

Minimalist Marketing

Disclaimers:

- * All prices are specific to a given community and do not reflect charges in any other areas, and attempt to reflect costs (not staff time)
- * Check your local resources for prices.
- * Know your program's policies and procedures for marketing, public relations, advertising, speaking with reporters, making public statements and all other

2006

Your annual budget →	\$0	\$200	\$500	\$1000	\$2000	\$5000
Marketing activity ↓						
Annual meetings with board, staff, volunteers						
Brochures about the clinic – professional, costs depends on size, color, design work, quantities, \$1-\$3/ea, 200 for \$1 ea						
Brochures about clinic – in-house supported 10¢ ea 200 ct						
Brochures – method specific from pharmaceuticals, information from OPA Clearinghouse \$0.00						
Business cards that includes services						
Clients – market to return and to tell others						
Community activities (health fairs)						
Community education – include marketing						
Community partnerships						
Customer service						
Education brochures that include clinic info						
Internet web site						
Labels/ stamp with clinic contact info						
Letters to the editor/ guest editorials						

Marketing activity ↓	Your annual budget →	\$0	\$200	\$500	\$1000	\$2000	\$5000
Media kits							
Membership organizations – local Chamber of Commerce							
News releases							
Open house/ receptions							
Posters							
Print Advertising – local newspaper, weekly paper Business card size 2x/mth=\$28/mth Alternate weeks business listing=\$10/mth							
Print Advertising – local shopper-type paper, monthly Business card size ad=\$33/mth							
Print Advertising – school newspaper, college							
Print Advertising – school newspaper, high school							
Professional education – market your clinic (referrals)							
Public Service Announcements – print							
Public Service Announcements – radio							
Special events							
Staff conduct general marketing in the community							
Web site							
Yellow pages, non-metropolitan, 3 lines=\$25/mth							
Social network website and/or blogs							