Marketing Planner

Lunit

	Initiative	✓	Owner	January	February	March	April	May	June	July	August	September	October	November	December
Employees	Open House														
	Staff Training or Refresh														
	Create FAQs for Front Office Staff (Simple Need to Knows)														
Referring Physicians	Launch Kit														
	Call Top Referring														
	Letter, Electronic Communications														
	Lunch & Learns														
	Ongoing Educational Webinars via HIVE														
	Outreach via Doximity														
Patients	Patient Brochure, Posters (Also Give to Referring Offices for Waiting Areas)														
	Patient Reminder Letters/ Simultaneous with Web Updates														
	Use your EHR Message Capabilities – In Patient Chart, Emails														
Community	Website Update														
	Community Events/ Educational Seminars														
	Radio Ads (Identify Top Stations for Demographic Areas)														
	TV Ads (30″ Spots Targeted Timeframes)														
	Billboards														
	Print/Online Ads														
Media & PR	Press Release														
	Patient Testimonials														
	Company Newsletter														
	Social Media – Hit All Appropriate Populations (Twitter/FB/Insta/LinkedIn)														