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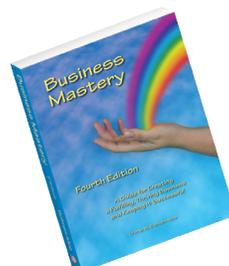
# The Top Ten Steps to Innovative Marketing

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Developing an innovative marketing plan is crucial to your long-term success. Marketing has greatly evolved in the last several years. What used to work might not be as effective. Consumers are much more savvy and want to be reached through creative and personal marketing methods. A lot of competition exists for where people spend their money on health and wellness. Your marketing methods need to identify what makes you unique to other practitioners in your specific field, as well as what sets your work apart from other health wellness care choices.

Being innovative means reaching your target markets in a way that they don't expect. It also means being flexible in your thinking, responding quickly to change and utilizing new technology. You gain a competitive edge by regularly reviewing your marketing plan and adapting your marketing strategies. Often times all that's needed to elevate the effectiveness of a marketing strategy is just a slight shift in approach. In this webinar, we will examine how to make those shifts and identify the top 10 steps to creating an innovative marketing plan that gets results.

To best prepare for the webinar, please review your current marketing plan, note what is working well and what changes you want to see. List 3 target markets you already have (or would like to have). Review the Target Market Analysis sheets and make notes for at least 1 target market.



# My Marketing Plan



Highlights of my plan:

What is working well?

What changes would I like to see in my marketing?

# My Target Markets

*Target markets are groups of people who share similar characteristics. These can be health concerns, occupation Some typical wellness target markets are: high-stress executives, pregnant women, athletes (in general or a specific niche such as triathletes, cyclists, gymnasts), infants, children, people in self-improvement programs, pre- and post-operative recovery, people with disabilities, attorneys, seniors, the entertainment industry, people in addiction recovery programs, patients of other primary care providers, small business owners, students, computer operators, dancers, artists, people with specific issues such as long-term illness or injury rehabilitation, and other wellness providers.*



**Target Market 1 Group Name:**

*Brief Description*

**Target Market 2 Group Name:**

*Brief Description*

**Target Market 3 Group Name:**

*Brief Description*

# Target Market Analysis



Target market group title:

Applicable Demographics:

*Age, income level, occupation, gender, geographic location, education level*

Target's physical, emotional and personal needs and goals:

Features your practice offers:\*

Benefits your services provide:\*

Places to find members of this market:

*Stores where they shop, places where they socialize, online newsgroups*

Publications they read:

*Local and national magazines, print and online newsletters*

Groups they belong to:

*Support groups, civic organizations, professional associations, social clubs*

Special events and important dates:

*Specific awareness days, races, seasonal stresses (e.g., January - April for accountants)*

Companies and wellness providers who service this market:

Trends that will most likely affect this market:

Where they look for help:

*Online resources, telephone book, bulletin boards, friends, organizations*

Needs that aren't being met by traditional services and products:

Target's philosophical beliefs about wellness:

Target's perceived value of your services:

Primary reasons the target does or would use your service:

Average number of sessions/classes per client per year:

Session/class intervals:

*Daily, weekly, biweekly, monthly, bimonthly, occasionally*

*\*Whenever possible, match these to the Needs and Goals*