



HOW TO BUILD A MARKETING PLAN THAT WORKS

A STRATEGIC APPROACH
TO HIT VOLUME TARGETS

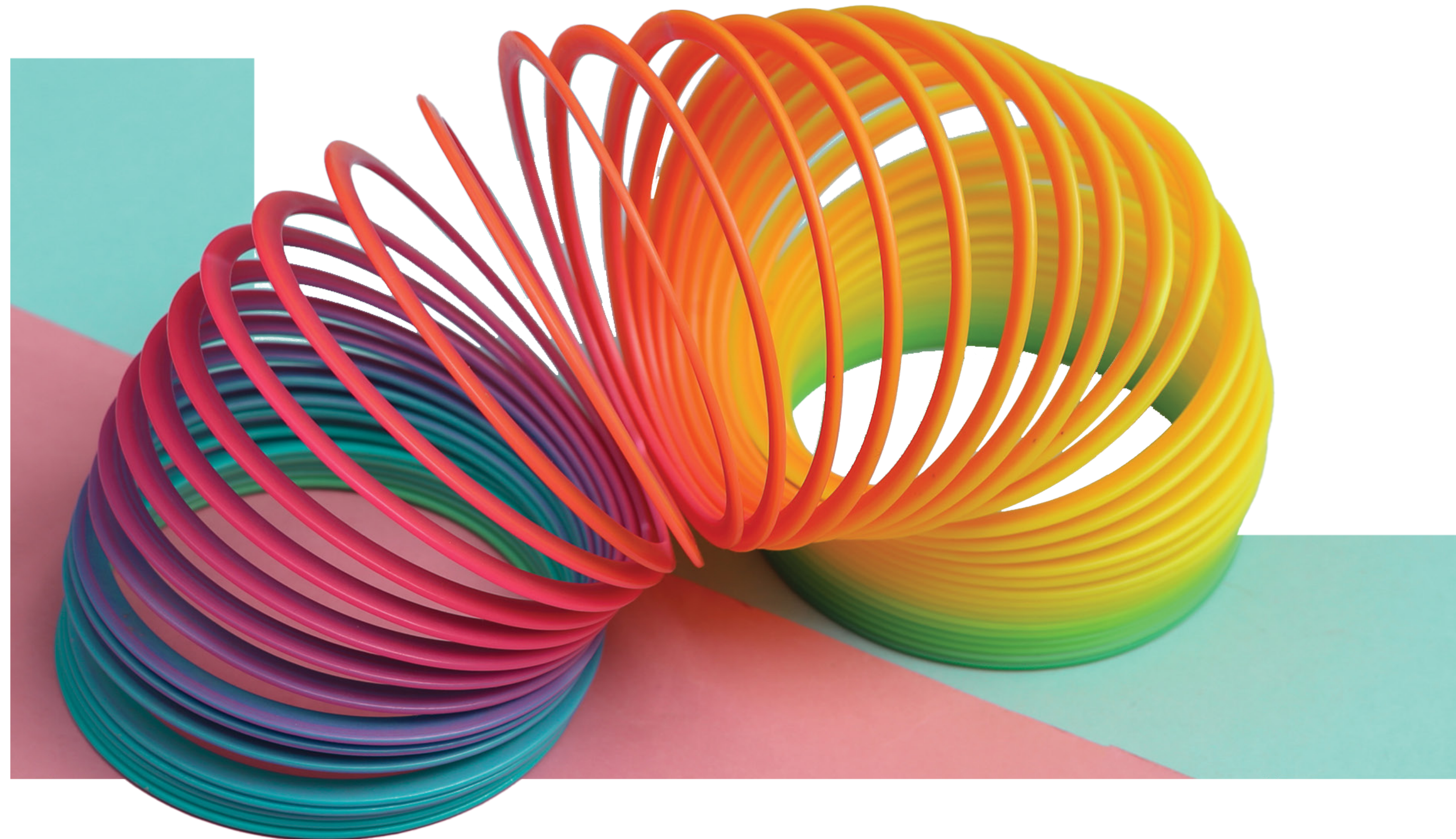
DECODE

DEBRIEF

HELLO + THANK YOU!

