

# **SEVEN** questions to ask as you structure your healthcare marketing strategy

**1** What are your goals?

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**2** What specific metrics are you using to measure success today?

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**3** Who are your competitors?

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**4** Who are your patients?

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**5** What is your value proposition?

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**6** What messaging do you want to develop?

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**7** Where do you intend to share it?

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