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MARKETING PLAN

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CHAPTER OBJECTIVES

- ✓ Analyze your market.
- ✓ Create a marketing plan.
- ✓ Implement your marketing plan.
- ✓ Assess and redirect your marketing strategies.

Marketing is a vital function to business survival, but it is often underutilized or misunderstood by rehab business owners. “Tell them what they get, not what you do.”¹ This is where the marketing confusion begins. Marketing often gets misinterpreted as educating the doctors or the community on who you are or what you do and not what they get.

Marketing is “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”² Marketing involves several activities “designed to sense, serve, and satisfy” the potential client, physician, or whomever you are targeting your message and efforts.²

The main objectives of marketing are as follows³:

- To identify and meet the target market’s (customer’s) needs and wants
- To create awareness of the product or service
- To increase accessibility to the consumer
- To persuade the consumer to purchase the product or service
- To meet the operational and financial business goals
- To build consumer loyalty based on value and satisfaction
- To achieve financial profits

In Chapter 3, you learned that marketing is one of the three components of a business plan. In fact, you identified your consumer target market(s), the industry and trends, your competition, and some marketing strategies. In Chapter 4, you will learn that the marketing plan is a lot like the business plan. It requires additional research, some analytic thought, and strategic planning. The business plan is your business concept’s organizational tool, and the marketing plan is your communication tool.