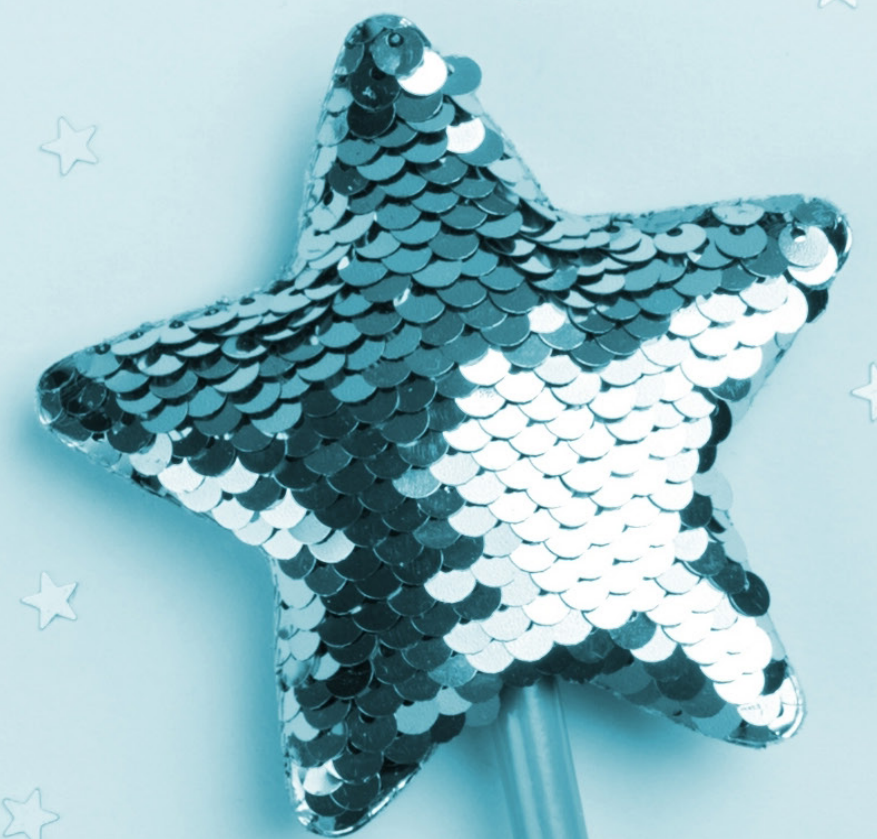
DEBRIEF PROGRAM

- ONE:** WHERE TO START
- TWO:** HOW TO STAY ORGANIZED
- THREE:** HOW TO PUT PEN TO PAPER
- FOUR:** WHAT YOU SHARE
- FIVE:** HOW YOU IMPROVE
- SIX:** Q+A



