

THE 5 E'S
EASY MARKETING PLAN



Marketing Strategy Workbook

A workbook designed to help you understand
your business, marketing, and potential patients.

Brand Strategy

What are the clinic's purposes?

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What are the clinic's goals?

What are the clinic's key missions?

What are the clinic's values?
(3 or 4 words are plenty)

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Vision and Mission

Vision Statement

Steps to achieve

Mission Statement

Important things to remember

Perfect Patient 1

Basic Demographics

☐ Age

☐ Income

☐ Gender

☐ Family Information

What is their main problem?

What do they think or feel about it?

Their fears, frustrations, pains, and urgencies and what does it stop them from doing?

(What are their biggest problems?)

Describe your Perfect Patient in more detail including what outcome they seek:

(What would they love to be able to do again?)

Perfect Patient 2

Basic Demographics

☐ Age

☐ Income

☐ Gender

☐ Family Information

What is their main problem?

What do they think or feel about it?

Their fears, frustrations, pains, and urgencies and what does it stop them from doing?

(What are their biggest problems?)

Describe your Perfect Patient in more detail including what outcome they seek:

(What would they love to be able to do again?)



Define Your Marketing

How you will engage with your potential new patients:

| Week 1 | Topics | Your Call To Action |
|---|--------|---------------------|
| EMOTION <i>Inspire your followers</i> | | |
| EDUCATE <i>Help them to learn more</i> | | |
| ENGAGE <i>Encourage conversations</i> | | |
| EXCELLENCE <i>Showcase your skills</i> | | |
| EXAMPLES <i>Share your results</i> | | |



Define Your Marketing

How you will engage with your potential new patients:

| Week 2 | Topics | Your Call To Action |
|---|--------|---------------------|
| EMOTION <i>Inspire your followers</i> | | |
| EDUCATE <i>Help them to learn more</i> | | |
| ENGAGE <i>Encourage conversations</i> | | |
| EXCELLENCE <i>Showcase your skills</i> | | |
| EXAMPLES <i>Share your results</i> | | |



Define Your Marketing

How you will engage with your potential new patients:

| Week 3 | Topics | Your Call To Action |
|---|--------|---------------------|
| EMOTION <i>Inspire your followers</i> | | |
| EDUCATE <i>Help them to learn more</i> | | |
| ENGAGE <i>Encourage conversations</i> | | |
| EXCELLENCE <i>Showcase your skills</i> | | |
| EXAMPLES <i>Share your results</i> | | |



Define Your Marketing

How you will engage with your potential new patients:

| Week 4 | Topics | Your Call To Action |
|---|--------|---------------------|
| EMOTION <i>Inspire your followers</i> | | |
| EDUCATE <i>Help them to learn more</i> | | |
| ENGAGE <i>Encourage conversations</i> | | |
| EXCELLENCE <i>Showcase your skills</i> | | |
| EXAMPLES <i>Share your results</i> | | |



Blogs and Videos

Blog Topics

Blog Titles

Video Topics

Video Titles



Notes and Further Ideas

Hashtags

SEO – Typical Keyword Searches

Notes