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# THE IMPORTANCE OF BRANDING



## WHAT IS BRANDING?

**Your brand represents your practice's reputation, your commitment to your core values, and what the consumer thinks about your business.** While your brand is the idea or thought, branding refers to the visuals associated with the brand.



## BRAND IDENTITY

**Brand Identity refers to the tangibles that affect physiologically: sight, sound, touch, taste, and smell.** These tangibles (logo, website, colors, business cards etc.) make up your brand identity.

For example, Apple uses sight and visuals while a company like Starbucks uses taste and smell to promote their brand.

Consider how your patients interact with your practice and be sure to incorporate that into your Brand Identity.



## BRAND MESSAGING

**Brand messaging is the foundation or position your business takes that makes your practice unique and different from competitors.** This messaging communicates your mission statement and how your business can provide a better product or service than the competition. Brand messaging will dictate your brand's design and voice.

# WHY IS BRANDING IMPORTANT?

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## First Impressions

When a patient comes in contact with your brand, you want them to have an excellent first impression, which can be accomplished through good design and branding. Design communicates your message visually to your consumer.

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## Great design builds trust and credibility

Have you ever landed on a website or received an email, whose design makes you question if they are legitimate? Poor design can cause patients to not trust a website or business. Branding consistency through your logo, website, business cards, social media, etc., builds trust between you and the patient.

A well-designed brand gives your audience visual proof that you can be trusted.

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## Brand Recognition

Your brand should be recognizable without a logo present, which means you need more than just a logo. Branding should be cohesive across all items including social media, printed materials, voice (using the same voice through radio/video), digital ads, etc. If your audience is viewing your social media posts, you want them to be able to recognize that it's your style without even seeing the name.

Consistency is key to developing brand recognition.

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## Differentiation

One of the key ideas when building your practice is knowing who your competitors are and how you differ from them. This also applies to their branding. What makes your practice different? Does your logo and brand design reflect the differentiation?

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## Memorability

You are more likely to remember something you visually see compared to reading about it. By creating a brand that is different from competitors and making it visually appealing you are more likely to be remembered. Creating a great patient experience will also add to your brand memorability.



## IS IT TIME TO REBRAND?

**Rebranding is when your visuals no longer accurately represents you.** When you feel your brand no longer aligns with your business direction or goals, or your audience is confused about your business, a rebrand might be necessary. When you invest in a rebrand keep in mind you want to rebrand for the future, not where you're at right now.

## QUESTIONS TO ASK YOURSELF

**Does your current branding no longer reflect how you want to be recognized?**

**What do you want to be known for?**

**What makes you different from your competitors?**

**What are your practice's goals?**

**Who is your target audience? How would you describe them?**

**What kind of voice do you want to have towards your audience?**

**How do you want them to feel?**



*These answers will become an outline of your core values.*

# HEALTHCARE INDUSTRY EXPERTS

We provide medical business solutions and strategies for practices, ambulatory surgery centers (ASCs), and medical corporations. Made up of a diverse team of strategic consultants, we help our clients develop, manage, and market their medical practices.

Over the last 30+ years, we have consulted for many medical surgical specialties, with the majority of our focus dedicated to ophthalmology and eye care. Whether you are a single- or multi-specialty facility, we are here to help you identify your goals, build long- and short-term business plans, and execute those plans to achieve your goals.

## HOW WE CAN HELP?

We help identify your goals so that we can more accurately evaluate the success of current and future marketing strategies.

Once we know what marketing success looks like to your business, we can select the best marketing and advertising tools to communicate your messages and reach specific audiences, whether it is patients or prospective referral sources.

Though tools change overtime, they fall into three main categories:



### Traditional Marketing

Brochures, direct mail, logo design/branding, newsletters, billboards, photography, posters/flyers, press releases, print ads/misc. print pieces, radio, signage, TV commercials



### Digital Marketing and Online Reputation Management

Google analytics, social media management, social media ads, web banner ads, in-stream radio and video ads, retargeting ads, web video production, mobile ads, pay-per-click (PPC) ads, podcast production, streaming radio ad, QR Codes

**Online reputation management** is designed to encourage your happy patients to be more proactive in leaving positive reviews, boosting your google rankings. We gather real time feedback from patients and provide that information to doctors/staff. This can reveal some areas that could use improvement (such as wait times). We also can quickly address negative reviews and try to recover the patient (console them via phone call and even get them to alter their review).



### Web Development and Management

ADA/WCAGE compliancy, online forms, patient education, responsive website design, search engine optimization (SEO), URL/domain purchase, website security, website development

# OUR MEDICAL MARKETING EXPERTS



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Writer

Our Experts are Certified in:



Google Certifications for  
Search, Display, Video,  
Shopping Ads, Apps and  
Measurement  
Google Ads  
Google Analytics



Facebook Certified Creative  
Strategy Professional



HubSpot Certifications for  
Inbound Marketing, Social  
Media Marketing, Digital  
Marketing, and Digital  
Advertising



Social Media Basics for  
Healthcare



Certificate of Social Media  
Marketing from the  
SO ME Academy