

Club Reduce© Marketing Plan for 2016:    Month \_\_\_\_\_

	External Marketing (In the Community)	Internal Marketing (In our Office)	Traditional Marketing (Newspaper, TV, etc.)	Online Marketing (Website, Social Media)	What’s NEW for the Newsletter and Blogs
Date and Time of Marketing Coordination Meeting:					
Marketing Activities:					
Who Will Plan and Organize:					
Who Will Do the Marketing:					
Budget:					
# Leads Estimated from the Marketing Activities:					

**External Marketing:** 1) Corporate Luncheons, 2) Trade Shows, 3) Salon Programs, 4) Employee Appreciation Events, 5) Gym Referrals, 6) Dinner Program, 7) Ladies Night Out, 8) Bridal Parties, 9) Public Speaking, 10) Telemarketing  
**Internal Marketing:** 1) NEWSLETTERS! 2) In-Office Weight Loss Seminars, 3) Learn and Lose, 4) Referral Programs, 5) Product Spotlights, 6) Staff to Patient Calls, 7) Postcards, 8) Inch-Loss Giveaways, 9) Skincare parties, 10) Lumpy Mailers, 11) Email, 12) Letters, 13) Monthly Promotions, 14) Patient Appreciation, 15) Dinner with Doc, 16) Birthday Specials, 17) Program Graduate Classes, 18) Patient Home Parties  
**Traditional Marketing:** 1) Television, 2) Newspaper, 3) Radio, 4) Billboards  
**Online Marketing:** 1) Online Group Buying, 2) Social Media 3) Optimized Website with Blog, 4) Google Adwords, 5) Banner Ads Online