

Practice Marketing Guide



5-STARS TO SUCCESS



Congratulations!

You have qualified for the NeuroStar Precision Pulse Program and Co-op Marketing. Now what? Where should you spend that money? The following marketing guide will provide some tips, tricks, and best practices for using those co-op dollars to increase access to care and make NeuroStar more accessible to patients.

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Marketing Budget as a Percentage of Revenue

According to Deloitte and the CMO survey, businesses spend between 5-12% of their revenue on marketing across all industries. Healthcare ranked at 10% on average. As you contemplate the amount of money you should spend on marketing, we suggest you consider the following:

1. Patient Load / Operational Capacity

A great place to begin the marketing budget conversation is with patient load or operational capacity. For example, a single NeuroStar® TMS unit can treat 60-80 patients a year. 80 patients a year brings in approximately \$640k/year (approximately \$8k/patient). Depending on the size of your practice, you may have more than one NeuroStar® unit. Understanding your goals and capacity provides a starting point for your advertising by allowing you to understand how many patients you can realistically treat.

2. The Suggested Goal

We suggest focusing on acquiring at least two (2) new NeuroStar patients per month. This is a simple, realistic goal that will help to focus your marketing initiatives.

3. Competition

Competition is another factor that drives your marketing budget. If you want to be the most well-known and remembered in your market, it will take good advertising with multiple consumer interactions to be memorable. If you want people to choose your business, you also need to show up in the places potential customers are looking for your service. With 4 out of 5 people using local search to find local businesses, you want to be sure your practice is included on page one.

Do a quick search on Google for “TMS Therapy + Your Zip Code” or “Depression treatment + City Name.” What comes up? Are you among the top three? If not, you’ll need to optimize your *Google My Business* listing.

4. Geography – How far will people travel for your services?

How far will people travel for NeuroStar Advanced Therapy for Mental Health? The answer to this question depends on geography. If you live in a rural location, its likely longer. But for most people, the answer is measured in minutes. 83% of consumers travel 15 minutes or less for local goods and services . In other words, you don’t need to advertise to the world. Just focus on a 15-20 minute radius around your office(s).

5. Measurement

Next, we suggest considering measurement. Most practices struggle here. Having a consistent measurement process will allow you to observe and track the impact of your advertising efforts. This can be as simple as tracking phone calls and website leads via spreadsheet (by hand) or using a customer relationship management software (think Salesforce, Monday.com, Hubspot, etc.). Either way, measuring efforts and reporting on those at least weekly is key to build into your practice operations if you want to improve.

6. Specific Advertising Initiatives — Think Little Bets

Once patient capacity, competition, geography, and measurement are in place, you’re ready to start testing. We suggest you consider pilot programs where you test and learn your way into success. You may test different ad images, or audiences over a period of time to determine which gives you better results. You can find NeuroStar brand assets including images, ad templates, logos and more at www.myneurostar.com.

Single Doctor, Private Practice

If you're a single doctor practice, we understand you do it all. Time and resources are limited. The following priorities will maximize your impact.

1. Your Goals/Expectations

Depending on where you want to take your practice will determine your goals. However, we suggest focusing on acquiring at least 2 new patients a month.

2. Your Website

Your website is your most important asset. As a local business, it is the foundation of your brand. It's where people learn about you, who you are, what services you offer, etc. 90% of people will look at your website before calling you for an appointment. Consider six critical aspects of your website:

i. Service & Contact Information

Make sure you have information about your services and especially TMS Therapy. Branding NeuroStar will help you gain credibility as it is the most well-known and respected TMS provider in the market.

ii. About Section

The About section is your opportunity to showcase you. Talk about your story. Why did you get into the field? Why do you love what you do? Tell a story that illustrates why you love your field. Share your credentials.

iii. Social Proof

Social proof is the 3rd-party proof of what others think about you and your practice. This could manifest in the form of reviews, social media likes, RateMDS.com ratings, better business bureau grade, or in other ways. Showcasing 3rd party proof points on your website provides an additional and critical signal to potential customers that what you say about yourself is true. The more social proof points the better. At a minimum, you should have an active profile on healthgrades.com, psychologytoday.com, Google Business, and the Better Business Bureau.

iv. Design

Design also establishes credibility and trust. Researchers at Stanford University studied website credibility and identified factors that contribute positively. The #1 factor related to credibility was design and look.

v. Mobile Friendly

A final consideration when it comes to your website is mobile friendliness. You will not show up in search engine rankings if your website is not mobile friendly. This boils down to Google and the other search engines seeing a large portion of online activity as mobile—and the trend increases daily.

vi. NeuroStar Branding

Adding NeuroStar branding to your website enhances your searchability and helps patients find NeuroStar providers. NeuroStar invests millions of dollars every year in marketing to drive patients to your practice. Showcase the brand that they're seeking by including elements such as the logo, pictures and using the brand name versus generic terms. This will also increase your organic search rankings for NeuroStar. Brand assets can be found at www.myneurostar.com.

If you don't have a website, get one. If your website needs updating, make the investment. We would be happy to make some design company suggestions if you need them.

3. Local Search

Given 93% of all Google Searches include a local result (Google 3 or 7 pack), we know people use the internet to find local businesses. Google has also told us that 86% of people look up the location of a business on Google Maps. One of the most important things you can do for your business is to claim your Google Business Page. This is how Google will rank you and it's how your customers will find you.

4. Paid Advertising

Paid advertising doesn't need to be complicated. We suggest Facebook ads as they can be highly targeted by geography and keywords. Visit www.myneurostar.com for Facebook ad templates.

