PR and Marketing plan – Alternative Medicine Clinic, Stockport:

Goals:
- Raise awareness for the clinic in local newspapers and magazines
- Attract more customers
- Open up new markets

Target areas:
- Stockport, Manchester, Cheshire

Target market:

<table>
<thead>
<tr>
<th>● Health</th>
<th>● Alternative/complementary medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Women – fertility, pregnancy, pre-menstrual</td>
<td>● Fitness/sports</td>
</tr>
<tr>
<td>● Elderly</td>
<td>● Beauty</td>
</tr>
</tbody>
</table>

Media channels:

- Press
- Reviews and recommendations
- Free business listings
- Events and talks
- Acupuncture and TCM Associations
- Websites and forums
- Facebook, youtube
- Local council
- Awards
- Drop brochures

Story lines:
- Fertility success stories – new baby clinic
- Success with elderly patients
- Acu-facial as an alternative to cosmetic surgery
- Seasonal story lines e.g. flu, hayfever, weight loss etc..
- Offers
Questionnaire

1. What is the story behind the clinic – the name, the history, the brand, the people:

2. How did (names) come together to form this company?

3. How long has the company been in business and the start date:

4. What is your mission to your customers?

5. What is the most common ailment you treat:

6. What conditions do you have the most success with (either completely cure or cure in a short period of time):
7. What percentage of customers do you have in the following age brackets:

<table>
<thead>
<tr>
<th>Age Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12yr old</td>
<td>10</td>
</tr>
<tr>
<td>12-18yr old</td>
<td>20</td>
</tr>
<tr>
<td>19-25yr old</td>
<td>30</td>
</tr>
<tr>
<td>Over 25yr old</td>
<td>40</td>
</tr>
</tbody>
</table>

8. How many clients do you have? Active cases:

9. What ratio male: female do you treat?

10. What are your best selling products?

11. Please choose the best case studies in the following areas:

- Fertility
- Elderly condition
- Facial revitalisation
- Weight loss
- Work and stress
- Seasonal story lines e.g. flu, hayfever etc..
- Other
12. Contact Details for case study and further interview:

<table>
<thead>
<tr>
<th>Condition:</th>
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</thead>
<tbody>
<tr>
<td>Name:</td>
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<tr>
<td>Gender:</td>
<td>Age:</td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>County:</td>
<td>Post code:</td>
</tr>
<tr>
<td>Telephone number:</td>
<td>Email address:</td>
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</tbody>
</table>

13. Do you have any special offers?

14. Please outline your rates:

15. What makes you different to other TCM clinics and practitioners?

16. Who is your main competition?

17. Would you like to open new markets in the following areas?

- NHS
- Private referrals
- Sports injuries
- Other?