



# JODI STROCK

In healthcare operations and marketing since 1994:  
Dermatology, Ophthalmology, and Urgent Care  
Auburn University graduate in marketing



## DALLAS SEYMOUR

Director of Marketing at Physicians Urgent Care for three years. Before that, two years of front desk/administrative assistant duties.



# ABOUT THE PRACTICE

Physicians Urgent Care is made up of 3 clinics outside the Nashville area. We are privately owned by 6 local ER physicians. The clinics are staff with PAs, and we have roughly 60 employees. We have Primary Care as a separate line of service.

# HOW MUCH SHOULD YOU SPEND ANNUALLY ON MARKETING?

For established practices, **3%** of revenue should be dedicated to marketing.

**Revenue = \$6,500,000**

**Marketing = \$195,000**

For a new or growing practice, **5%** of revenue should be dedicated to marketing.

**Revenue = \$1,000,000**

**Marketing = \$50,000**

# WHERE DO YOU ALLOCATE YOUR MARKETING BUDGET?

Marketing Budget = \$200,000

## INTERNAL

Other\* \$20,000 10%

Branded Items \$16,000 8%

Collateral \$12,000 6%

Email Marketing Platform \$8,000 4%

TV Slides/Occupied Wait \$6,000 3%

## EXTERNAL

Google Ads \$80,000 40%

Website \$20,000 10%

Advertising Campaigns \$20,000 10%

Community Events/Sponsorships \$16,000 8%

Social Media \$1,000 0.5%

Listings (Google My Biz, Yelp, etc.) \$1,000 0.5%

\*Other can include wages, gifts, reputation management, subscriptions

# TRACKING THE SUCCESS OF YOUR CAMPAIGNS

**Benchmarks** allow you to:

- Track the success of a campaign
  - What are our conversions? How has this changed since last month?
- Communicate **up** to administration
  - Report activity to doctor-owners
- Communicate **down** to team
  - Make NPS visible to staff & make them aware of campaigns to answer questions

The graphic on the tablet is titled "Physicians Urgent Care" and "URGENT CARE vs EMERGENCY DEPARTMENT where should you go?". It lists three locations: FRANKLIN (155 Covey Drive, Suite 100, Franklin, TN 37067), BRENTWOOD (700 Old Hickory Blvd, Suite 207, Brentwood, TN 37027), and BERRY FARMS (5021 Hughes Crossing, Suite 105, Franklin, TN 37064). The graphic is divided into two columns: URGENT CARE and EMERGENCY DEPARTMENT. URGENT CARE services include minor fractures, sprains, nausea, body aches, fever, cough, diarrhea, pink eye, ear infections, allergies, dehydration, lacerations, rash, bug bites, and minor animal bites. EMERGENCY DEPARTMENT services include major fractures, loss of limb, major burns, severe chest pain, difficulty breathing, loss of consciousness, slurred speech, vision loss, and uncontrollable bleeding, vomiting blood, major animal bites or wounds. A "Book an Urgent Care Appointment" button is at the bottom.

**Physicians Urgent Care**

FRANKLIN  
155 Covey Drive  
Suite 100  
Franklin, TN 37067

BRENTWOOD  
700 Old Hickory Blvd  
Suite 207  
Brentwood, TN 37027

BERRY FARMS  
5021 Hughes Crossing  
Suite 105  
Franklin, TN 37064

URGENT CARE vs EMERGENCY DEPARTMENT  
where should you go?

**URGENT CARE**  
Urgent care can see many injuries and illnesses without the high cost or wait times.

- minor fractures, sprains
- nausea, body aches, fever, cough, diarrhea
- pink eye, ear infections, allergies, dehydration
- lacerations, rash, bug bites, minor animal bites

**EMERGENCY DEPARTMENT**  
Life-threatening conditions need to be treated at the emergency department.

- major fractures, loss of limb, major burns
- severe chest pain, difficulty breathing
- loss of consciousness, slurred speech, vision loss
- uncontrollable bleeding, vomiting blood, major animal bites or wounds

[Book an Urgent Care Appointment](#)

# TRACKING THE SUCCESS OF YOUR CAMPAIGNS: MONTHLY

WEBSITE USERS		
	2022	2023
Jan	18,451	16,895
Feb	13,563	14,015
Mar	14,351	13,520
	<b>46,365</b>	<b>44,431</b>

