Developing an Effective and Doable Marketing Plan

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Goals:
• Describe the component parts of a marketing plan
• Compose an action plan to create a marketing plan
• Integrate innovative ways to improve a hospice marketing program

Agenda:

1:00 1:40 Introduction & Marketing Plan Overview
1:40 2:05 Step One – Market Analysis
2:05 2:30 Step Two – Strategic Development
2:30 2:45 Break
2:45 3:10 Step Three – Tactical Development
3:10 3:45 Group Brainstorming / Discussion
3:45 4:00 Questions and Answers / Wrap-up

Tools:
Each participant will receive:
• Sample Hospice Marketing Plan
• Marketing Plan Planner
• Market Analysis Case Study
• Resource List
• Action Plan Worksheet / Checklist

Three Steps to Success

We will cover the three steps to a successful marketing plan:
• Market Analysis
• Strategy
• Tactics

What is a Marketing Plan?

• A living, breathing document that empowers an organization to maximize their resources, grow admissions and fulfill their mission
• An integral part of your overall business plan
Developing an Effective and Doable Marketing Plan

Good News!

It's Not Rocket Science!

Start Where You Are and Move Forward

Component Parts of Your Plan:

- Mission, Vision and Goals
- Analysis
  - Organizational Analysis
  - Market Analysis
- Strategy
- Tactics
- Budget

Analysis

Two Types of Analysis:

- Organizational Analysis – knowing your own hospice – what makes it tick!
- Market Analysis – knowing your community, its needs and demographic information – who you serve!

Organizational Analysis:

- SWOT
  - What do you do well?
  - What are your best opportunities?
  - Available resources
  - Do you have additional capacity? If so, where?

Market Analysis:

- Define your service area
- What are the demographics?
  - Population, ethnicity, age distribution
  - Mortality rates by disease
- Who are your competitors?
- What is your market share?
- Market Needs Assessment

Strategy

- Selecting Target Markets
- Positioning
- Messaging
- Resource Allocation
- Goals and Objectives
Tactics

• Marketing Program
  - Media
  - Collaterals
• Sales Program

Budget Development

• Methodology:
  • Based on either:
    - Percentage of expected revenues
    - Last year’s marketing budget
    - Expected cost to execute
    - Some combination thereof

Tracking and ROI

• Must have tracking system in place to measure what is working
• Should be able to calculate a return on investment for your marketing program
• Ideally, you should know your cost to acquire an additional case

Your Action Plan

• Establish Goals
• Plan to Exceed Goals
• Where are we in the process?
• What are our next steps?
• Determine Timeline
• Delegate Tasks
• Measure and Report Progress

Keys to Success

• Take Action
• Implement
• Execute
• Measure Results
• Celebrate Success!

Keys to Success:

• Don’t overcomplicate the process!
• Your starting point, organization, culture and resources will dictate where you start and how you proceed.