



Services

- Marketing Consultant

Gain marketing expertise to use as needed.

- Website Design

Clean and clear, your site should inform and influence.

- Print Design

Marketing collaterals can carry through your brand.

Medicine is your business.
Marketing medicine is mine.

SWOT Analysis

When developing a marketing plan, you must first look in the mirror. You must identify your Strengths and Weaknesses, your Opportunities and Threats. SWOTs are a serious exercise and the results will direct your decisions moving forward.

Internal Environment Analysis: Strengths & Weaknesses

Strengths and Weaknesses both originate internally. These are things that you can control. Strengths are “Good Now”; Weaknesses are “Bad Now”.

STRENGTHS: List of your capabilities and resources that can be the basis of a distinct competitive advantage. Ask: What are the most important strengths? How can we best use them and capitalize on each strength?

WEAKNESSES: What areas need improvement (or should be avoided)? Ask: What would remove or overcome this weakness? Weaknesses can sometimes be the absence of certain strengths, and in some cases, a weakness may be the reverse side of one of your strengths.

External Environment Analysis: Opportunities & Threats

Opportunities and Threats both originate externally. These are things that you cannot control. Opportunities are “Good Future”; Threats are “Bad Future”.

OPPORTUNITIES: In addition to new or significant trends, what other external opportunities exist and how can we best exploit or benefit from each?

THREATS: Can include anything that stands in the way of your success. No practice is immune to threats, but too many people miss, ignore or minimize these threats, often at great cost. Ask: What can be done to mitigate each threat? Can a threat become an opportunity?

Seven simple rules for successful SWOT analysis

1. Be Specific: Avoid gray areas, vague descriptions or fuzzy definitions.
2. Be Objective: Ask for input from a well-informed but objective third party; compare it with your own notes.
3. Be Realistic: Use a down-to-earth perspective, especially as you evaluate strengths and weaknesses. Be practical in judging both sections.
4. Apply Context: Distinguish between where the organization actually is today, and where it could be in the future.
5. Contrast and Compare: Analyze (realistically) in relation to your competition i.e. better than or worse than your competition.
6. Short and Simple: Avoid needless complexity and over-analysis.
7. Update your marketing plan and goals: Once the key issues have been identified, define the action steps to achieve change.

Our first consultation is at NO COST.

Call or email today to schedule an introductory meeting.

Let's talk about where you are with your marketing and where you want to be.