*Monitor for significant changes:  
2,000 to 55,000 in 2020*

SOCIAL MEDIA FOLLOWERS		
	Facebook	Instagram
Jan	2,098	702
Feb	2,102	709
Mar	2,113	719

*Steady increase – different for  
established online presence vs new*

EMAIL CAMPAIGNS					
	Sends	Opens	Clicks (Unique)	Bounces	Unsubscribes
Jan - 2021 Wrap Up	63,172	34,741 - <b>55.5%</b>	99 - <b>0.2%</b>	536 - <b>0.8%</b>	470 - <b>0.7%</b>
Feb - UC v ER	64,468	34,938 - <b>54.7%</b>	112 - <b>0.2%</b>	568 - <b>0.9%</b>	244 - <b>0.4%</b>
Mar - Weird Injuries	70,136	18,221 - <b>26.2%</b>	45 - <b>0.1%</b>	461 - <b>0.7%</b>	249 - <b>0.4%</b>
<i>Current Industry Avg:</i>		<b>35%</b>	<b>0.93%</b>	<b>10%</b>	<b>1%</b>

ONLINE REVIEWS											
	Google				Yelp				Facebook		
	F	BW	BF	PC	F	BW	BF	PC	F	BW	BF
Jan	4.7	4.7	4.9	4.9	4	4	4.5	-	4.6	4.4	4.6
Feb	4.7	4.7	4.9	4.9	4	4	4.5	-	4.6	4.4	4.6
Mar	4.7	4.7	4.9	4.9	4	4	4.5	-	4.7	4.6	4.6

*Goal of 4 or higher*

GOOGLE ADS SUMMARY						
	Clicks (K)	Impr. (K)	Conv.	Spent (K)	Cost Per Click	Conversion Rate
Jan	2.69	29.9	377.69	\$5.73	\$2.13	1.3%
Feb	1.99	22.3	256.18	\$5.27	\$2.64	1.2%
Mar	2.50	29.2	326.47	\$5.50	\$2.20	1.1%

*Mostly interested in Impressions (how often we show up)  
and CPC (keeping that low to optimize our budget)  
Current Impressions: 20k & Current CPC: \$1.80*

