

Planning Your Marketing

Your Community's Stat's and Reach-Ability

You want to see more families. You want to have a greater reach in your community. Let's work out exactly how many people you have in your immediate area to set the vital goals and targets needed for a successful practice marketing strategy.

Don't Guess ... Assess

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1. First you need to intimately understand your area.

How many people live in your area? What kind of families are there? What is the raw data so you can better target the families you wish to care for?

Using the table below, list the suburbs in the areas within a 20 minute radius around your practice. This group of suburbs becomes your target for marketing now and in the future.

North/West	North	North/East
West	Your Practice's Suburb	East
South West	South	South/East

2. Now identify your favourite ages of kids to work with.

What is the age group of child you like to work with best? Rate 1-5 on the following:

	This age group makes you smile. You never tire of this age group.	Enjoy seeing improvement in this age group. You see them as a key area of development.	You engage well with this group. You can work your magic, make them smile and find this a rewarding group.	You feel you wow their parents easily. Talking about the achievements made is simple. Parents love you for it.	Makes you feel energised after seeing them. Some groups are draining. This group makes you fly!	TOTAL
0-4 Newborn to Toddler You will be working with new Mums, educating about feeding, sleep, tummy time, milestones etc. Behaviour, digestion, sleep, food, accidents. learning, development, behaviour, immune system						
5-9 Kindy to Year Two Learning, social behaviour, schooling, growth Maturity growth development learning temperament						
10-14 High School Transition Hormones, behaviour, social						
15-19 Young Adult Hormones, behaviour, social						

3. Time to get a little nerdy!

Let's head to the Census website to get a good understanding of the demographics in the area around you.

<http://www.abs.gov.au/websitedbs/censushome.nsf/home/data>

1. Click on the link below to take you to the Community Profiles page:
<http://www.abs.gov.au/websitedbs/censushome.nsf/home/communityprofiles?opendocument&navpos=230>
2. In the right hand search box, enter the suburb name (*refer back to your suburbs in section 1*) and click GO.
3. You will then need to download the Excel Community Profile spreadsheet which provides all data on 2011 Census records. Select the 'Basic Community Profile' option and download the file and open up the spreadsheet.
4. Complete the tables below using the data from the spreadsheet. You need to refer to the following sheets:
 - a. B01a - SELECTED PERSON CHARACTERISTICS BY SEX (1 of 2)
 - b. B25 - FAMILY COMPOSITION

Note: Go to the 'List of Tables' tab at the bottom (3rd tab) and you can then click through to the above sheets from there

5. Repeat the process above for each of your suburbs from section 1

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
North/West	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
North	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
North/East	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
West	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
Your Practice's Suburb	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
East	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
South/West	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
South	0-4		Couple with no children (potential parents)			
			Couple with children under 15			
	5-14		Couple with no children under 15			
			One parent family with children under 15			
	15-19		One parent family with no children under 15			

Suburb	Kids By Age		Total number of families		Total Kids	Total Families
South/East	0-4		Couple with no children (potential parents)			
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4. Planning Your Data Base Growth

Now that we have a better understanding of the amount of families in your area, let's plan what numbers you should expect your data base to grow.

Your Current Practice Data Base	A =
Total Family Reach Ability	B =
Potential Targets	B - A =

Let's Set a Goal

If your goal is to have at least 1% of the local population on your data base, then you should have _____ (B/100*1)

TIME LINE	3 months	6 months	9 months	12 months
Data Base Goals				
Online Activity / Promotion				
In House Promotion				
Affiliate Advertising/Events				

Now you have the goals to work with families! Let's get going.