
Marketing system
Practice Protection Program
The Marketing Stew
THE MARKETING STEW

01

In-house marketing
THE POWER OF IN-HOUSE MARKETING

5 missed appointments a day
For three pediatricians
For one year ...
@$130/visit
$468,000!
THE MARKETING STEW

01 In-house marketing

02 Recaller
AUTOMATED VS LIVE
THE MARKETING STEW

01 In-house marketing
02 Recaller
03 Email marketing
Email vs. Social Media, Engagement

- **Social Media**: 0.58%
  - Social Media's overall engagement rate is 0.58% for Facebook, Instagram, and Twitter.

- **Email Open Rate**: 22.86%
  - Email's open rate across industries is 22.86%.

- **Email CTR**: 3.71%
  - Email's click-through rate across industries is 3.71%.
THE MARKETING STEW

01 In-house marketing
02 Recaller
03 Email marketing
04 Speaking
Video marketers get 66% more qualified leads per year. (Optinmonster, 2019)
8 out of 10 people have purchased a piece of software or app after watching a brand’s video.

(Wyzowl, 2019)
THE MARKETING STEW

01
In-house marketing

02
Recaller

03
Email marketing

04
Speaking

05
Social Media
Customers Are Using Social Media

54% of Social Browsers use social media to research products.

(GlobalWebIndex, 2018)
The Impact of Positive Customer Experience

71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

(Forbes, 2018)
NOW WHAT?
YOUR MARKETING STEW

01  In-house marketing

02  Recaller

03  Email marketing

04  Speaking

05  Social Media
WHAT IF?
LET'S CONNECT

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