



# *World Class Marketing*

## **On a Shoestring Budget**

Presented By DeAnna Dale, Marketing and Events Manager, Ravin Consultants

[www.RavinConsultants.com](http://www.RavinConsultants.com)

# About Me

## **DeAnna Dale** **Marketing & Events Manager**

**Schooling:** Psychology, Marketing & Trends, Life Coaching

**Background:** Startups, Laboratories, Pharmacies, Consulting Firms

**Specialties:** Small Business Strategy, Marketing

**Interests:** Human Behavior, Trend Research, Design





# *About Our Company*

## **Ravin Consultants**

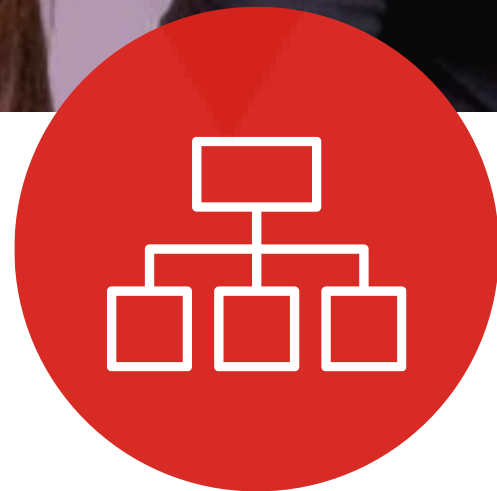
Ravin Consultants partners with healthcare organizations serving vulnerable patients to realize a shared vision of delivering the best care possible to everyone. Our company heritage is the 340B Drug Discount Program – we live it and breathe it all day, every day. Many 340B Consultants merely provide auditing services, but with us, you get so much more. We are a passionate team of 340B experts who have started and grown successful 340B programs across the country. On average, our 340B clients achieve over 800% program revenue growth after contracting for our full-service offerings, which we always deliver with highly personalized, white glove customer service.



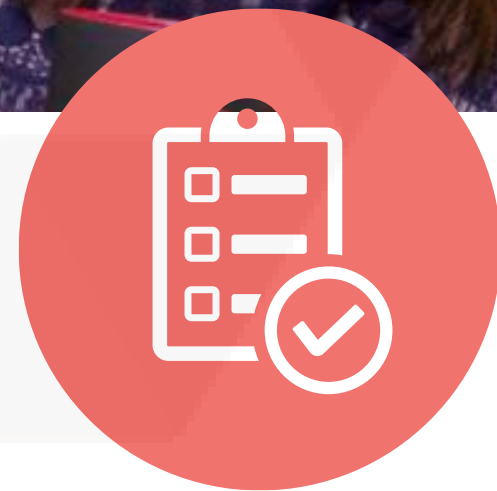
**YOUR PREMIER 340B  
GROWTH PARTNER.**



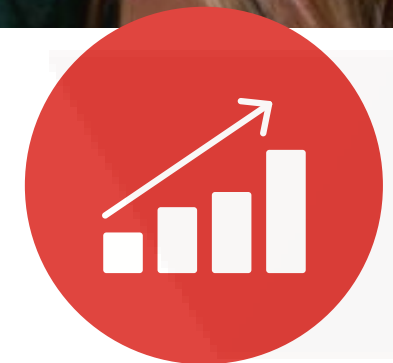
**ELIGIBILITY**



**IMPLEMENTATION**



**COMPLIANCE**



**OPTIMIZATION**

# Today's *Goals*

Learn to Enhance Basic Marketing Goals

Understand Human Behavior For Precise Targeting

Leverage Budget Friendly Digital Tools



# Keep Your *Eye Out For...*



## HOT TIPS & TRENDS

Tips from our team and other expert marketers



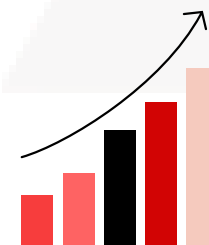
## RAVIN CASE STUDY

Ravin strategy that has been successfully applied to achieve our marketing goals and provide insight



