

## Your Fall Marketing Reset Checklist

5 simple checks to help your clinic start the season on the right foot

Set aside 15 to 30 minutes for a quick marketing check-up.

Check off what's already done and identify your priorities for the weeks ahead.

### 1. MY GOOGLE BUSINESS PROFILE IS UP TO DATE

- ☐ Opening hours
- ☐ Phone number
- ☐ Clinic address
- ☐ Website link
- ☐ Appointment booking link
- ☐ Main services
- ☐ Recent photos of the clinic or team

To do: \_\_\_\_\_

### 2. MY WEBSITE IS UP TO DATE

- ☐ Our current services are easy to find
- ☐ Our clinic contact information is correct
- ☐ Our team information is current
- ☐ Our appointment booking buttons work
- ☐ Our website is easy to use on a mobile device
- ☐ Information for new patients is accurate

**Quick test:** Can a new patient quickly understand what you offer and how to book an appointment?

### 3. OUR PHOTOS REPRESENT OUR CLINIC TODAY

- ☐ Our team photo is recent
- ☐ New team members are included
- ☐ We have current photos of the clinic
- ☐ We have a few good images ready for upcoming posts

Photo to update: \_\_\_\_\_

### 4. OUR NEXT POSTS ARE PLANNED

Think of three questions your patients regularly ask you.

- ☐ Topic 1: \_\_\_\_\_
- ☐ Topic 2: \_\_\_\_\_
- ☐ Topic 3: \_\_\_\_\_

**Tip:** A real question from a patient often makes a great educational post.

### 5. OUR CRYOS MATERIALS ARE READY

Think of three questions your patients regularly ask you.

- ☐ Countertop displays are visible and in good condition
- ☐ We have enough appointment reminder cards
- ☐ Our team knows where to find the materials
- ☐ Our team knows when to use them with patients

**Tip:** A real question from a patient often makes a great educational post.

#### Need more CRYOS materials?

If you're running low, simply contact the CRYOS team to request additional countertop displays or appointment reminder cards. We'll be happy to send your clinic what it needs.

To order: [sac-cus@cryos.com](mailto:sac-cus@cryos.com)

### My 2 priorities this week

1. \_\_\_\_\_

2. \_\_\_\_\_

I'll get them done by: \_\_\_\_\_

### CRYOS Clinic Toolbox

Tools to help you communicate, educate your patients and grow your clinic.

Patient resources: [patient.cryos.com](http://patient.cryos.com)