5. Single Doctor Sample Marketing Plan

Looking for a simple marketing plan to get started? We've put together a sample plan that takes less than 2 hours a week. You can find resources at www.myneurostar.com to assist your marketing efforts.

DIY Marketing	Paid Marketing
<ul style="list-style-type: none">Calendar 2-hour/wk for marketing – suggested 1st hour of day	<ul style="list-style-type: none">Invest in new, simple website with NeuroStar landing page – est. \$2500
<ul style="list-style-type: none">Sign up for Google My BusinessEnsure listing info exactly matches website & social media profile info (Name, Address, Phone, Hours, etc)Get two new reviews per month from customers	<ul style="list-style-type: none">Start email marketing campaign to patients and HCP list – est. \$100/month
<ul style="list-style-type: none">Establish Facebook & LinkedIn business profiles/pagesInvite all personal contacts & have team members invite contacts to like the Facebook pageAsk patients and HCP's to followPost content audience finds valuable 5-10X/month	<ul style="list-style-type: none">Spend \$5/day on ad campaign getting new followersSpend \$5/day running/testing local Facebook adsSpend \$5/day running Google My Business Ads
<ul style="list-style-type: none">Boost business posts – try \$10-\$15/post	<ul style="list-style-type: none">Try a print ad, insert, flyer – variable cost
<ul style="list-style-type: none">Manage online reviews – respond to all reviewers, ask patients for new reviews	

Multiple Providers, Single Office

Multiple provider practices should be considering everything the single provider practice would think about plus some additional elements. We suggest also considering:

1. Reviews for Each Doctor

Each doctor in the office should have profiles set up across 3rd-party review websites and should be getting 1-2 new reviews per month. This will help the individual doctor and the overall practice.

2. Doctor Profiles on the Website

The practice website should also include a profile page for each doctor with corresponding social proof (reviews, etc.).

3. Greater Community Involvement

With multiple providers, your impact on the community is likely larger. Being more visible in the community is a great way to continue to build the brand and gain awareness. Initiatives might include chamber of commerce website inclusivity, sponsorships, and hosting community events (5k runs, etc.).

4. Larger Paid Advertising Budget

With multiple providers, patient capacity should increase. We suggest more test and learn initiatives across Facebook and Google Search in addition to email. We have a full library of ad templates and brand assets including logos and pictures at www.myneurostar.com.

5. Multiple Providers Sample Marketing Plan

In addition to the single provider marketing initiatives, you may also want to consider:

DIY Marketing	Paid Marketing
<ul style="list-style-type: none">Manage fun posts on social media – team birthdays, profiles, share articles etc.Make short phone videos 2-3X/month about practice, services, FAQ, inspirational etc. Cross post on all social media profiles	<ul style="list-style-type: none">Agency social media ads / boosts + professional business posts – est. \$500/monthSpend \$5/day on ad campaign getting new followersSpend \$10/day running/testing local Facebook adsGoogle My Business / Maps / Local management – moderate Google ads – \$500/month ad budget
<ul style="list-style-type: none">Regularly ask happy patients for online reviews	<ul style="list-style-type: none">Professional email marketing to HCP’s and patients – est. \$100-200/month
<ul style="list-style-type: none">Get involved with local community through Chamber of Commerce and others. Promote other local businesses. Be a part of the community to build referability	<ul style="list-style-type: none">Local print ads / inserts / flyers – sponsorships of local organizations or partnerships – est. \$500/month
	<ul style="list-style-type: none">Professional, polished website with effective lead generators – est. \$5,000

Multiple Location Practice

Multiple location practices should be considering everything the single provider and multiple provider practices would think about plus some additional elements. We suggest also considering:

1. Agency Involvement

We’ve found that most practices who hire an agency expect the agency to handle everything perfectly—a more set-and-forget mentality. There is a high correlation between practice involvement and results. At a minimum, you should be meeting with your agency once a week for accountability. Find additional ways to move beyond accountability. For example, having seasonal campaigns with test and learn initiatives will help you and the agency continue to grow. Your agency can access NeuroStar brand assets at www.myneurostar.com.

2. Google My Business Profiles for Each Office

Multiple location practices need a Google Business profile for each location to maximize local search. Each location should have an initiative for soliciting reviews.

3. Office Locator on Website

Each office should be listed on the website. Ensure that the details of each office location exactly match the details on your social media profiles and on Google Business. Google uses these factors as part of their local search ranking algorithm.

4. Multiple Location Practice Sample Marketing Plan

In addition single provider and multiple provider marketing initiatives, you may also want to consider the following:

DIY Marketing	Paid Marketing
<ul style="list-style-type: none">Manage fun posts on social media – team birthdays, profiles, share articles etc.Make short phone videos 2-3X/month about practice, services, FAQ, inspirational etc. Cross post on all social media	<ul style="list-style-type: none">Professionally produced videosSponsorships
<ul style="list-style-type: none">Routinely check online reviews, respond to allRegularly ask for online reviews	<ul style="list-style-type: none">Internal marketing person – NPC can give guidelines, brand book, high resolution logos, collaborate in events etc. Look for collaboration opportunities
<ul style="list-style-type: none">Stay engaged in your agency’s marketing activities, critically analyze results versus spendAsk lots of questions	<ul style="list-style-type: none">Local radio / TV / print ad opportunities

Visit neurostar.com for indications for use and safety information.
Customer Service Center: 1-877-600-7555

