

Marketing in Allied Health

Amy Geach

Objectives:

- Develop a greater awareness of the word marketing and how it relates to the allied health industry
- Develop an appreciation of ethical marketing approaches in allied health
- Learn the steps involved to create your own marketing plan
- Learn various offline marketing strategies to target your ideal customer
- Learn various online marketing strategies to engage with your ideal customer
- Develop an awareness of how to create marketing strategies on a budget

Workshop progression outline:

- Why we need to engage in marketing and branding in allied health
- How to develop a marketing plan to suit your service, including identifying your ideal customer
- Offline marketing strategies including brochures, waiting rooms, letters, and networking
- Morning Tea
- Online marketing strategies including blogging, websites, social media and electronic newsletters
- Tips moving forward including what to do next, resources available, how to market on a budget