## FAVORITE TOOLS

My favorite digital tools to use and trust me when I say I use them EVERYDAY



## STATISTIC

Data from the field

# How to Develop your *Marketing Strategy*

1

**Identify Your  
Goals**

2

**Create a  
Customer Profile**

3

**Develop Your  
Message**

4

**Define Your  
Budget**

5

**Select Marketing  
Channels**

6

**Track Your  
Benchmarks**

**DIG DEEPER!!!**

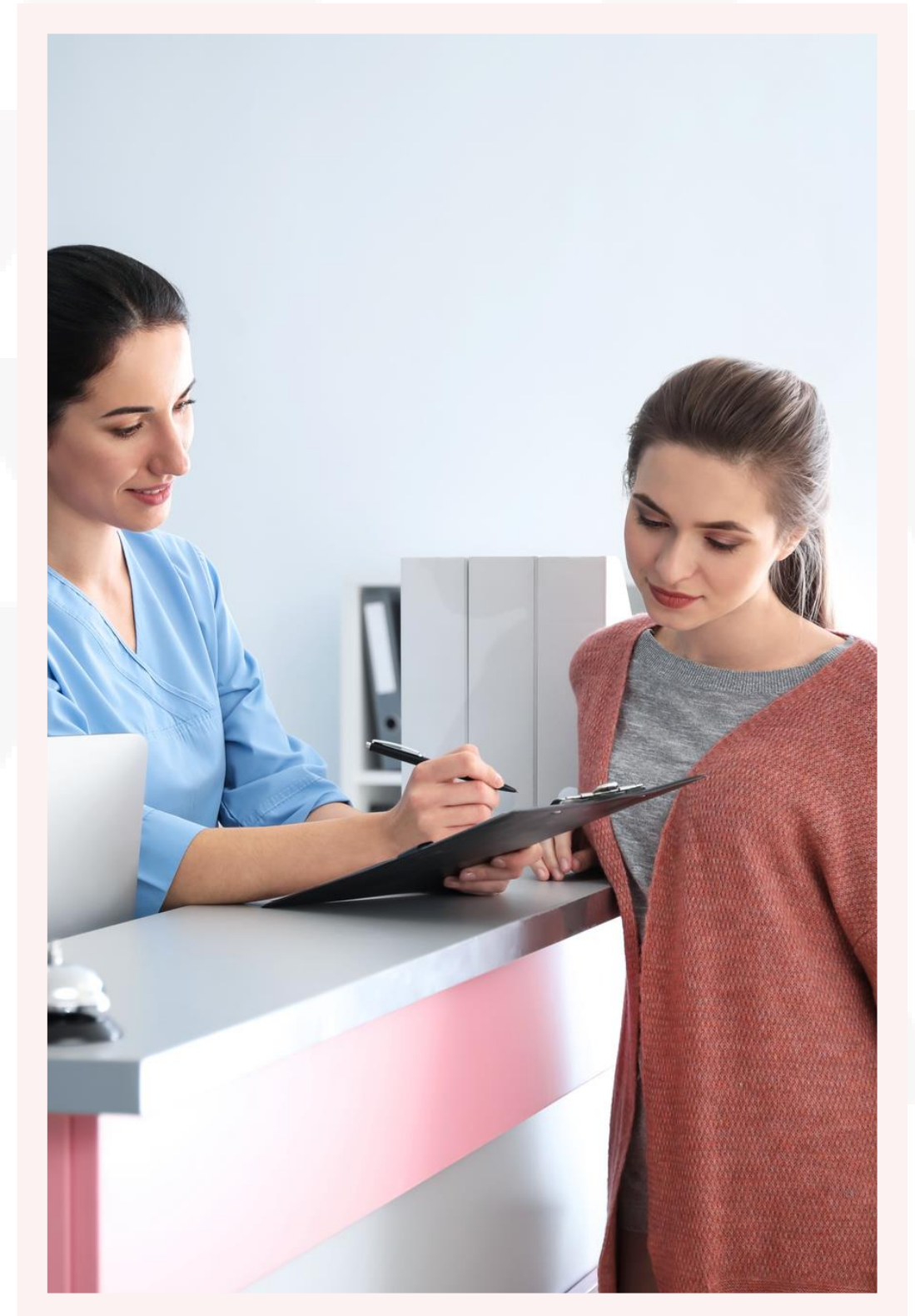
# Marketing Strategy

## *Identify Your Goals*

The **primary goal is to get a patient to visit your clinic** for an appointment. However, by refining this goal, you can focus not only on having the patient come in for their initial visit but also on **scheduling a follow-up appointment before they leave the office.** This approach ensures that you meet the initial objective of bringing patients through the door while also enhancing long-term success by encouraging return visits. By setting this more comprehensive goal, you create an opportunity to build stronger patient relationships and potentially increase overall patient retention.



**Refine your marketing goal by taking it a step further to include a secondary goal.**





# Marketing Strategy

## *Create a Customer Profile*

When identifying your ideal client, **avoid casting a wide net** that lacks focus and clarity. Instead, concentrate on one ideal client by selecting a current client who perfectly fits your desired profile. Build your marketing campaign around this individual by creating a detailed persona, or "**Ideal Client Avatar.**" Go beyond basic demographics to explore their work, hobbies, and family life. Use AI to visualize this persona or engage directly with someone who fits the mold. Ask them in-depth questions about their experiences, pain points, and what keeps them coming back. Let their insights guide your marketing strategy, focusing on their specific needs and preferences to avoid being overwhelmed by too many variables.

