**The Marketing Champion**

The overall aim of the Marketing Champion role is to **Attract New Patients, Up-sell to Existing Patients, Generate Referrals and Increase Sales**. This is done by creating Brand Awareness, a robust marketing system and 5-Star Customer Service. It is imperative that these fundamental aims are not forgotten and all activities must eventually lead to this being achieved.

The role for Marketing Champion is an extensive one and one that we hold in high regard. We feel that if performed correctly, this role could have an enormous effect on our business and markedly improve sales as well as the image of our practice. The qualities and skills required for this role are:

* **Communication skills** – your job will in essence be about your ability to communicate effectively with patients, team members and outside contractors. In order to succeed you will need to master the ability to build rapport with patients and sell to them, motivate and inspire team members to follow you and assert your knowledge and authority to outside contractors in order to get stuff done.
* **Creative** – a lot of this role will require you to find the ‘hidden gem’ of a patient story to share publically either via email or social media. You therefore have to have an eye for finding the next big story and creating a buzz around it.
* **Resourceful** – you will need to work hard to make the most of all the material you will be working with and know when to use what and how.
* **Charming** – more of a quality than a skill but being charming can really help you sell. If you master this, patients will be happy to buy off you and it will increase practice sales.

**The Role**

The marketing champion role is key to practice growth. It is important to be engaging with patients, be able to build rapport, identify ‘triggers’ for action and signpost the patient to the Dentist.

Marketing describes activities that we as a business carry out to enhance awareness of our brand and the services we offer.

In order to maximize this, we use multiple channels to market our brand and create awareness of our products.

Our main sources are; Website, Social Media, Newsletters, Word of Mouth.

As a marketing champion, it will be your principle objective to ensure that all our marketing channels can be updated with relevant and fresh material. All of this marketing activity is to improve brand awareness and will allow us to get patients through the door and increase sales. This role will involve;

* Providing fresh and relevant material for our social media sites
* Providing monthly reports on Social media activity
* Providing fresh material to put into monthly newsletters
* Gathering video and patient testimonials and uploading them on all above mentioned channels
* Gathering patient stories
* Gathering Facebook and Google reviews
* Promoting the business to other businesses and also patients (BNI, Wedding Fairs, Local business). Be proactive – make suggestions.
* Arranging practice open days to promote certain treatments
* Working through a Marketing Action Plan on a monthly basis
* Reporting on where our patients come from
* Reporting on monthly sales through marketing activities