

# 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?*