

# How to market your professional practice

In today's competitive environment it's not enough for professionals to rely on reputation alone to build a successful practice. Hanging your shingle outside your door and waiting for new customers is no longer an option—you need to cultivate a brand, engage marketing activities, and personally sell to customers.

## Understanding the attraction to professionals

### Why do people choose professionals?

- Location convenience
- Referral from trusted source such as friend or family member
- Good reputation

### Why do people switch professionals?

- They are moving away
- Want a more conveniently located professional
- Current professional moved or retired
- Experienced poor service

## 16 ways to market your new practice

### Low cost



#### Free seminars

Showcase your expertise by giving some advice away in public forums.



#### Open house

Reward customers and attract new ones with a summer time BBQ, holiday open house or other fun event.



#### Customer surveys

Once you have a few customers, ask them how you're doing. And improve.



#### Space matters

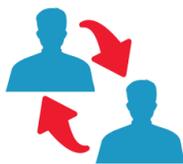
The little touches in your office will please customers like clean washrooms, comfortable reception area and recent magazines.

### Networking



#### Professional referrals

Ask non-competing colleagues to send you customers. Do the same for them.



#### Word of mouth referrals

Encourage your existing customers to mention your practice to friends, family and work colleagues.



#### Join business groups

Network for new business at local events where customers or sources of referral congregate.



#### Sell

You are the best salesperson for your practice! Call, email or visit a prospect to win their business.

### Online options



#### Website

Use informative copy and images to help prospects choose you. Add video testimonials from your customers (and do one yourself).



#### Internet marketing

Hire a search engine optimization (SEO) expert to bring your practice website upfront during online searches.



#### Social media

Develop a following on Twitter, Facebook, Google+ and LinkedIn and share interesting information

## Low cost promotions



#### E-newsletter

Offer tips and share news about your practice through a free monthly newsletter.



#### Promotional products

A small gift with your name on it (think fridge magnet).



#### Logo

Invest the energy to develop a memorable logo and tagline.



#### Brochure, letterhead & business cards

Hire a copy writer and a graphic designer to produce attractive marketing materials.



#### Outdoor signage

Capture foot traffic with an easy-to-spot sign.



#### Marketing tip:

Before developing marketing strategies, complete your market research and analysis because you'll need to determine who you are trying to attract. You'll also need to understand your local practice area economy, primary employers, languages, schools and household income.



#### Marketing tip:

Because you have a limited marketing budget, be sure to measure results of each marketing tactic so you can do more of what works.

Hit the target with the Scotia Professional® Plan.  
Find the money to finance your marketing strategy so you can build a successful practice.

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