

# Designated Medical

Launch your new private practice with our marketing start-up package

# **Starting out in private practice is an exciting time. Once all of your building blocks are in place, how are you going to attract new patients and referrers?**

## **Our experienced healthcare marketing team can help.**

We have developed a package specifically for those new to private practice. Our experienced team will guide you through creating your practice's visual identity, capturing your vision, identifying your target patients and referrers and importantly creating a website that will mean you are discoverable online.

A website is your 'shop window', but it needs to be updated and evolved over time to ensure your information is relevant and interesting to your patients and referrers. Once your website is live our team can manage your website for you, and create a bespoke marketing plan to drive people to your site. This can be as much or as little activity as you wish, depending on how quickly or how big you would like your practice to grow.

## **Why do you need marketing for your private practice?**

If you wish to grow your practice, marketing is essential tool alongside referrer relationships, private hospital connections/clinics and any inherited patients. Regardless of the relationship we have with a company or individual, we will all do our research and look for confirmation of their existence, expertise and reviews online. If you are not discoverable via your own website, it is exceptionally difficult to manage the content about you that is available online.

We see a website as important as a good Medical PA in your patients experience.

**Start your conversation with  
Designated Medical today**

**020 7952 1008**

**[info@designatedmedical.com](mailto:info@designatedmedical.com)**



## Start - up Marketing package

### What is included

#### Branding

Logo

Colour palette

Key messaging

\*excludes creation of name -  
this is an additional cost, if required\*

#### Website development

Domain name registration support

Creation of wireframe/site map based  
on 10 pages  
2 flat designs

#### Website build

Image searches (not purchases)

Full content creation – copy writing

Mobile optimised

Entry level SEO

Creation and management of

Cookie and Privacy policies

Google Analytics to allow visitor data  
to be analysed

Annual hosting charge and security certificate

#### Online search

Creation and population of Google My Business page  
(once website is live)

**£2,700 + VAT**



## Monthly website support

### ✓ Marketing

#### Why you need this

Every website needs to be maintained from a software update perspective, so this support is part of our start up package. As well as software updates, this allows for small text amends, such as clinic times changing etc, if required and a quarterly review of your Google Analytics data.  
This is optional.

**£300 + VAT p/m**

## What next?

We can provide you with ongoing marketing support. This is bespoke to every client, and your Designated Marketing Manager can discuss this with you, establishing which areas would be best to focus on for you and your practice. This may include, developing your marketing strategy to include blogs, social media, referral management, patient journey planning, Google advertising, SEO Booster package, or helping you with establishing good working relationships with patient liaisons, support applying for PMI recognition, or developing relationships and opportunities with charities – all of which we can deliver for you and much more.

**Our hourly rate is £60 an hour, and we recommend a minimum of 5 hours per month . Most of our clients do require more support than this – but that is for you and your Designated Marketing Manager to discuss.**