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01.18.12 / 9:24am / Jonathan Root

## PROTOCOL #2: MARKETING IN THE HOSPITAL ENVIRONMENT

Latest issue reports on owned media

Extra, extra! Read all about it! The new issue of *Protocol: The Marketing Report for Hospital CEOs and Physicians Practice Administrators*, is now available at [www.smithandjones.com](http://www.smithandjones.com). In this edition we will be discussing owned media in hospital environments.



Topics include...

- Exploiting hospital facilities and physical assets to engage internal audiences
- Striking a balance between environmental design and marketing messages
- Delivering targeted content with a lasting return on investment

Read the new issue of [Protocol: The Marketing Report for Hospital CEOs and Physicians Practice Administrators](#) here and subscribe to receive upcoming editions by email.

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Shelly | Feb 27th, 2012

You may have not intended to do so, but I think you have managed to express the state of mind that a lot of people are in. The sense of wanting to help, but not knowing how or where, is something a lot of us are going through.

Rodrigo | Feb 28th, 2012

Why not focus on how you're silencing instead of what you're silencing. Chances are



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whatever your product is there are other people slileng the same thing. So if you discount it, they can discount theirs even lower, What can you offer the consumer that the others don't.I buy all my tools at the Lumber yard company, they charge more than anyone else, but I don't care. (within reason ofcourse) the reason I always go there is1) the provide complimentary cookies and coffee.2) The sales people and management know me by name and always take the time to say hello.3) I know that they have quality products and knowledgable staff and value my business.If your customer does buy your product, what can you do to make him think of you first when he buys next time.Think like a buyer not a seller. What would make you buy, and stay a loyal customer. Lower prices are everywhere.focus on these three things1) Service.2) Solutions ( your product is just what they need)3) SatisfactionHave a customer appreciation day, coffee and donuts.After you sell a product to the customer, wait a couple of days and give him a personal call, ask him if the product is working to his satisfaction, does he have any questions, etc.

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