**Determine who the ideal client would be by focusing on what their life looks like not just what you think their pain points are. Include:**

- **Demographics**
- **Career or Job**
- **Hobbies**
- **Family Life**
- **Community Support**
- **Mindset**



**Concentrate on one ideal client that perfectly fits your desired profile.**

# Marketing Strategy

## *Develop Your Message/Voice*



Authenticity and consistency is key in capturing the attention of your client. Choose one person on the team that best understands the client persona and have them always write the content for your digital marketing.

### **Consistent Brand Voice**

Keep your voice and tone consistent to reflect your organization's values. Stand out by embracing your uniqueness and reflecting the experience the client can expect.

### **Cohesive Visual Identity**

Use consistent colors, fonts, and imagery to ensure a unified brand look and feel.

### **Emotional Connection**

Target your Ideal Client Avatar to create messages that resonate emotionally with your audience. Use psychological triggers such as scarcity and reciprocity.

### **Storytelling Approach**

Use storytelling to connect with your audience. Be relatable, not robotic or sales pitch-like.



# Marketing Strategy

## *Develop Your Message/Voice*



**Use ChatGPT as a guide for brainstorming. Always double check the information it provides and YOU be the ultimate expert on your brand. Ask ChatGPT or other AI programs for resources for the information it provides.**



### **ChatGPT Prompts**

- "Based on a target audience of [age group], [industry], and [demographics], what tone and style should I adopt in my messaging?"
- "How should I adjust my tone if my target audience values [specific values, e.g., innovation, tradition, sustainability] and wants to come across as [friendly, reliable, invaluable, etc.]?"
- "Give me a few variations of messaging in different tones (e.g., formal, conversational, humorous) so I can test which resonates best with my audience."
- "How should the tone differ between educational content and promotional content for my brand?"
- "Suggest a framework for maintaining a consistent tone while still allowing flexibility for different types of content, such as blogs, ads, and customer service."

# Marketing Strategy

## Define Your Budget



**OPTIMIZE WORKFLOWS** to decrease man hours. Your time is the largest part of the budget!



Ravin team was able to achieve Six Sigma certifications single handedly using this tool to optimize workflows.

### Monday.com Project Management Tool

DOFL Conference Planning ▾

Main Table Kanban +

New item ▾ Search Person Filter ▾ Sort Hide Group by ...

▾ Kickoff

Item	Owner	Deadline	B..	B..	Status 1	Status
> Decide who is going and resp... 2			\$0		90+ Days Before	Approved to start
> Decide Strategy 2					60 Days Before	Pending Review
Put Hold on Calendar					As Soon As Availa...	Done
Ravin Night Reception?					As Soon As Availa...	Working on it
+ Add item						

\$0 sum \$0 sum

▾ Sponsorship Reservation and Setup

Item	Owner	Deadline	B..	B..	Status 1	Status
> Reserve sponsorship 6					As Soon As Availa...	Done
> Fill out badge info for extra ba... 3					60 Days Before	Stuck
> Fill out badge information on p... 1					60 Days Before	Approved to start
Update Ravin Consultant Special...					30 Days Before	Pending Review
Update Ravin's Bio Page on App					30 Days Before	Done
Platform training - date will be pr...					2 Weeks Before	Done
Attendee List					30 Days Before	Working on it

### Align Budget with Goals

**Set Clear Objectives:** Identify your short-term and long-term business goals. Determine how your marketing efforts can support these goals, such as increasing brand awareness, driving sales, or expanding into new markets.

**Prioritize Goals:** Allocate more budget to initiatives that have the highest potential impact on achieving your key objectives.

### Incorporate Automation

**Use Marketing Automation Tools:** Invest in marketing automation to streamline processes and increase efficiency. Tools like Mailchimp or HubSpot can help automate email campaigns and customer follow-ups.



# Marketing Strategy

## Define Your Budget



Work smarter not harder

### Embrace Digital Marketing

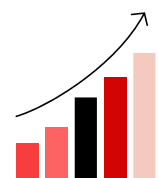
**Leverage Cost-Effective Channels:** Focus on digital marketing channels like social media, email, and content marketing, which often offer higher ROI at a lower cost compared to traditional marketing.

**Utilize Free Tools:** Take advantage of free or low-cost marketing tools and platforms, such as **Google Analytics, Canva, and Buffer**, to maximize your budget.

### Focus on Content Marketing

**Create Evergreen Content:** Invest in creating high-quality, evergreen content that remains relevant over time and continues to drive traffic and engagement.

**Repurpose Content:** Maximize your content investment by repurposing it across different platforms and formats, such as turning blog posts into videos or social media posts.



Marketing team wages can account for 30% to 50% of the marketing budget.



Canva

Design Tool

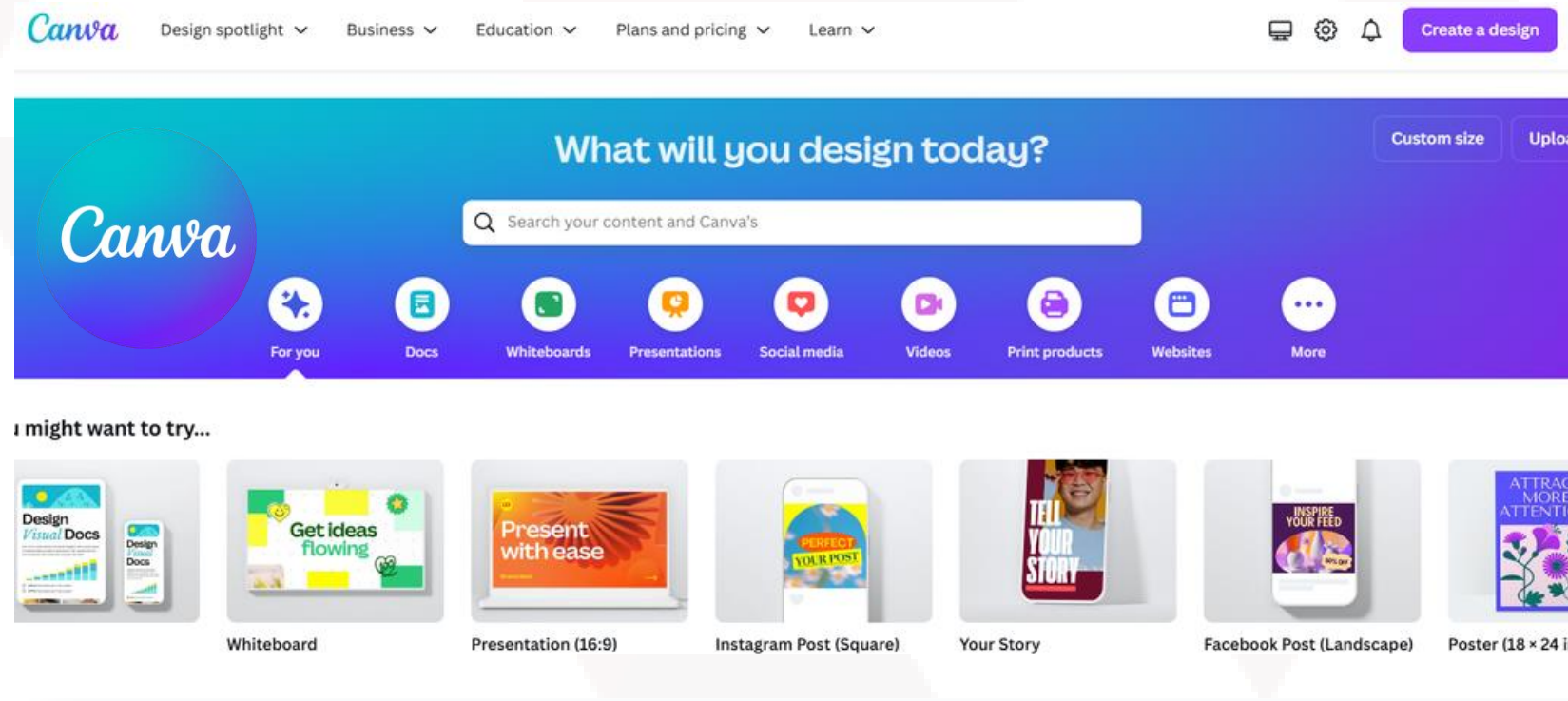


# Canva Graphic Design Tool

## Most Versatile!



Used by 60 millions users.



### Visual documents

- Visual Suite
- Docs
- Presentations
- Whiteboards
- PDF editor
- Graphs and charts

### Photos and videos

- Video editor
- YouTube video editor
- Photo editor
- Photo collages
- Background remover

### Print >

- Business cards
- Cards
- Invitations
- Mugs
- T-Shirts
- Hoodies
- Calendars
- Labels

### Marketing

- Logos
- Posters
- Flyers
- Brochures
- Social media
- Websites
- Stickers
- Yard signs
- QR Code Generator

## Branding

Develop a consistent brand identity with logos, business cards, and branded templates.

## Marketing Materials

Design flyers, brochures, and promotional materials for both print and digital use.

## Social Media Content Management

Easily create eye-catching posts, stories, and ads for platforms like Instagram, Facebook, and Twitter.

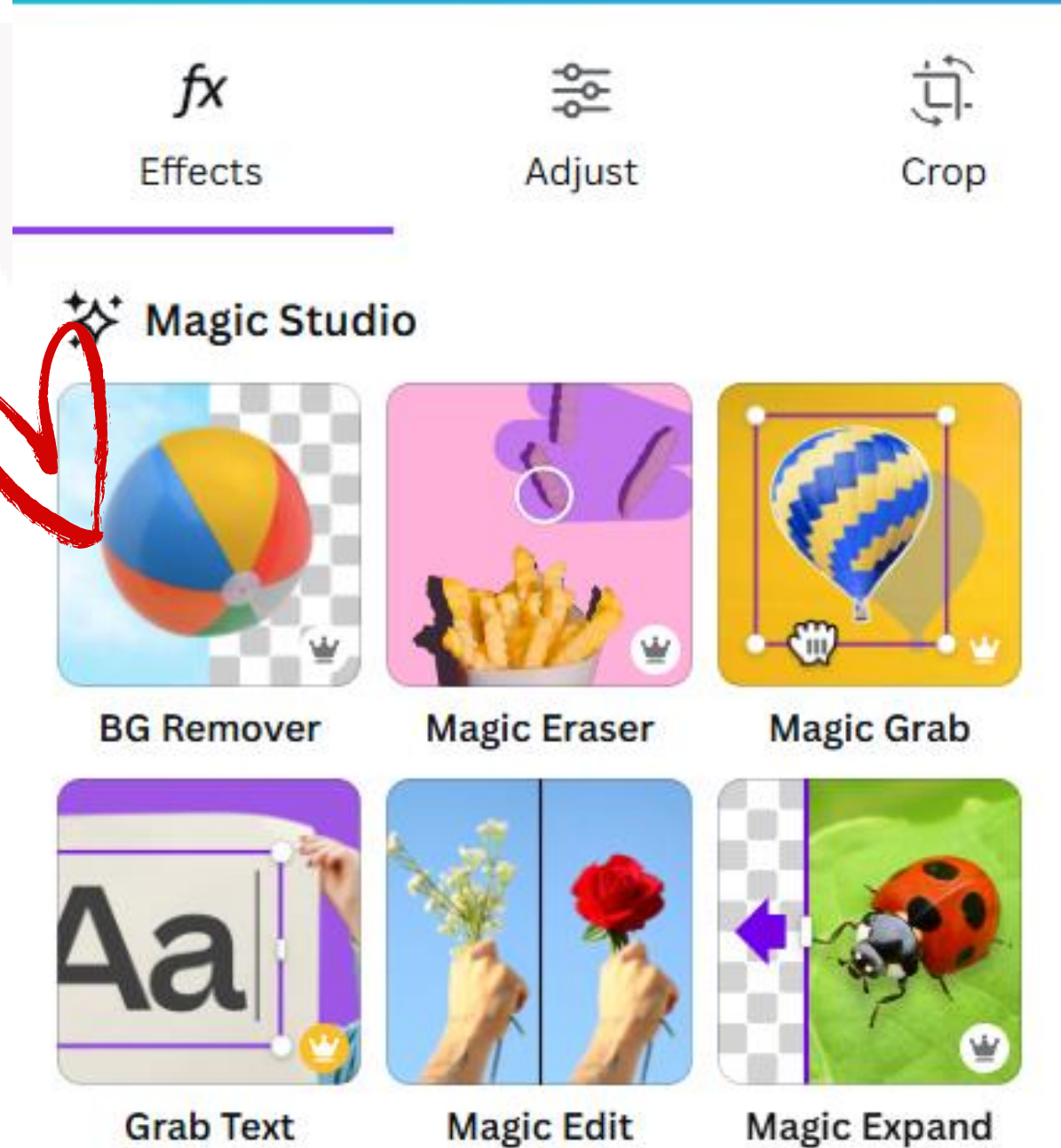
## Presentations

Build professional presentations with customizable slides and transitions.

# Canva Graphic Design Tool *Features*



Scan for tutorials on all the features below.



## Social Media Content Management

Multiple Account Linkage  
Posts Scheduling  
Content Calendars  
Insights

## Documents & Custom Designs

Documents & Proposal  
Charts & Tables  
Digital Asset Management  
Embed External Designs  
Print Designs

## Brand Management

Brand Kits & Templates  
Brand Controls  
Design Approval Process

## Presentations

Convert Documents into  
Presentations  
Design Collaboration  
Record Video  
Powerpoint Conversion

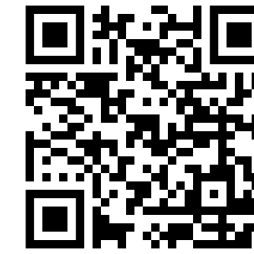
## Favorite Features

AI Design and Writing Tool  
Magic Erase  
Background Remover  
Video & Picture Editing  
Mockups  
App Integrations

# Canva Graphic Design Tool

## How We Use It...

### QR Codes



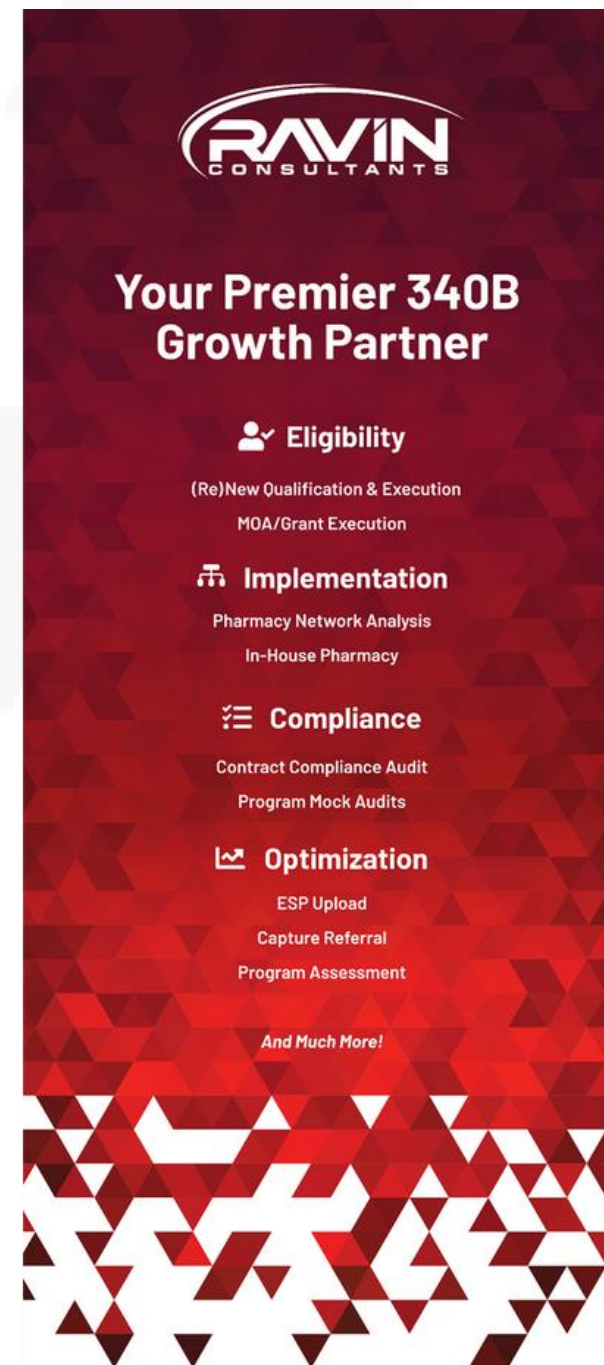
### Social Media



### Promotional Items



### Signage and Displays



### Print Marketing





# Marketing Strategy

## *Select Your Channels*

### Top 4 Most Successful Channels in Healthcare

**Social  
Media**

**Email  
Marketing**

**SEO**

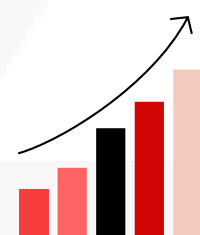
**Website**

# Marketing Strategy

## Select Your Channels



We were able to cut design time in half but batch creating social posts for events.



According to a recent DMA report, the average conversion rate for email marketing is approximately **4.29%**, which is significantly higher than conversion rates for social media and other advertising methods.



### Social Media Tools

Buffer  
FeedHive  
Meta Business Suite



Batch Publishing  
Multi Channel Content Calendar  
Scheduled Content

### Email Marketing Tools

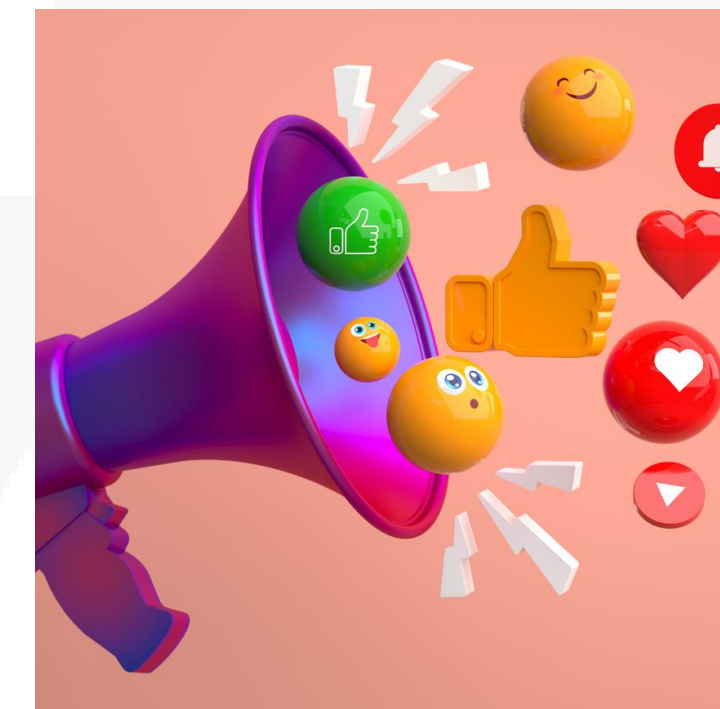
FloDesk  
MailChimp  
Benchmark Email



Automated sequences  
Segmented Campaigns  
Data Tracking

### Social Media Marketing

Do not put effort into every social platform if it is not where your target client engages. Chose the platforms that best reach your audience.



### Email Marketing

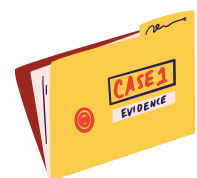
Email remains a powerful tool that has the highest conversion rates of online digital marketing channels.

# Marketing Strategy

## Select Your Channels



Know your strengths and weaknesses and do not be afraid to outsource to get the results you are looking for if the budget permits.

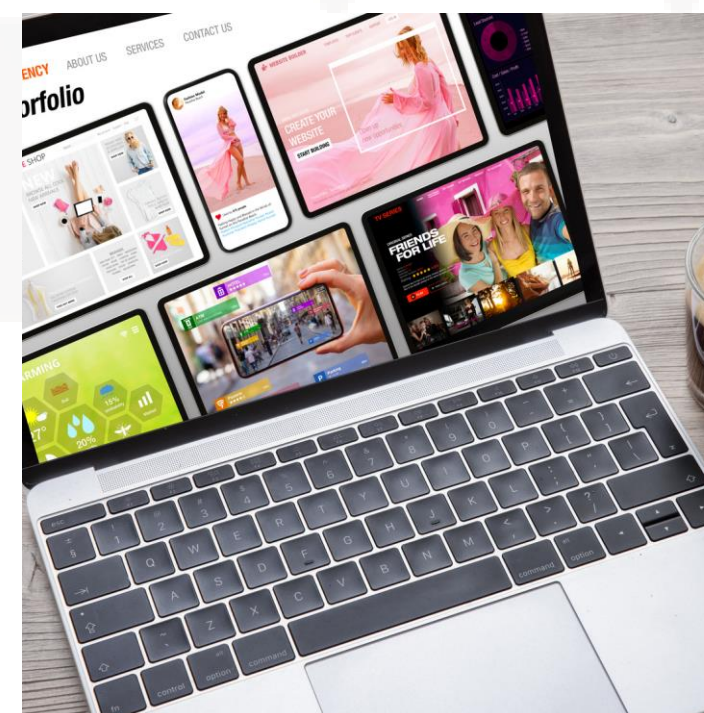


### Ravin's Search Engine Optimization and Website Results

1. #1 for "340B Consultants" Keyword Search
2. Doubled New User Traffic to Site
3. Tripled Monthly Organic Search Traffic
4. Increased Engagement Time and Page Views
5. More Than Doubled Conversions for Newsletters, Event Registrations, and Subscribers
6. Rebranded to better match our tone and voice
7. Created Blog and Resource section to better serve our clients

### Search Engine Optimization

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or from search engines. SEO targets unpaid traffic.



