

# New Entrant Checklist

The steps in this checklist are designed to support you when a new competitor enters your local area. The actions outlined below will help ensure that your practice is well-prepared and that everything is checked off to prevent any setbacks.

PRACTICE AREA	ACTION	NOTES
<b>'Why Choose Us' Points</b>	Download the 'Why Choose Us' workbook. Work through this booklet and develop a set of points outlining what makes your practice unique.	Once these points have been established, the messaging can be integrated across all marketing channels, including your website, advertising, and signage.
<b>Signage and Logo</b>	<p>Is it time to refresh your logo? Do you need eye-catching signage to stand out?</p> <p>Reach out to <a href="mailto:marketing@provision.com.au">marketing@provision.com.au</a> to schedule a meeting and explore how you can shine against your competitors. If you have ideas in mind, we'd love to discuss them and guide you through the process!</p>	<p>ProVision provides our Members with expert local marketing advice. Our talented graphic designers are here to transform your ideas into standout visuals at a competitive hourly rate.</p> <p>We can handle everything from designing your signage and logos to coordinating signwriter quotes, managing installations, and preparing final artwork and mock-ups.</p>
<b>ProVision Website</b>	<p>When was the last time you updated your practice page on our website?</p> <p>Is it time to refresh your imagery, update your logo, or revitalise your responses to our questions?</p>	<p>Contact <a href="mailto:marketing@provision.com.au">marketing@provision.com.au</a> to make updates to your practice page. Simply send us the edits you wish to make, including any imagery you would like to include.</p>

<b>Website</b>	<p>Can you make any improvements to your website? Is anything out-dated?</p>	<p>Your website is the only online channel that gives you complete control over how your practice brand is presented. It serves as the hub for all your advertising efforts.</p> <p>You have two options:</p> <ol style="list-style-type: none"> <li>1. Create a new site that tells your brand story.</li> <li>2. Update your current site.</li> </ol> <p>If you choose to update, be sure to consult with your web designer for a quote to ensure your website effectively showcases your brand in a compelling and trustworthy way. Alternatively, reach out to ProVision for referral partners in this space.</p>
<b>Online Booking System</b>	<p>Now more than ever, convenience is key. Do you have an online booking system, and is it functioning at its best?</p>	<p>My Health 1st is a preferred referral partner of ProVision. If you need help getting this set up, please contact the ProVision team.</p> <p>Once it's established, be sure to communicate with your website developer to ensure its properly integrated into your site.</p>

<b>Facebook and Instagram Channels</b>	Make sure your Facebook page represents your brand story and identity.	Get the right person in charge of digital. Disciplined, passionate about digital mediums and personally involved in social media. Start posting consistently and explore opportunities around social media ads. This is a great way of acquiring new patients.
<b>Direct Marketing</b>	Do you have a plan for direct marketing to your current patient base? How often are you engaging with them and providing benefit to them?	<p>ProVision has a great variety of assets that you can use to optimise your patient communications – from SMS, emails, letters and postcards.</p> <p>If you want something different, reach out to our Local Area Marketing team to design something bespoke and unique for you. This can include email newsletters designed specifically for you, social media campaigns and more!</p>
<b>Celebrating Milestones</b>	Let's make it clear to your competitors that you're here to stay! When was the last time you celebrated a milestone in your practice? Whether it's an anniversary or a special event, hosting a celebration is a fantastic way to build customer loyalty and attract new clients.	<p>Style events and anniversary celebrations are a great way to engage with your local community.</p> <p>Email <a href="mailto:marketing@provision.com.au">marketing@provision.com.au</a> to explore opportunities in this space.</p>

<p><b>Google My Business</b></p>	<p>Have you updated your Google Business profile recently? Just like your website, it plays a crucial role in the consumer purchasing decision. It's a good idea to review it regularly and make updates as needed.</p>	<p>Here's a quick snapshot of things to update regularly on your Google Business Profile (GMB):</p> <ol style="list-style-type: none"> <li>1. <b>Business Hours:</b> Ensure your hours are accurate, especially during holidays.</li> <li>2. <b>Contact Information:</b> Keep your phone number and email up to date.</li> <li>3. <b>Address:</b> Confirm your location is correct, especially if you've moved.</li> <li>4. <b>Business Description:</b> Refresh your description to reflect any new services or offerings.</li> <li>5. <b>Photos:</b> Regularly add new images to showcase your products, services, or events.</li> <li>6. <b>Posts:</b> Share updates, promotions, or events to engage with customers.</li> <li>7. <b>Services Menu:</b> Update any changes in services or pricing.</li> </ol>
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Do you have a unique idea that you wish to bring to life? Contact [marketing@provision.com.au](mailto:marketing@provision.com.au) and we'd love to help you!