



MARKETING DIAGNOSTIC ANALYSIS	
1	Do you know your top three competitors?
2	Do you track your conversion ratio from lead to consult?
3	Do you track your current average closing ratio per month?
4	Do you know your average practice income?
5	Do you have a monthly revenue goals?
6	Do you measure your revenue weekly?
7	Do you have a client e-mail List?
8	Do you update that list monthly?
9	Do you know your average cost per lead?
10	Do you email your clients weekly with different content and offers?
11	Do you have formalized incentives for staff to up sell or cross sell?
12	Do you pay retail commission to staff?
13	Do you do cross promotions and avoid straight discounting?
14	Do you track the lead source in your system for all new clients?
15	Do you run a report quarterly to look at which lead sources are the best?
16	Do you look at your marketing budget by line item quarterly?
17	Are you currently getting at least a 400% ROI on your marketing dollars spent?
18	Do you spend 5-10% of revenue on marketing?
19	Do you have an SEO program?
20	Are you consistently doing a PPC campaign?
21	Do you utilize sales funnel methods to follow and drip on your leads?
22	Do you have paid advertising on your FB or Instagram?
23	Do you know the top ten selling skin care products you sell?
24	Do you sell 10% or more of your revenue in RX Skin Care?
25	Do you automatically send out e-mails requesting patient reviews?
26	Is your confirmation process automated by email or texting?
27	Do you have an automated way to post good reviews on line?
28	Do you utilize COME back discounts or gift cards?
29	Do you do quarterly event for patients to have the opportunity to save money?
30	Do you offer discounts at any other time than events?
31	Do you offer Botox Party programs?
32	Do you have a client appreciation or VIP event each year?
33	Do you have an annual marketing plan by month for the year?
34	Do you offer a referral reward to current patients for referring friends?
35	Can all of your staff members answer questions about all of your services?
36	Can all of your staff answer general pricing questions for your services?
37	Do you have a loyalty points program for your clients?
38	Do you have a consistent system to reactivate former patients?
39	Do you have a process or system to follow up on closed consultations?
40	Do you have your email list segmented by patient types and targets?
41	Is the average number of patient referrals increasing?
42	Do you write articles or blogs and post on your website monthly?
43	Do you do regular video and post on social platforms and website monthly?
44	Do you have a YouTube channel?
45	Do you regularly use Facebook?
46	Is your Facebook following increasing by over 20% per year?
47	Do you post on Facebook 4-7 times per week?
48	Do your social links work on mobile and your website?
49	Do you post on Instagram 4-7 times per week?
50	Do you run a monthly contest on Facebook and Instagram for products or services?
Totals	

BENCHMARKING - How are you doing?	
WOW - YOU SHOULD TEACH THIS STUFF! CONGRATULATIONS	
AVERAGE - WE CAN ROCK THIS PRETTY QUICKLY	
OUCH - WE NEED TO GIVE SOME ATTENTION ASAP	

