

# Rendia

## QUICK WINS: INTERNAL MARKETING

Not sure where to start with internal marketing strategies in your practice? Try these tips—they range from things you can implement today to things you can prioritize in the next few months.

1

### WHITEBOARD YOUR GOALS

Set quantitative goals. Put a whiteboard in your break room and use it to tally progress towards those goals over time.

2

### GET HELP WITH GRAPHICS

Hire a freelancer on Fiverr to design a graphic advertisement to use on waiting area screens or on social media profiles.

3

### DECORATE YOUR DOORWAY

Don't underestimate the power of well-used real estate. Order custom stickers from StickerMule to tout your practice's credentials and services, like "Same day appointments available" or "Dry Eye Center of Excellence."

4

### MAKE THE MOST OF WAIT TIME

Play Rendia videos in your waiting areas. Mix in a variety of content—like promoting certain services, encouraging patients to engage with you on social platforms, and general health tips.

5

### HOST EVENTS FOR PATIENTS

Take advantage of your waiting area to host events like health seminars on specific conditions or public health issues.

6

### JAZZ UP YOUR HOLD MUSIC

Patients on hold? Record a quick promotional message for your services and add it to your hold music.



7

### KEEP STAFF IN THE LOOP

Send a weekly email roundup of practice-wide highlights to your team. Include feedback from patients, kudos to specific employees, and reminders about weekly goals (e.g. generate two more online reviews).

8

### TEACH STAFF ONE-LINERS

Challenge your team to ask each patient one strategic question this week. Whether you're asking for a referral or mentioning a new service offering, start small and keep track of how patients respond.

9

### LUNCH AND LEARN

Want to train employees on a new initiative or practice-wide goal? Get everyone together for an hour, cater lunch, and take that time to teach and learn.

10

### RE-ENERGIZE YOUR TEAM

Morale is critically important to practice culture. Close down the office for an afternoon and host a practice-wide kickoff to get everyone involved and on board.

Our customer support team can help you achieve these goals—and much more. [Get in touch with us today!](#)