**A GOAL WITHOUT
A PLAN IS
JUST A WISH**

—Antone de Saut Exupery



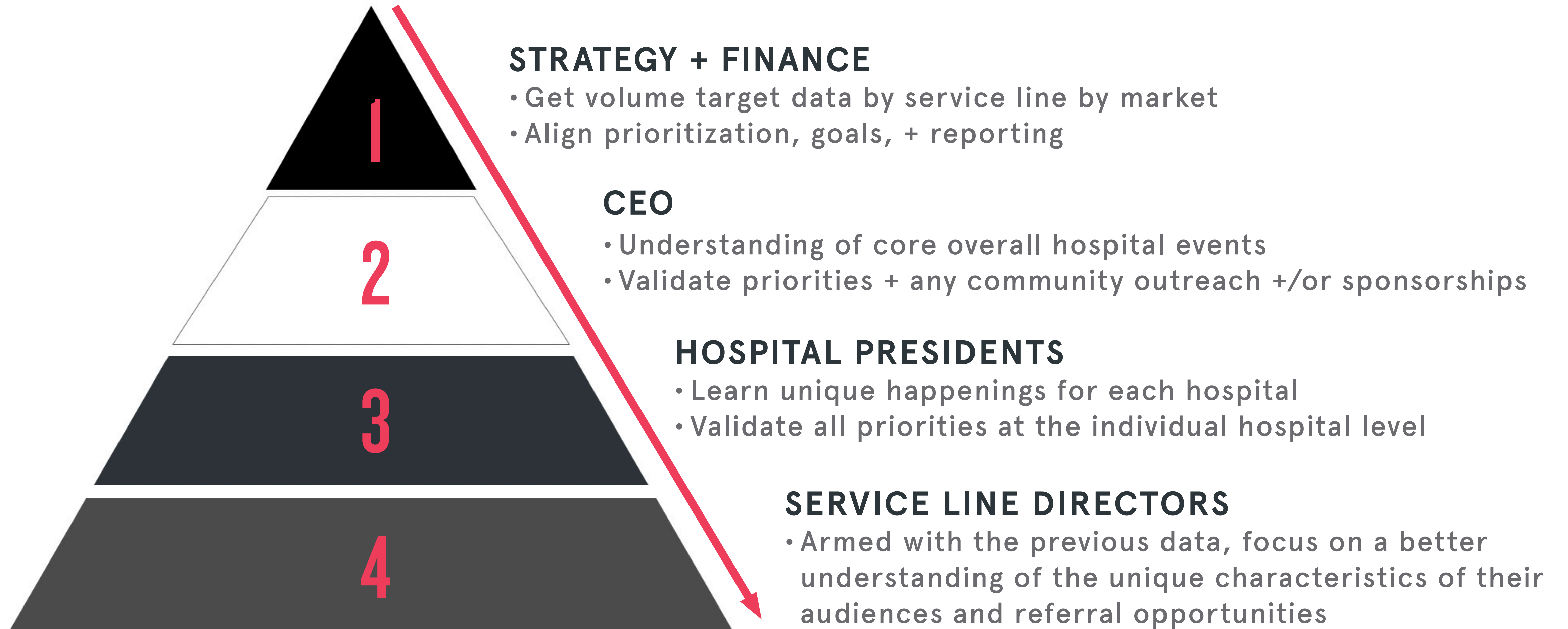
ONE

WHERE TO START

GET YOUR DUCKS IN A ROW



GATHERING DATA: TRIANGLE APPROACH



TIPS FOR INFORMATION GATHERING



PRIORITIZE

Make them prioritize their wish list.

CLARIFY SUCCESS

Ask them what success looks like for them in terms of the organization's marketing.

BRING DATA

Have handy last year's data by service line with information on spend, performance, and any learnings.

LANDSCAPE INTEREST

Ask what they see in the space from a competitor's perspective that interests them.

ALIGNMENT WITH LEADERS

Always be alert if some of the information they are providing contradicts strategy volume targets, or the CEO or Hospital President's direction.

TWO

HOW TO GET ORGANIZED


**BUILD A
STRONG
FRAMEWORK**



BUILDING THE FRAME

While it may seem silly, this framework will allow you to contain all information and provide benchmarks to ensure everything is a success.

FOCUS												
QUESTIONS	ANSWERS	INITIATIVES OR SERVICES LINES	Q1		Q2		Q3		Q4		TOTAL	Projected Volumes from Marketing
			Digital	Traditional	Digital	Traditional	Digital	Traditional	Digital	Traditional		
What are the top 5 service lines/initiatives for this year?		Brand	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
When will strategy/operations provide updated volumes? Who will that come from?		CV	\$6,000.00	\$3,000.00	\$11,000.00	\$3,500.00	\$41,000.00	\$18,000.00	\$6,000.00	\$3,000.00	\$91,500.00	
Dates and frequency of reporting up to leadership?		Oncology	\$6,000.00	\$3,000.00	\$11,000.00	\$3,500.00	\$41,000.00	\$18,000.00	\$6,000.00	\$3,000.00	\$91,500.00	
What needs to be included in leadership reports?		Bariatrics	\$8,000.00	\$3,000.00	\$11,000.00	\$10,500.00	\$36,000.00	\$18,000.00	\$6,000.00	\$3,500.00	\$96,000.00	
What does success look like?		[Insert Service Line Name]										



TIPS FOR COMPLETING YOUR FRAMEWORK

FOCUS

First center budget allocation at the highest of levels and identifying a total advertising budget for each service line or initiative.

70/30

Try to ensure 70% digital / 30% traditional advertising spend allocation overall—some initiatives may have a bit of skew on traditional, and some niche service lines will have no traditional so use this as a guide.

5%

Always allocate 5% of your total advertising budget for contingency.

THREE

HOW TO PUT PEN TO PAPER

WORK BACKWARDS





ONE: START WITH COMMITMENTS

Look at all **ANNUAL COMMITMENTS** like sponsorships and commitments you can't shift such as specific print publications and outdoor boards.

