One page marketing plan: private clinic

Fill it in, review it monthly

YOUR GOAL FOR THE NEXT 90 DAYS

1. What to fill

Treatments to fill	Why it matters	Target per month
Treatment 1		
Treatment 2		
Treatment 3		

2. Where enquiries will come from

Channel	What you will do	Monthly budget
Google Ads (treatments people search)		
Meta Ads (considered treatments)		
Google Business Profile and reviews		
Landing page per treatment		

3. Track and follow up

Tracking

Calls and forms counted once. Booked work recorded. Who is responsible: _____

Follow up

Reply within: _____ minutes. Call task: _____ Reminder after ____ days.

4. The numbers to review each month

Number	Last month	This month	Action
Cost per booked appointment			
Enquiries answered within an hour			
Appointments attended			
Return on ad spend			

Tip: Describe the service, not the person, in ads. Keep health details out of texts and emails.