

| MARKETING & SOCIAL MEDIA DIAGNOSTIC | YES =1/ NO =0 |
|---|---------------|
| 1 Do you run monthly specials? | |
| 2 Do you utilize cross promotions instead of discounting? | |
| 3 Do you host sales events instead of open houses? | |
| 4 Do you have a client Email List? | |
| 5 Do you update that list monthly? | |
| 6 Do you email your clients weekly with different content and offers? | |
| 7 Do you spend 5% of income on marketing efforts? | |
| 8 Do you track the lead source in your system for all new clients? | |
| 9 Do you know your average cost per lead? | |
| 10 Do you run a report quarterly to look at which lead sources are the best? | |
| 11 Do you look at your marketing budget by line item quarterly? | |
| 12 Do you have an SEO program and or vendor? | |
| 13 Are you consistently doing a PPC campaign? | |
| 14 Do you utilize sales funnel methods to follow and drip on your leads? | |
| 15 Do you automatically send out emails requesting patient reviews? | |
| 16 Is your confirmation process automated by email or texting? | |
| 17 Do you have an automated way to post good reviews on line? | |
| 18 Do you utilize COME back discounts or gift cards? | |
| 19 Do you offer patient financing programs? | |
| 20 Do you have an annual marketing plan by month for the year? | |
| 21 Do you offer a referral rewards to current patients for referring friends? | |
| 22 Do you offer Botox Party programs? | |
| 23 Do you have a client appreciation or VIP event each year? | |
| 24 Do you run a monthly Gift Certificate contest on your website? | |
| 25 Do you run social media contests of the month? | |
| 26 Do you create and post at least 1 blog per month for social and your website? | |
| 27 Do you create and post at least 1 vlog per month for social and your website? | |
| 28 Do you have a Facebook Business Page, and do you know how to access it? | |
| 29 Do you know who has the "Facebook Admin" role for your Page? | |
| 30 Do you post consistently 4-7 times per week on Facebook? | |
| 31 Are your followers growing each month on your social platforms? | |
| 32 Do you have a YouTube Channel? | |
| 33 Do you upload videos monthly to YouTube? | |
| 34 Do you have an Instagram Business Profile, and do you know how to access it? | |
| 35 Do you post consistently 4-7 times per week on Instagram? | |
| 36 Have you looked at your website on a mobile device in the past month? | |
| 37 Do your social media links work on your website? | |
| 38 Do you have a goal for each social media post? | |
| 39 Do you know what Reach is? Or Engagement? | |
| 40 Do you reply to comments and messages on Facebook and Instagram within 24 hours? | |
| 41 Do you have a person in charge of your marketing and social media? | |
| 42 Do you have a person responsible or assigned to follow up on email inquiries? | |
| 43 Do you get back to email inquiries the same day? | |
| 44 Do you get back to online leads within 30 minutes, via email or phone? | |
| 45 Do you track your ROI on marketing? Are you getting a 4X return? | |
| 46 Do you utilize social media reporting systems? | |
| 47 Do you review your website monthly analytic reports? | |
| 48 Do you review your eblasting reports for effectiveness monthly? | |
| 49 Do you respond to on line leads within 15 minutes? | |
| 50 Do you track lead conversion and consultation closing ratios monthly? | |
| Totals | |

| BENCHMARKING - How are your doing? | YES =1/ NO =0 |
|--|---------------|
| WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS | OVER 25 |
| AVERAGE - WE CAN ROCK THIS PRETTY QUICKLY | 11 TO 24 |
| OUCH - WE NEED TO GIVE SOME ATTENTION ASAP | UNDER 10 |