



SUCCESSFULLY MARKETING YOUR PRACTICE COURSE

Our **Successfully Marketing Your Practice** Course is the perfect fit for Doctors and Clinicians looking to develop their practice marketing skills.

Whatever your speciality, marketing is key to the success of your practice and IMTA Ltd provides this practical interactive 1 day course equipping you to understand the fundamentals of marketing, how to create a marketing plan that will assist in the growth and success of your practice.

By the end of the course you will be able to:

- ▶ Identify the needs, wants & desires of your target audience including MTa experiential activity
- ▶ Introduce SWOT and its application
- ▶ Clarify what the marketing mix is and the role it plays in your marketing
- ▶ Review the 4 P's & 7 P's of marketing with a service focus
- ▶ Complete a marketing case study and top tips list
- ▶ Create a marketing plan (real example)

9am: Registration

9.30am: Welcome, housekeeping, course objectives and an interactive warm up session including a review of pre course work



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The first steps of marketing

- ▶ Why audit?
- ▶ Getting to know your audience
- ▶ Identifying what your audience wants
- ▶ Practical activity on how to interact with your audience straight away

Morning Break (15 mins)

Key considerations in marketing

- ▶ Assessing the landscape of your business/industry
- ▶ The 7 steps of marketing your practice

Lunch break (45 mins - 1 hour)

Applying the knowledge

- ▶ Small group practical case study

Afternoon break (15 mins)

The Marketing Plan

- ▶ Creating your marketing plan

Summary, review objectives, Q&A, course reflection and certificates

Close 16:30 - 17:00