

## How to hire a Marketing Consultant

- Determine what your practice needs
  - Marketing, Financial, Website, Internal structures, External marketing
  - Maybe a combination of one or all
- Marketing Consultants are varied, options exist
  - Industry specific; niche marketing
    - More information and knowledge in your industry
    - Can be more costly (travel); be creative to contain costs; Can be less costly if they are smaller firm
    - More experience in the industry, more example, etc
  - General expertise; local
    - Can be less costly – without travel expense
    - No experience in your specific market
- How to find the right Marketing Consultant
  - Find one that fits your practice!
  - Ask your peers and colleagues for referrals
  - Ask for a written proposal
  - Have them visit onsite for an initial “interview”. They should interview you as well as you interview them
- Expect your “comfort zone” to be moved;
  - Your staff are immediately alarmed
  - Expect suggested change; be prepared to make “hard” decisions and “hard” changes.
- Suggested Areas to Review in your practice
  - Internal structure: do you have the right staff to convert external marketing leads; external marketing is most successful with a strong internal structure.
  - Refer to “doorways” that are least expensive, most effective and work in your area
    - Website
    - Newspaper advertising
    - Seminars
    - Medical Spa
    - Nonsurgical treatments
    - Open Houses

Learning Session Overview: Hiring a consultant for your practice suggests that you are ready for more growth and that you want growth in the right direction. Consultants are varied in expertise and may or may not be specific to your industry-facial plastic surgery. Marketing and finance are two primary areas of expertise that will be reviewed with a focus on how to determine practice needs and interview, hire and integrate a consultant into your practice.

Learning Objective: All attendees should understand how to determine what type of consultant is needed for their practice, interview a consultant and integrate them into their practice.