

Why Your Marketing is Not Effective

1. NO ONE IS EVER PUT IN CHARGE AND MADE ACCOUNTABLE. You are a doctor, a professional, a clinic director, not a marketing director. Your staff are all chiropractic assistants, either clinically or clerically, and not marketing specialists. So, marketing projects usually don't "belong" to anyone. At a staff meeting, for example, everyone can get excited about an upcoming open house, and it may even get scheduled. Yet, by the time the staff meeting time is up, everyone goes to lunch and back to work, no one is really put in charge of seeing that the Open House gets done on time properly. The result is that the event is either cancelled, or pulled off with great stress and extra work at the last minute.
2. THE MARKETING PROJECTS THEMSELVES ARE USUALLY NEVER SCHEDULED. Every one wants to have a Kid's Day, to send out a newsletter, or have occur some other type of promotion. Setting the exact date, however, is often put off week after week until the motivation for the event has ebbed away.
3. THE TIME TO DO THE ACTUAL WORK ON THE MARKETING PROCEDURES IS NEVER SCHEDULED. Everyone agrees that we will have an open house in two months, but time is never allotted to work on the project.
4. WHEN MARKETING PROJECTS ARE SCHEDULED, THEY USUALLY AREN'T SCHEDULED FAR ENOUGH AHEAD OF TIME. Out of desperation, the office decides to have a donation drive next month and send a letter to all patients. Yet, the mailing list is incomplete, and will take at least two more weeks of hard work to complete it. The old marketing observation applies: "too little, too late."
5. IT TAKES MORE OUTGOING COMMUNICATIONS THAN MOST DOCTORS THINK. Don't wonder why there was no response from a small ad that was lost in the Sunday paper or why no one came in after you handed out three of your business cards. Modern promotions use many different avenues at the same time to get the message out. Remember, there is no one super-powerful procedure to produce 50 new patients, but there are over 50 procedures to get one new patient.
6. MARKETING PROJECTS ARE STOPPED PREMATURELY. Most marketing results are a product of cumulative efforts. The only exception might be direct marketing campaigns, but even these are bolstered by less direct activities, such as networking. In smaller communities, in particular, long term indirect marketing is essential to support direct marketing. It can take multiple exposures for a message to arrive to a prospective patient, and this can take time. (See number 5 above) For example, someone reads an ad, then hears that you were at their club meeting, then hears you on the radio, and then their friend says that she knows someone who went to you. All this adds up, and the next time that person sees your add for a special workshop, they decide to make an appointment.

Another aspect of this is simply a **failure to follow through**. This is somewhat covered in the next barrier I am going to bring up, but sometimes there just isn't enough PUSH to

enforce recurring marketing procedures to continue. Likewise with a special project, such as a newsletter planned for August that may not get out until March, if ever. Failure to follow through and prematurely stopped marketing procedures constitute a BIG barrier to effective marketing.

7. THE DOCTOR LOSES INTEREST AND GOES OFF TO SOMETHING ELSE. Hearing what a colleague is doing across the country, or bored with giving patient lectures, the doctor can sometimes abandon successful marketing procedures. This is far too common.
8. CONFLICTS AND MISUNDERSTANDINGS OCCUR THAT UNDERMINE THE PROJECTS. Slight upsets between doctors and staff and/or staff and staff can distract attention and motivation from practice building activities.
9. THE MOST IMPORTANT PARTS OF MARKETING, INCLUDING MOTIVATION AND SIMPLE FRIENDLY OFFICE PROCEDURES, OFTEN GET OVERLOOKED AND NEGLECTED. Everyone is so caught up in promoting the new carpal tunnel flexion machine, or making the new patient goals and their statistics (!), that the old custom of chatting with the patients in a neighborly and friendly manner gets neglected. In three months, everyone is wondering what happened to the referrals.
10. SUCCESSFUL MARKETING PROCEDURES ARE NOT DOCUMENTED AND REGULARLY REVIEWED. If it worked once, it will probably work again. Over time, successful marketing procedures can get lost.
11. REVIEW AND PLANNING OF MARKETING ACTIVITIES. How can you set exact goals if you don't know from where your patients are coming, both old and new, or even if your marketing activities are successful? Part of planning is reviewing before you "preview" and then set goals, and if you fail to plan, as the saying goes, "you plan to fail."
12. BUDGETING IS NEGLECTED. Spending too much is as bad as not spending enough. It costs time and it costs money to market, even internally. It is an investment that can bring many returns if properly managed.
13. GENERAL CLINIC ORGANIZATIONAL PROBLEMS CAN GET IN THE WAY OF IMPLEMENTING AN EFFECTIVE MANAGEMENT SYSTEM. FINANCIAL OR PERSONNEL EMERGENCIES CAN SOMETIMES CREATE SUCH DESPERATE OVERWORK THAT THERE IS LITTLE TIME OR ATTENTION AVAILABLE TO TEND TO MARKETING. A high level of "crisis" in an office, with a new emergency every week, creates too much distraction to devote to marketing.
14. TEAM MEMBERS THINK THAT MARKETING IS SOMEONE ELSE'S RESPONSIBILITY. Staff and doctors think that they are too busy to actually do any marketing.

These are some of the biggest reasons marketing is not effectively done. But you know what? We could reduce all these barriers down to two core reasons.

Time and Accountability

All marketing is based upon actions that must occur along a time line. If these are not either **scheduled** as special promotions, or hardwired into your office as **recurring procedures**, there is no COMMITMENT. With no commitment, nothing happens. For example, when you set a date to get married, you have pretty much committed to getting married. But until that date is set, well, it is all just so much “sweet-talk.”

The other basic element is **accountability**. Most marketing projects soon become orphans. Everyone says “Yes” to a good idea, but no one is willing to become the parent and actually “rear” the project to adulthood. Some ONE individual, in the end, has to take responsibility for the project, otherwise it won’t get done.

So, that’s why the “Marketing Manager System” by PM&A is effective --- it addresses and resolves all of the above points, all the barriers and pitfalls, and provides not only the system, but, as we will see, many of the procedures as well, to immediately implement and boost the volume in your office.