

WEEKLY CHECKLIST

FOCUS _____

DATE _____

Believe it or not, you and your team can accomplish simple marketing tasks in just a few minutes a day!

How to use this checklist: Fill it in together as a team during Monday's morning huddle. Make it fun - bring in lattes and treats and ask the team for fun ideas for social media, getting reviews, and blogging. Team members will feel more ownership if they have a share in brainstorming the ideas and volunteering for the tasks they're most interested in! Assign tasks and check back in at the end of the week to review. Ready, set ... GO!

Discuss as a team: **What are our GOALS for this week?**

LET'S DO THIS *Assign tasks, and mark as completed*

- Write & publish a blog post; promote it on social media. _____
- Shoot a smartphone video. _____
- Take a fun photo with a patient. _____
- Schedule social posts. _____
- Respond to comments on social media. _____
- Respond to comments on blog. _____
- Record a short video of a team member. _____
- Show a patient how to leave a review online. _____
- Help a patient "like" our Facebook page. _____
- Tell a patient about our referral program. _____
- _____
- _____

Patients to show how to leave a review: _____

Patients to tell about our referral program: _____