

Ideas and Tips on How to

- ▶ Gain more impact
- ▶ Win customers
- ▶ Achieve results
- ▶ Strengthen your market position
- ▶ Become more successful

Free checklists at
www.umbachpartner.com
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HEALTHCARE MARKETING
DR. UMBACH & PARTNER
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Trainig + Consulting



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Succeed with Know-How

Making Marketing Work For You

Practical Tips and Recommendations

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Concept

Develop a Clear Marketing Strategy

Analysis

Investigate target group and environment

Unmet need

Understand the prospect's problem

Positioning

Develop a powerful message

- Attention
Arouse interest in content
- Benefit
Offer a fact-based solution
- Superiority
Show unique value
- Validation
Support with reference, quote, story
- Behaviour
Ask for action

Modes of expression

Address all senses creatively

Check

Test draft, adapt to feedback, test again

Channels

Find effective communication routes

Success criteria

Define key performance indicators

Names

Collect and store customer contact data

Capitalize on opportunities

Modes of Expression

Address All Senses Creatively

Trademark

Make brand name known

Brand vocabulary

Identify distinctive words

Core message

Concentrate key content into one sentence

Bullet points

Formulate additional short statements

Important number

Identify the most relevant number

Memorable marks

Select a letter, syllable, symbol

Easy legibility

Select appropriate font, size and contrast

Proven layout

Choose an effective page format

Right colour

Use brand colour

Comprehensible tables

Optimize rows and columns

Convincing graphs

Make diagrams crystal-clear

Compelling visuals

Use suitable and consistent images

Give-aways

Find appropriate objects

Build a winning brand

Channels

Find Effective Communication Routes

Experts

Individuals, advisory boards, professional societies

Events

Conferences, workshops, presentations ...

Scientific publications

Abstracts, articles ...

Personal contacts

Connect and network with people

Market research

Interviews, focus groups ...

Electronic media

Websites, videos, social media ...

Public relations

Engage the media, work with journalists

Advertising

Print and electronic adverts, brochures ...

Sales force

Train and motivate representatives ...

Direct marketing

Print and electronic mailings, telephone service hotlines, call centers ...

Additional options

Continuing medical education, clinical studies, sponsorships, self-help groups, imaginative actions ...

Start a dialogue with clients