

Promotional Audit

Promoting Spinal Workshops

1. Are you using your spinal workshops for...
 - Education
 - Lead Generation
 - Community Engagement
2. How often do you organize spinal workshops?
3. What methods have you used for promoting your spinal workshops?
 - Social Media
 - Local Partnerships
 - In-Clinic
 - Advertising
4. How do you engage your audience before, during, and after a spinal workshop to ensure a memorable and educational experience?
5. Are you measuring the success of your spinal workshops?
 - Attendance numbers
 - Appointments
 - Feedback
 - Surveys

Building Email Lists/ Email Campaigns

1. What strategies do you employ to build your email list?
 - Online sign-ups
 - In-Clinic Forms
 - Special Offers
2. How frequently do you send emails to your list?
3. What types of email content have you utilized in engaging recipients and driving conversions?
 - Patient Support Communications
 - Appointment Bookings
 - Workshop Registrations
 - Newsletters
 - General Inquiries
4. Are you analyzing the performance of your email campaigns?
 - Emails Delivered
 - Emails Bounced (Not Delivered)
 - Open Rates
 - Click-Through Rates
 - Conversion Rates

Digital Ads on Social Media and Google

1. Are you utilizing digital ads on social media and Google to build...
 - Brand Awareness
 - Lead Generation
 - Promoting Specific Services
2. Are you optimizing your digital ads to reach your desired audience, and how often do you adjust your ad strategies based on performance analytics?
3. What types of content and creative strategies have been utilized in your digital ads?
 - Testimonials
 - Educational Videos
 - Service Promotions
 - Lifestyle
4. How do you measure your digital advertising campaigns' return on investment (ROI), and what benchmarks do you use to evaluate success?
 - Emails Sent
 - Emails Bounced (not delivered)
 - Emails Opened
 - Emails Clicked