NET PROMOTER SCORE			
	FRANKLIN	BRENTWOOD	BERRY FARMS
Jan	9.1	9.1	9.5
Feb	9.3	9.5	9.5
Mar	9.4	9.3	9.6

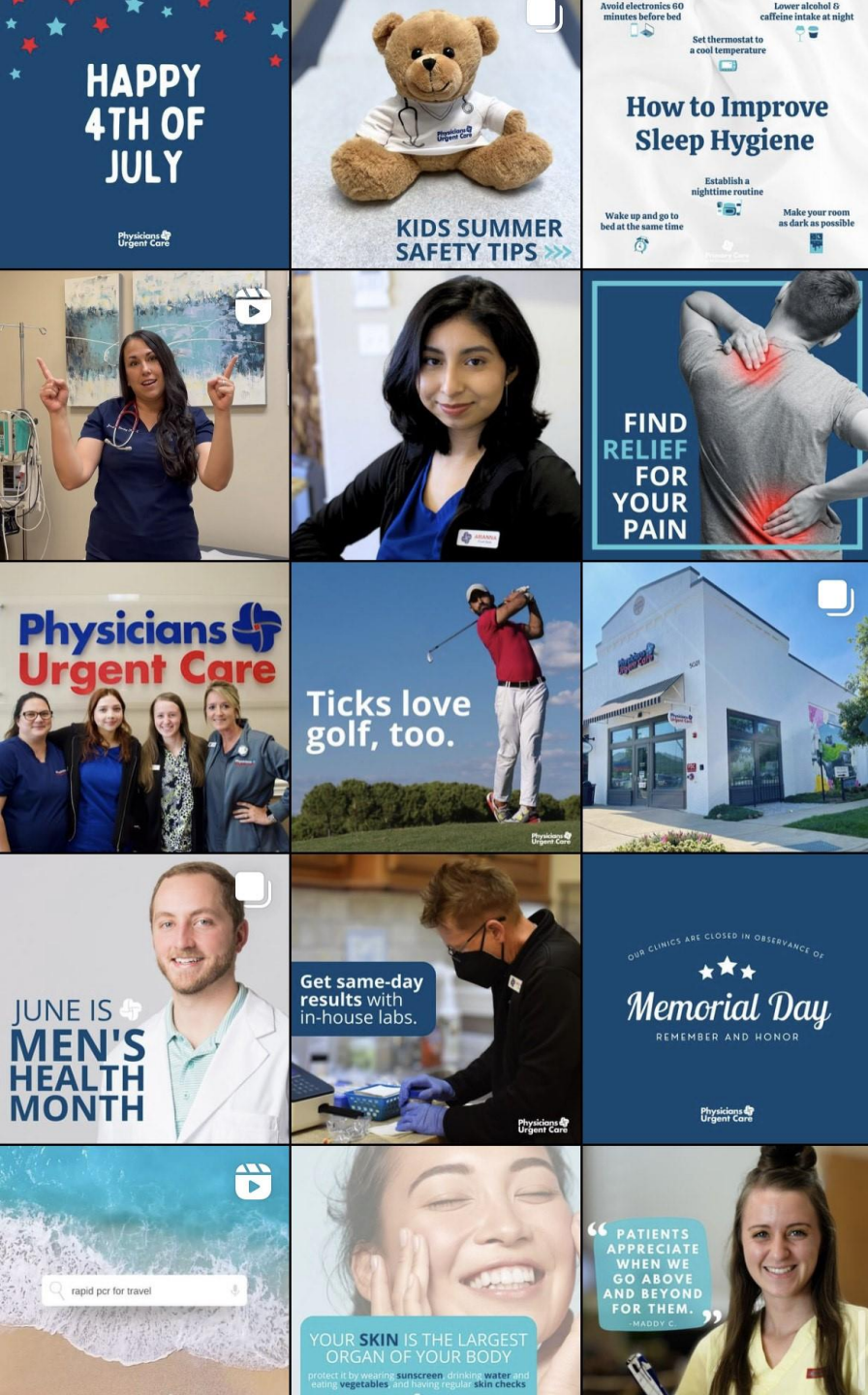
*Goal of 9.0 or higher*

# MAKING SURE THE WHOLE STAFF IS AWARE OF YOUR MARKETING

Our message is to **keep people out of the ER.**  
The staff needs to be aware of this, so they provide the  
appropriate care to our patients.

Share NPS, reviews, and marketing campaigns with them.





# MARKETING STRATEGY: WHAT WE DO IN A YEAR

## SOCIAL MEDIA

- 1-2 posts a week
- Areas of focus: employee, reviews, services, community

## “E-BLAST” EMAIL CAMPAIGN

- 1 per month (or every other month to reduce noise)
- Focus on one subject and have a clear CTA

## ADVERTISEMENT CAMPAIGN

- 1 per Year
- Local magazines, graffiti, news segments, billboards

## EVENTS

Flu Clinics, Local Markets, School Events, Local Charity Events, Open House, 10 Year Anniversary Event

## AREAS OF FOCUS

Promote New Services, Website Redesign, Update TV Slides with fresh content

# MARKETING CAN BE TAUGHT

Most of your marketing efforts can be handled by someone already on your team.

Do you have someone who already **likes posting**?

They would be great at **social media**.

Do you have someone who **lives in the area**?

They would be great at **community events**.

Do you have someone who has **good communication skills**?

They would be great at **e-blasts & online reviews**.

Do you have someone who knows **likes design**?

They would be great at **ads & internal marketing**.

Do you have someone who is **extroverted**?

They would be great at **sales calls**.

## SOMETIMES, IT'S NECESSARY TO OUTSOURCE

Google Ads

Website Design and Maintenance



# MARKETING CAN BE TAUGHT: MY STORY

**2018** – Hired at the Front Desk

**2019** – Moved to Administrative Assistant

**2021** – Began role as Marketing Director

# TEMPLATES AND RESOURCES

## WEBSITES:

Canva, Grammarly AI, Constant Contact, UpShow

## CAMERA GEAR:

Cannon/Nikon DSLR Camera (\$350-400), Tripod (\$20), Softbox Lighting (\$80), iPhone Gimble/Tripod (\$30)

## TIPS AND TRICKS:

There's a YouTube video for *everything*.

Have the providers/staff film themselves!

## TEMPLATES:

NPS Calculation Sheet

Social Media Planner

Blank Analytics Sheet



# CONTACT INFORMATION

[dallas@pucclinic.com](mailto:dallas@pucclinic.com)

[physiciansurgentcare.com](http://physiciansurgentcare.com)

Instagram: [@physicians\\_urgent\\_care](https://www.instagram.com/physicians_urgent_care)

[facebook.com/PhysiciansUrgentCare](https://www.facebook.com/PhysiciansUrgentCare)