

Healthcare Marketing Plan

I. EXECUTIVE SUMMARY

Brief overview of the healthcare provider, its services, and the purpose of the marketing plan:

II. INTRODUCTION

Specify below:

III. TARGET AUDIENCE ANALYSIS

Demographics:

Preferences and needs:

Market segmentation:

IV. SWOT ANALYSIS

Strengths:

Weaknesses:

Opportunities:

Threats:

V. OBJECTIVES AND GOALS

Specify below:

VI. MARKETING STRATEGIES AND TACTICS

Online marketing:

Offline marketing:

Paid advertising:

VII. BUDGET ALLOCATION

Specify below:

VIII. TIMELINE AND IMPLEMENTATION PLAN

Month 1-2:

Month 3-4:

Month 5-6:

Ongoing:

IX. MONITORING AND EVALUATION

Specify below:

X. COMPLIANCE AND REGULATIONS

Specify below: