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## 5 Things To Get Right Before You Start Marketing For Your Healthcare Organizations

- **Business Model:** Create a profitable business model to identify your customer & the services you are offering them.
- **Offering Right Services:** Make sure that your target customer needs the services that you have & you are offering currently, providing quality services to the right customers will ensure your visibility & enrich your branding in the market.
- **Right Channel:** Now you have your target customers, and perfect services in place, the next thing is to identify the right channel through which you can reach out to your customer either through direct selling your services or by franchising your services.
- **Having A Goal:** If you don't have a revenue goal, you will never come to know, how many customers you need to achieve to reach out to that business goal. If you don't know how many customers you need to achieve that financial goal, you won't be able to know how much effort you have to put into marketing. Your market strategies should reflect your financial goals.
- **Right Resources:** Now standing at this point, you know your target customers, right services, right channels & the goal for your healthcare organization. Now you need to develop the right strategies system & skills in marketing to attract more customers to your organization by putting the least amount of effort.