The One Page Marketing Plan

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Disclosures

• Scot Maitland “declare(s) no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings and honoraria.”

The American College of Apothecaries is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.
Objectives

At the conclusion of this educational session, the pharmacist and technician attendee will be able to:

• Identify the who, what and why of their market.
• Describe metrics and what to look for when measuring success.
• Identify their strengths, weaknesses, opportunities and threats in their market.
“Plans are only good intentions unless they immediately degenerate into hard work.”

Peter F. Drucker
“The road to hell is paved with good intentions.”

16th century proverb
Traditional Business and Marketing Plan

- Executive Summary
- Company Description
- Market Analysis
- Organization & Management
- Service or Product Line
- Marketing & Sales
- Funding Requests
- Financial Projections
- Appendix
The Commitment

“Will you actually swallow the pill you’ve prescribed yourself?”

- Tim Ferris

The 4-Hour Chef: The Simple Path to Cooking Like a Pro, Learning Anything, and Living the Good Life
The 3 Month Rule

• If you’re not going to review it every three months . . . Then there’s no point in writing it.

• Your competitive edge is being flexible and nimble. Plan as you go so you can adjust to patients and prescribers needs.
The 3 Month Rule

– Wednesday, October 2, 2013
– Tuesday, January 2, 2014
– Wednesday, April 2, 2014
– Monday, June 2, 2014
Entering a New Age

• Last year at CCH it was BNECC
• Today we’re in ANECC

• The World of Compounding Has Changed!
Where To Start

Let's start at the very beginning
A very good place to start
When you read you begin with A-B-C
When you market you begin with a Tweet
A Tweet?

We live in a 140 character world . . . Avoid complications. What do you do in 140 characters*

*Characters not words!
The Tweet
Overview

• What will you sell?
Overview

• Who will buy it?
Overview

• How will your business help people?
The Magic Pill

• There isn’t a magic pill in health, but is there one in marketing? What if you could meet in the middle of what you most want to deliver and what your patients and prescribers most want to buy?
Show Me the Money

• What will you charge?
Show Me the Money

- How will you get paid?
Show Me the Money

• How else will you make money from this project?
Show Me the Money
“Henry Ford learned of a process for turning wood scraps from the production of Model T's into charcoal briquets. He built a charcoal plant and Ford Charcoal was created (later renamed Kingsford Charcoal). Today, Kingsford is still the leading manufacturer of charcoal in America.”

- Jason Fried & David Heinemeier Hansson

ReWork
Making It Rain

• How will customers learn about your business?
Making It Rain

• How can you encourage referrals?
“I’M A GREAT COMPOUNDER”

MARKETING
“HELLO?”

| TELE-MARKETING |

“I’M A GREAT COMPOUNDER”
“TRUST ME, SHE’S A GREAT COMPOUNDER”

PUBLIC RELATIONS
“I’M A GREAT COMPOUNDER”
“I’M A GREAT COMPOUNDER”
“I’M A GREAT COMPOUNDER”

ADVERTISING
DESIGN
“I UNDERSTAND YOU’RE A GREAT COMPOUNDER”

BRANDING
Success

• The project will be successful when it achieves these metrics:
A Word on Metrics

• Results Metrics: Bottom line oriented. Measuring number of customers, net income, etc.
A Word on Metrics

• Activity Metrics: measure the core activities required to generate the desired results.
OBCHA

• What are your Obstacles?
OBCHA

• What are your Challenges?
Recommended Reading

• The $100 Startup by Chris Guillebeau
• The 4-Hour Chef by Tim Ferris
• Rework by Jason Fried & David Heinemeier Hansson
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