MOSEBURY MEDIA

Marketing checklist for launching a new private practice

Opening a practice involves many small tasks. This checklist puts the marketing ones in a sensible order.

Before you choose a name

- Check Companies House for the name
- Check that the .co.uk and .com domains are free
- Search the trade mark register
- Check the main social media handles

Foundations

- Register the domain in your own name or your company's
- Set up professional email with the correct delivery records
- Commission a logo and a simple brand guide
- Arrange professional photographs

Website

Launch with a small, complete site in preference to a large unfinished one. You need a home page, a profile, a page for each service, fees, location and contact details, and the legal pages.

Visibility

- Create and verify a Google Business Profile
- Set up one or two social profiles
- List yourself on relevant directories
- Tell referrers and colleagues

The first ninety days

Ask early patients for reviews, publish one useful article a fortnight, and review enquiries monthly to see where they come from.

Related pages

- Digital brand launch
- Marketing for nurses and prescribers

Common questions

How far ahead should I start marketing a new clinic?

Start three months before opening so that the website, profiles and first content are live on the opening day.

What is the most important thing to do first?

Secure the name across Companies House, domains and trade marks, because everything else depends on it.

Checklist

- ☐ The name is clear at Companies House, as a domain and as a trade mark
- ☐ The domain is registered in my own name
- ☐ Professional email is set up
- ☐ The website is live with every essential page
- ☐ My Google Business Profile is verified

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