DON'T LEAVE THESE AS LUMP SUMS, but allocate to the different service lines or initiatives.

Always look at **SEASONALITY** for identifying which service lines to promote — i.e., oncology in October due to breast cancer awareness.

TWO: HIGHEST PRIORITY

Then lean into the highest priority campaigns in terms of required **YOY GROWTH** and allocate funds based on top priorities.





THREE: FORMULA RHYTHM

Don't just guess, leverage **CONCRETE FORMULAS** to hit your patient service line targets, especially in digital channels.

What you need to collect:

**Prior
Year**

**Avg. Monthly
Patient
Volume**

**Service
Line Digital
Spend**

**Service Line
Traditional
Spend**

**Upcoming
Year**

**Avg. Monthly Patient Volume
Target**

DECODE BUDGET CALCULATOR

DON'T WORRY, WE WILL DO THE MATH FOR YOU

The screenshot shows the DECODE logo in the top left corner and a hamburger menu icon in the top right. Below the logo is a hero image featuring red chess pieces on a light pink background. Overlaid on the image is the text "< 1 MIN READ" and "DECODE WEBINAR".

Below the hero image is a grey section containing a grid icon and the title "BUDGET CALCULATOR". The form includes the following elements:

- A dropdown menu with the placeholder text "-- Select A Service Line --".
- A text input field labeled "Last Year Service Line Actual Patient Volume (avg monthly volume)".
- A text input field labeled "Last Year Service Line Digital Spend -- average monthly volume" with a "\$" symbol on the left.
- A text input field labeled "Last Year Service line TOTAL spend outside Digital (average monthly volume)" with a "\$" symbol on the left.
- A text input field labeled "This year service line volume target (average monthly)".
- A dropdown menu with the placeholder text "-- How competitive is the market? --".
- An orange "Next" button at the bottom right.

FOUR: SHIFT TO CHANNEL SPEND

Once you have the recommended digital spend per service line, the **FOCUS SHIFTS TO CHANNEL DISTRIBUTION.**

We recommend working with your digital agency to determine the demand for your markets and channel allocation, however, a good starting point is:

50%-70% Paid Search

15%-25% Paid Social

15%-25% Programmatic





FIVE: REVISIT TRADITIONAL

Following digital, add any considerations for traditional outside of what was already outlined in prior commitments discovered in the first build allocations.

These could be:

