

# MARKETING RESOURCES



GREAT LAKES  
PHYSICIAN ALLIANCE

LET'S  
MAKE  
YOUR  
PRACTICE  
THRIVE.



# MARKETING RESOURCES

Your practice is unique, and so should your marketing strategy be. As a member of the Great Lakes Physicians Alliance, you have available to you a full array of professional marketing services.

## BUSINESS DEVELOPMENT

- Marketing Assessment
- Strategic Planning
- Branding/ Logo Refresh
- Advertising Value Assessment
- Campaign Management
- Analytics Reporting
- Newsletter Efficacy
- Patient & Referral Tracking

## PATIENT COMMUNICATION

- Social Media Management
- Business Cards
- Brochures
- Office Displays
- E-Newsletters
- Patient Education
- Surveys
- Ads

## DIGITAL PRESENCE

- Website Design
- App Development
- Data Tracking
- Social Media Management
- Ads

## INTEROFFICE MARKETING

- Internal Communications
- Training
- Marketing Development

## Your Marketing Team



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