Marketing Ideas from TMA M11

All members gave suggestions of things they have done for marketing

## Doctors

Letters and brochures

Talks – pitched so colleagues understand complexity of travel medicine

Working with students/ universities / RACGP trainees

Sending thank you for referral letters

## Chemists

Letters // Talks

## Travel agents

Detailing visits – clinics in smaller communities found this helpful

Invites to dinners or breakfasts – very small number attend

Giving resources - Laminated Yellow fever maps

Cards indicating which are high risk countries

Giving discount – BB plus 10% off vaccines

Giving small presents with detailing visits: vouchers, wine, chocolates

## Public

Google is king – adwords very popular with members

Talks to groups

Print media free editorial useful but adds - VERY unhelpful

Yellow pages paper – unhelpful

Letterdrops – unhelpful if there are multiple brochures being delivered

Theatre advertising

Radio advertising / travel health spots

Facebook – boosting posts, posting news eg Flu and Haj

Webjet – only just started - TBA

Lonely planet guide website ( tried and was unsuccessful )

## Schools

– mail, phone and visits – good if doctors have relationship with schools

## Walk by -

signs if clinic on ground level

## Local businesses in the vicinity

That staff go in uniform for coffee and butchers etc – give brochures and spiel

## Companies who send travellers overseas

Catching them when they come to the clinic – corp workshop

## Hospitals

– relationships, visits, brochures on notice boards

## 3 key Messages we send to public

Some advocated message should be simple and positive, not scary – partner with travellers

Our doctors

* Are experts and keen travellers – especially for complex itineraries
* Give less : as we know what is needed so Better value
* Aftercare : Are on call after the vaccine, keep records, next trip service, smartvax

## Other things that can be done to enhance easy access to our service

Online appointments – anytime of day or night - very successful

Google business app or healthsite – some really like

## Things to enhance our presence on social media

Blogs – do it regularly to enhance website

SEO of website