



Marketing Do's & Don'ts

DO

- Take advantage of the **ATRA Marketing Toolkit**
- Prepare ahead of time
- Work with your ATRA marketing team
- Know your target audience
 - What are their needs?
 - What are their interests?
 - What ways might RT meet their needs?
- Tailor your presentation to your target audience
 - Presentation should vary when marketing to varied audiences
 - Physician specific
 - Administrator specific
 - Consumer specific
 - Allied health professional specific
- Present a consistent message
 - Keep core message in all presentations
- Believe in what you're marketing
 - Be confident in your presentation
 - Be confident when answering questions
- Know the benefits of your services to specific audiences
 - Benefits to physicians
 - Benefits to administrators
 - Benefits to consumers
 - Benefits to allied health professionals
- Your goal is to meet the audience's needs
 - Know their goals
- Expect to make multiple efforts
- Expect to make ongoing efforts

DON'T

- Confuse "features" with "benefits"
 - Don't talk about features that are not important to the audience
 - Don't assume a feature of RT is a benefit to the audience
- Confuse YOUR interests with the interests of the audience
- "Preach the Word"
- Misread your audience
- Use inappropriate language which doesn't match your audience
 - Don't use jargon inappropriately
 - Don't over explain understood information
 - Don't use slang inappropriately
- Have unrealistic expectations
 - Don't expect the audience to care as much about RT as you do
 - Don't expect immediate results

Marketing Do's and Don'ts brought to you by the ATRA Marketing Team

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