

CLINIC LAUNCH – THE 90 DAY MARKETING GAME PLAN



OVERVIEW

This 90-day marketing plan is designed to help urgent care clinics—whether startups or new locations—achieve 10 patients per day (PPD) within the first 30 days and scale to 25 PPD by day 90.

Note: It is recommended to start this process at least 90 days before opening your clinic to ensure all marketing and operational components are in place for a successful launch. Additionally, the website will need more time to complete and should be started near the beginning of your marketing process, as it is typically used for verification for the Payors.

The plan prioritizes a digital marketing budget ranging from **\$6,000 to \$10,000** (**not including website development*), evenly distributed across pre-opening, opening week, and post-opening phases. Strategies emphasize Google Ads, grassroots marketing, social media, local SEO, community partnerships, reputation management, and front-desk staff training.

BUDGET PERCENTAGE ALLOCATION (EVEN SPLIT):

- **Pre-Opening (Days 1-45):** 33%
- **Opening Week (Days 46-50):** 33%
- **Post-Opening (Days 51-90):** 33%

KEY PERFORMANCE TARGETS:

- **30 Days:** 10 PPD
- **60 Days:** 18 PPD
- **90 Days:** 25 PPD

DAY 1-20 (PRE-OPENING: FOUNDATION BUILDING)

- Google Business Profile Setup + Verification
- Website Design and Build (Cost: \$3,500 - \$7,500, depending on clinic needs)
Note: Start website development early, as it is typically required for Payor verification.
- Social Media Profile Creation (Facebook, Instagram, LinkedIn)
- EMR/EHR Software Setup
- Google Ads Account Setup + Campaign Development
- Local Directory Listings
- HIPAA Compliance Review for Marketing Materials
- Initial Content Calendar Creation (Pre and Post Opening)
- SEO Optimization for Local Keywords

DAY 21-60 (OPENING WEEK AND EARLY POST-OPENING: VISIBILITY & ENGAGEMENT)

- Online Schedule Setup
- Front-Desk Staff Training for Patient Experience
- Community Organization Outreach Plan
- Soft Launch Event Planning + Execution
- Opening Week Campaigns (Live Streams, Influencer Partnerships)
- Review Collection Templates and Training
- Increase bids on Google Ads for opening week traffic
- Live stream the ribbon-cutting event
- Capture and share patient testimonials (with consent)

DAY 61-90 (POST-OPENING: MOMENTUM & GROWTH)

- Remarketing Campaign Launch Post-Opening
- Ongoing Google Ads Campaign Optimization
- Social Media Engagement with Patient Success Stories (with consent)
- Local SEO Enhancements (update Google Business Profile with new content)
- Reputation Management System Setup and "Review of the Week" Campaign
- Ongoing Staff Training and Patient Feedback Review
- Community Partnerships for Health Fairs and Workshops
- Sponsorship of Local Community Events (e.g., school sports, charity runs)