

Marketing plan

Your template for filling your practice

Who is your target audience and what message do you want them to know about your services?

Example--parents of children ages 2-7 years old who live in Newark DE

Where does your target audience naturally spend time?

Example--schools, day care centers, pediatricians offices, community centers.

What separates your services from others?

Example-- We see new clients within 24 hours. We never have a waitlist.

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List all possible marketing activities you can use to market to your target audience. (i.e., blogging)

Example--blogging, Vlogging, free workshop for parents of children on the spectrum.

Plan a marketing activity for the next six months. Be specific.

Example-- June speak to PTA at local elementary school on managing challenging behaviors in children.