TV/DRTV

RADIO

OOH

PRINT

DIRECT MAIL

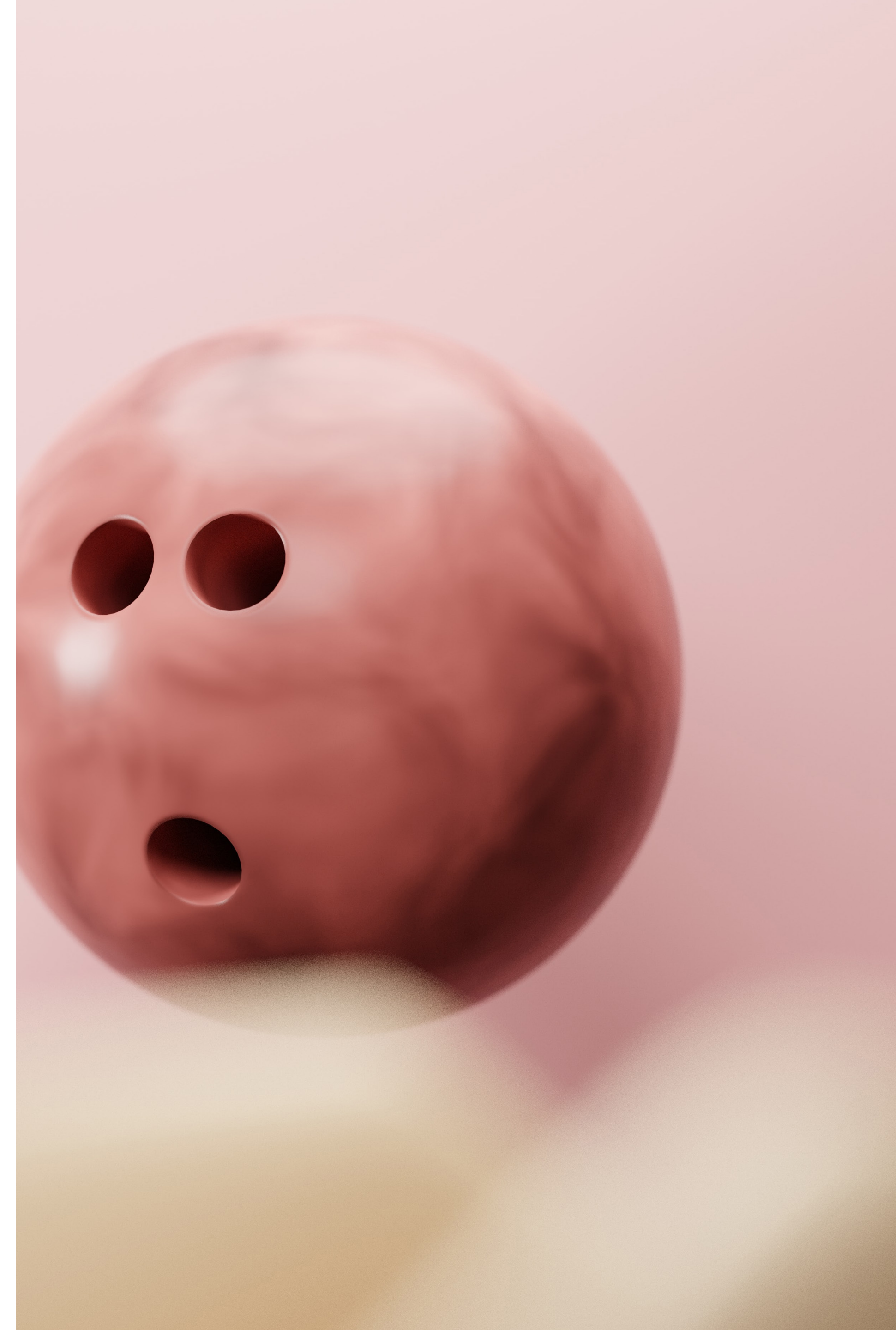
SIX: TWEAK WITH BUMPER LANES

Review, revise, and tweak across service lines until you hit your marketing budget number.

RECOMMENDED OVERARCHING SPLITS:

70% Digital

30% Traditional



FOUR

**WHAT YOU SHARE
EVERYTHING...
+ DOCUMENT
EVERYTHING**



CONNECT WITH CEO + STRATEGY PARTNERS

ONE: Share framework with projected encounters/patients for the year

TWO: Discuss any alignment issues or gaps

THREE: Reporting cadence + metrics: volume actuals + key metrics





BREAK IT DOWN FURTHER

With a blessed overarching budget, it is time to break it down by market, which can be done via one of the following options:

ONE: Beds/providers in each market as a percentage and allocate budget accordingly.

TWO: Leverage this year's service line patient volume targets by market as a percentage and allocate accordingly.

BREAK IT DOWN FURTHER

Now that you have all of the media allocations by service/initiative and market, it is time to layer in the “free” marketing to help fill the gaps with hospital president or service line directors.


SOCIAL MEDIA

- Solidify Service Line Social + Content Strategy/Allocation
- Create a High-level Annual Calendar
- **TIP:** Stay committed to your percentages and ensure you are tagging your posts so you can report performance

CRM

- Identify 3-5 CRM programs that can be used to support challenges within each service line
- **REMEMBER:** As a marketer, sometimes it's not just about getting those leads but actually ensuring they result in an encounter





**IT'S NOT THE STRONGEST
SPECIES THAT SURVIVE, NOR
THE MOST INTELLIGENT, BUT
THE MOST RESPONSIVE TO
CHANGE**

—Charles Darwin

FIVE

**HOW YOU IMPROVE
THE MOMENT
YOU LAUNCH,
THE PARTY
NEVER STOPS!**





OPTIMIZATION OF MARKETING PLAN

REVIEW your marketing plan on a monthly basis.

- Campaign Performance Metrics
- Volumes (not only encounters but payor mix)
- Capacity

EVALUATE performance according to annual target and shift budgets accordingly, if needed.

LEVERAGE that 5% emergency fund to address any pop-ups or shift from an over-performing campaign.



QUESTIONS



THANK YOU