

JAMESON'S TOP

10



Rate your practice marketing based on how you feel you are executing each outlet:

1 = garage band 10 = legendary rockstar!

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|---|---|---|---|---|---|---|---|---|---|----|
| 1. Branding
(logo, collateral, overall messaging) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Website | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Searchability | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Social Media | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Online Presence
(Facebook Ads, Google, Blogs) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. Reviews
(Google, Yelp, Facebook) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. Internal
(Email, e-Newsletters, Referrals, Patient Education) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. External
(Direct Mail, Advertising, Community Involvement) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9. Networking
(Business to Business, Referrals from Peers) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10. Patient Experience
(Customer Service, Telephone, New Patient Experience, Business Systems) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |



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