

5 Rules for a Profitable Marketing Program



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5 Rules for a Profitable Marketing Program

Marketing Guru Dan Kennedy touts an adherence to a very specific marketing program, which he refers to as Magnetic Marketing, as a direct pathway to success. Many in the healthcare profession, such as dentists and chiropractors attempt to follow this program to gain new patients, as well as strategies for retaining existing ones and gaining referrals.

Maybe you have already ‘bought’ into this philosophy. Maybe not.

But...if you have: Are you living the program?

It’s challenging to develop and implement a program that is systematic and works like clock-work. Monitoring that system and it’s progress...making tweaks as needed while maintaining valuable content, etc. It is all very challenging.

Kennedy provides 10 Rules for a Strong Marketing Foundation. Since 1993, BrandVision has followed a very similar path in creating profitable marketing programs for it’s clients.

In this paper, we outline our own **5 RULES FOR A PROFITABLE MARKETING PROGRAM.**

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Rules for a Profitable
Marketing Program

#1) Create a Clear-cut Call-to-Action—

Within the Kennedy system, this claim rings clear: Branding is a waste of money. What his system doesn't really make clear is that you are **always** in the process of building your brand...of creating that relationship between your company and the customer.

Your brand is **built touchpoint to touchpoint...within every marketing communication piece.**

Your advertising, meanwhile...should be geared to **sell** within that brand relationship.

That means a **strong call to action** that greets every customer with a clear offer that helps them in a culturally relevant way. (i.e. pictures of your kid's beautiful smiles that create lasting memories to be shared with grandparents, etc....regenerative medicine to tackle on-going arthritis pain and help you get back to life...a preventative wellness plan that creates peace of mind and flat-out boosts energy, making you feel good day-in-day-out, etc.)

So, while your advertising is, indeed and always, building your brand identity...it is, **first and foremost**, selling and connecting with consumers in a truly mutually beneficial and profitable way.

Have questions?

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#2 Produce Compelling Copy that Addresses a Desire—

Copy matters. Strong copy will connect with the prospect or patient in an emotionally striking way. Emotion always outsells other approaches.

Simple fact: People act based on emotional responses. They **spend** based on emotional responses.

In fact, within the decision-making process emotions such as fear, sadness, love, pride and on and on the list goes...are far more impactful than price and basic features and benefits.

Speak to an individual's emotions...address those emotions...and you have an impactful brand relationship and a strong sales message.

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#3) Create a Deadline—

There must be a reason to act promptly or timely, if not immediately.

Remember, there are always three responses to your marketing messages: Yes, No, or Maybe.

Get a “Yes” and you get a win. Get a “No”...move on. Get a “Maybe” and you have a potential future win just waiting in the wings.

Remember, people hate to be sold, but they love to buy.

Seriously.

Just provide clear and easy instructions to follow in order to facilitate the connection. Maybe it's a link to set an appointment. Maybe a phone number to call...or an email. Provide options for people to communicate with you in a way that is comfortable for them.

But make sure they know that ‘acting’ on your message must be done today!

Best rule of thumb: No more than two weeks is your deadline. Anything more simply does not trigger urgency.

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#4) Create a System—

Create a marketing system that is complete with Tracking, Follow-up & Measurement.

Establish your 'buckets' with tracking and follow-up systems in place to ensure that you maximize ROI.

Remember—there are 'yes' replies... 'no' replies... and 'maybe' replies. Each bares relevance but make sure that each campaign is geared toward moving patients (and prospective patients) toward a mutually beneficial relationship.

Continuously measure the results. Because...

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#5) Only Results Matter—

It's simple.

Dollars spent vs. Revenue Generated...it is the only relevant metric.

Leads generated.

What leads were built up and 'bucketed' for future communication? Those are factors as well, but the main metric, of course, is going to be \$-spent vs. \$-generated.

Not 'Likes'...not 'Shares'.

Keep in mind, I'm not discounting the value of those metrics in social media campaigns. They have great value in certain campaigns. BUT—those do not tie directly into revenue generation. All that matters is how much you spent and how it impacted money coming in.

Further—tracking is key here (See Rule #4) because you want to ensure there are ways to gauge this element and make sure Results are being measured correctly.

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BRAND**vision** MARKETING

Our Offer to You...

Are You Living the Program?

Maybe you have bought into the Kennedy Philosophy but still have yet to find **the growth...and the freedom...** to truly impact your practice's bottom line.

You're not alone.

In fact, while it 'all sounds so simple'—it's not. The reality is that developing and implementing such a marketing program and system is time consuming and challenging.

Why?

Because each market is different. Because each brand is operating at a different place on the continuum. Because the market is flooded with content. Because...I could go on and on. So, with that in mind...BrandVision Marketing is here to help.

BrandVision has served as an extension of our client's marketing departments for 30 years. We know this 'stuff' and get to the heart of what matters: Your Bottom Line!

Here's our offer:

BrandVision Marketing will:

Examine your current program:

- * *Interview key staff to get to know your program and patient processes*
- * *Interview 4-6 (min.) loyal patients for insight into their experiences.*
- * *Examine current marketing materials being utilized*
- * *Examine current marketing media being utilized*
- * *Examine current brand identity based on those elements and others*
- * *Examine current competitive environment and landscape*
- * *Examine the Patient Experience to ensure a maximized experience*
- * *Make recommendations on Solidifying your Magnetic Marketing Program*

Throughout, BrandVision will look at areas that are both in-sync & out-of-sync with a successful program; and, look for opportunities to more Profitably engage with your patients. Delivered electronically in a 10-to-15-page report that we present to you.



\$99

Normally \$239.00

Act Before 9/30/2023

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Ready to Go or Have questions?

QUESTIONS? Call us at **865.531.5874** or schedule a [Meet & Greet](#) with an Account Manager;

READY TO ROCK? Email us at info@brandvisionmarketing.com and click the Payment Link!

Getting started is easy.

*Just email us to let us know you're ready to rock and roll. Put
Sign...Me...Up in the SUBJECT!*

And click our [Payment Link](#)! Or Scan the QR Code Below:



We will begin the assessment process immediately!

Completion Estimate: 2-3 weeks from sign-up