

MARKETING PLAYBOOK

For the practices that
will thrive in 2020

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I'M DR. UNA



THANK YOU!

**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

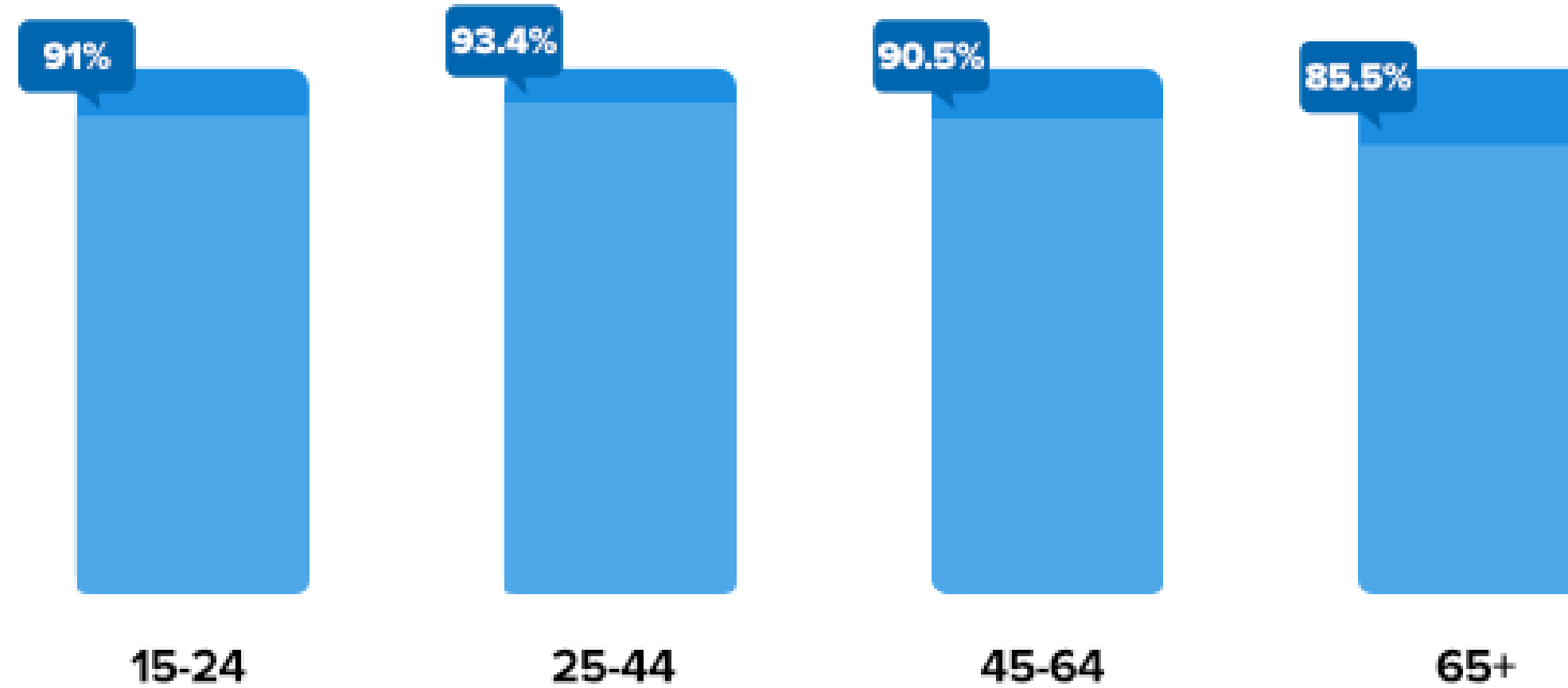
02

Recaller

03

Email
marketing

Email Usage in the U.S. By Age, 2017



Average = 90.1%



Email vs. Social Media, Engagement

0.58% 

Social Media

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

22.86% 

Email Open Rate

Email's open rate across industries is 22.86%.

3.71% 

Email CTR

Email's click-through rate across industries is 3.71%.

optinmonster 

THE MARKETING STEW

01

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Email
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04

Speaking



Video Marketing as a Lead Generation Channel

Video marketers get

66%

more qualified leads per year.

(Optinmonster, 2019)





Power of Video in Purchasing Decisions

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
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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

Podcast

www.EntreMD.com/Podcast

Email

druna@entremd.com

Social Media

[@drunachukwu](https://www.instagram.com/drunachukwu)

