

A Calendar Keeps Marketing Activities Organized

Once plans have been completed, a calendar can get your marketing efforts organized and underway. Name specific activities, set dates for implementation, decide costs, assign responsibilities, and assess results on a spread sheet with column headings:

- **Marketing activity/project**
- **Date to begin/end**
- **Staff members who are responsible**
- **Investment/costs**
- **Results**

The Marketing Coordinator for the practice can maintain this spread sheet/calendar.

Whether a current staff member is assigned the Coordinator duties as part of her/his responsibilities or a new team member is hired to fill the role, the Coordinator should work closely with the dentist to keep him/her abreast of marketing activities, the costs involved, and the results. Results are measured primarily in an increased number of new patients. A growing practice should enjoy a minimum increase of 10% per year in new patients and, therefore, active patients. And most practices with a successful marketing plan will add significantly more than 10% per year to the patient load.