

New Owner Checklist

The steps in this checklist are designed to support you from a Marketing perspective when acquiring a new practice. The actions outlined below will help ensure that your practice is well-prepared, and it should help you make the best marketing decisions to create prosperity for your practice.

PRACTICE AREA	ACTION	NOTES
'Why Choose Us' Points	Download the 'Why Choose Us' workbook found on this page . Work through this booklet and develop a set of points outlining what makes your practice unique.	The messaging created from this workbook can be seamlessly incorporated across all marketing platforms, such as your website, advertisements, and signage. It's crucial to leverage these key points to address concerns, emphasise the benefits, and showcase the continuity of care.
Signage and Logo	Are you wanting to refresh the logo or signage at your practice? Reach out to marketing@provision.com.au and 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!	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. We can handle everything from designing your signage and logos to coordinating signwriter quotes, managing installations, and preparing final artwork and mock-ups.
ProVision Website	Is it time to update your practice page on our website to reflect you as the new owner?	Contact marketing@provision.com.au to make updates to your practice page. Simply send us the edits you wish to make, including any imagery you would like to include.
Website	Are you taking over the practice's website? If so, can you make any improvements? Is anything out-dated? Do you need a new website and are you not sure where to start. ProVision can help!	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. You have two options: 1. Create a new site that tells your brand story. 2. Update your current site.

		<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.</p> <p>Alternatively, if you do not have a website, reach out to ProVision (marketing@provision.com.au) for referral partners in this space.</p>
<p>Online Booking System</p>	<p>Now more than ever, convenience is key. Do you have an online booking system already set up, and is it functioning at its best?</p> <p>If you don't have an online booking system, contact marketing@provision.com.au and they can point you in the right direction.</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> <p>Remember to update your profile to reflect any changes at your practice.</p>
<p>Claiming Facebook and Instagram Channels</p>	<p>If you are taking over the social accounts for the practice, make sure you receive the login details and transfer anything over from the previous owner. Alternatively, make a new account.</p> <p>Once you have access to your Facebook and Instagram, it's important to ensure that both pages represent your brand story and identity.</p>	<p>Ensure that your Facebook and Instagram are correctly set-up from a brand perspective, ensuring all your contact details are correct.</p>
<p>Implementing a Social Media Strategy</p>	<p>Find the right person in charge of digital. Disciplined, passionate about digital mediums and personally involved in social media.</p>	<p>Start posting consistently and explore opportunities around social media ads. This is a great way of acquiring new patients.</p>



<p>Direct Patient Communication</p>	<p>Have you developed a marketing plan to communicate the changes to your patient base?</p> <p>Consider your key messaging: will you emphasise continuity with a "Same Friendly Faces" approach, or focus on new beginnings with an "Under New Management" message?</p> <p>Highlight the benefits of the transition and choose the most effective communication channels, such as email, social media, or direct mail, to share your message. It is recommended that you share this message with a large audience over a variety of platforms.</p>	<p>ProVision has a great variety of ready-made assets that you can use to your disposal – from SMS, emails, letters and postcards which can be located on ProMarket.</p> <p>For more sensitive approaches, we recommend collaborating with our Local Area Marketing department. They can create custom-designed collateral and coordinate printing and delivery directly to your database. This includes tailored letters or postcards, bespoke email campaigns, and assistance with developing a communication strategy and scheduling.</p> <p>If you need guidance on creating a comprehensive marketing plan, identifying your target audience, or would like a tour of ProMarket, please reach out to marketing@provision.com.au.</p>
<p>Google My Business</p>	<p>Have you claimed the practices Google Business profile?</p> <p>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">1. Business Hours: Ensure your hours are accurate, especially during holidays.2. Contact Information: Keep your phone number and email up to date.3. Address: Confirm your location is correct, especially if you've moved.4. Business Description: Refresh your description to reflect any new services or offerings.5. Photos: Regularly add new images to showcase your products, services, or events.6. Posts: Share updates, promotions, or events to engage with customers.



		7. Services Menu: Update any changes in services or pricing.
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Do you have a unique idea that you wish to bring to life? Contact marketing@provision.com.au and we'd love to help you!