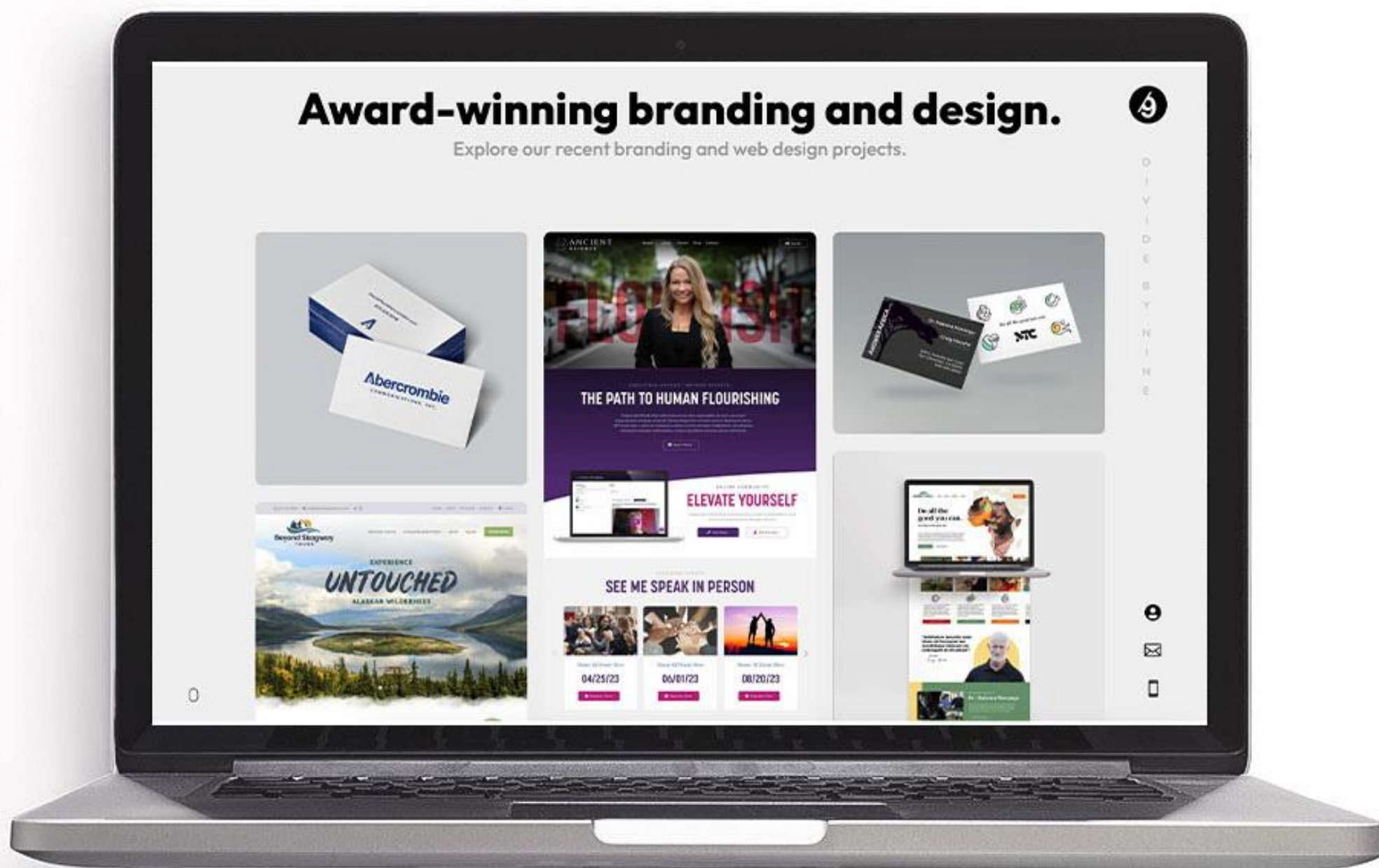
### Website

A well-designed website showcases your services but also plays a critical role in converting leads into customers through clear calls-to-action, user-friendly navigation, and engaging content.

# Outsourcing These Channels

## *Best Decision We Made*

Divide By Nine Website Design and SEO Management



# Marketing Strategy

## *Track Your Benchmarks*



**Data to Direction!** Make tweaks not complete shifts. Doing something completely different will not tell you what DID work.

### Key Metrics

Measuring success is vital to refining strategies. Look at engagement rates for content marketing, follower growth for social media, and open rates and click rates for email marketing.

### Intricacies of Conversion

Mobile vs. Desktop. We often think of desktop first mobile second and make both design and strategy wise identical. Separate the two and focus on the differences in traffic and conversion.



### Ravin's Analytics Mobile/Desktop

#### Mobile:

2/3 of Direct Traffic to Site  
3/4 of Social Media Engagement

#### Desktop:

3/4 of Organic Traffic to Site  
3/4 of Open and Click Rates from Email  
90% of Conversions

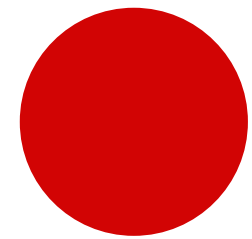


Google Analytics

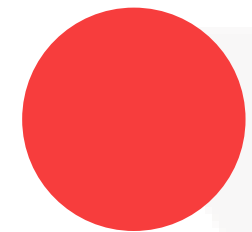
# World Class Marketing

## *On a Shoestring Budget*

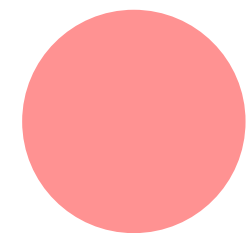
### Wrap Up



Digging deeper into your marketing objectives, creating your ideal target client profile and concisely defining your brand will take your business to the next level.



Leveraging key marketing channels with a clear tone and strategy, supported by data-driven insights like case studies and statistics, allows businesses to optimize their efforts, achieve measurable success, and ensure long-term growth.



Effective use of digital marketing tools tailored to the specific needs of businesses with limited budgets can dramatically improve workflows, reducing hours spent and elevates marketing objectives.



# Thank You!



## Website & E-mail

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*Learn More!*