

EXAMPLE: Current Patient Plan for miraDry Summer Push



Strategic Planning

Target Audience

Existing patients who follow us, or have opted into email/SMS, who have expressed interest or gotten a treatment for HH.

Young professional patients who have gotten treatments for health and wellness and expressed interest in other treatments.

Goals

- Have X virtual consultations for miraDry in the week of July
- Book 3 miraDry patients a week during summer
- Drive \$XX in miraDry Revenue

Strategy

(Re)-Introduce miraDry to patients in the practice by highlighting ways to feel their best during summer by eliminating sweat and odor. Leverage the summer heat to drive interest in treatment.

Tactical Execution

Tools



Email



SMS



Social



Patient Coordinators

Patient Value Messaging

“Hi Sally! Summer is here and it is HOT! Have you heard about Dr. Lee’s favorite sweat and odor treatment for summer? miraDry is a permanent treatment and we have had over 200 patients with a X% satisfaction rate. See our testimonials here.”

Plan

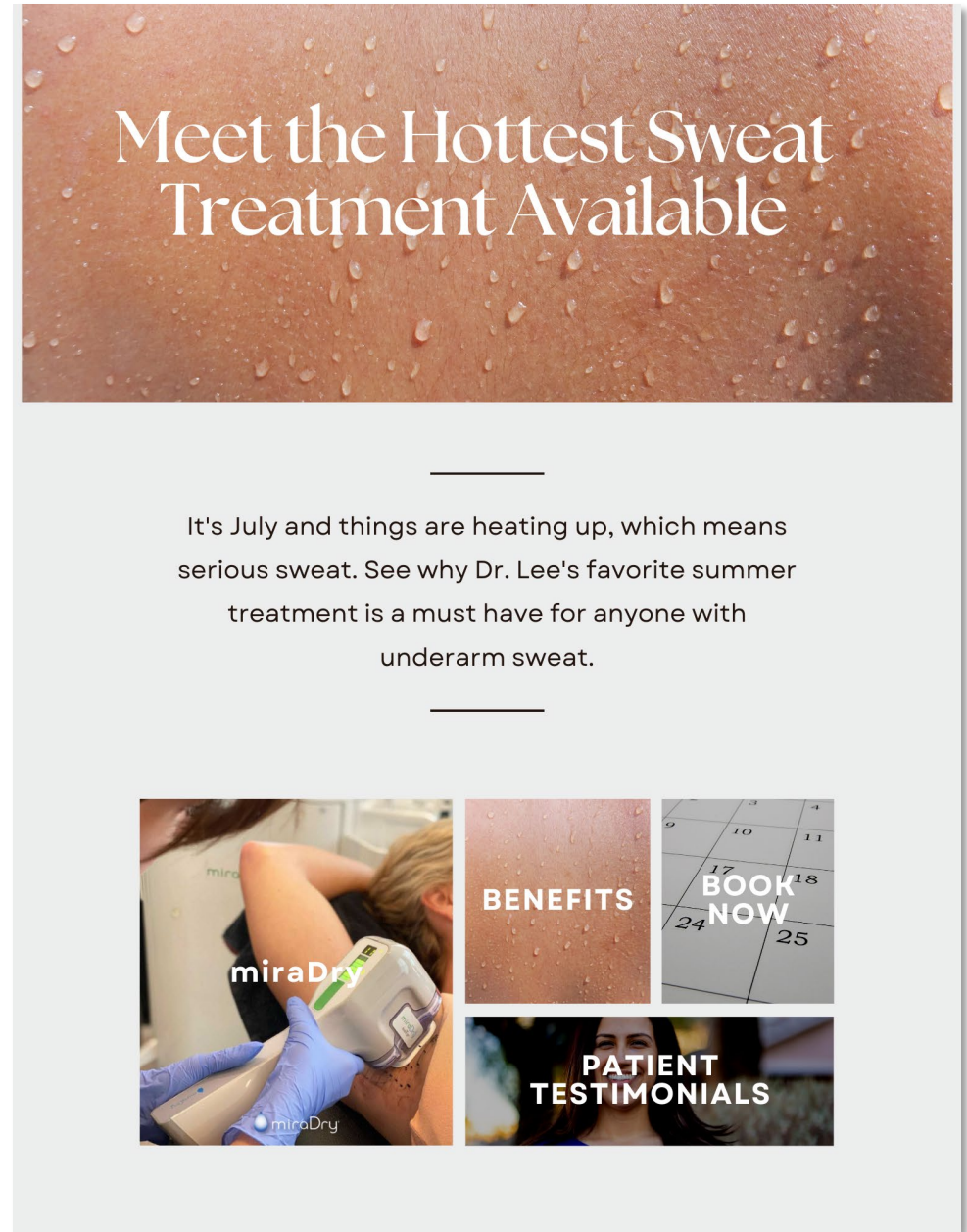
- Week 1: Announcement in email, sms, social
- Week 2: Patient Coordinator Outreach to existing HH patients
- Week 3: social media reminder and email resend

Marketing Planning Template

Strategic Planning	Tactical Execution
<div>Target Audience</div> <div>Who, What, Where</div>	<div>Tools</div> <div>Channels and Tactics</div>
<div>Goals</div> <div>Why</div>	<div>Patient Value Messaging</div> <div>Tailored, Relevant, Personal</div>
<div>Strategy</div> <div>How</div>	<div>Plan</div> <div>Timing</div>

miraDry Email Tips

- Headlines should mention benefits, be interesting and catchy
- Content should be relevant, educational, informative
- Personal stories, reviews, testimonials can work
- Highlight miraDry as your “treatment of the month”
- Consider targeting patients who sought other sweat treatments



miraDry Social Media Tips

- Need content ideas? Search #miraDry in social platforms to get inspired
- Best performing content shows the procedure
- Other great content tells a story
 - Why miraDry
 - What the procedure is like
 - What are the results
- Feature your providers, patients want to hear from experts
- Experiment and see what works for your practice



miraDry Search Tips

- For paid search or pay-per-click (PPC) try words that relate to sweat, hyperhidrosis and your area:
 - Sweat treatment near me
 - Underarm sweat and odor
 - miraDry near me
- Start with a few dollars and see what works for you
- Make sure your landing page is relevant and informative

