



# ABA MARKETING PLAN

**COMPANY NAME**  
BUSINESS ADDRESS



# Artemis ABA<sup>®</sup>



VERSION 0.0  
TEMPLATE PROVIDED BY

# ABA MARKETING PLAN

Use this template to quickly create an actionable plan — with sections that outline your strategies and techniques to achieve your goals. this marketing template can suit clinics of all sizes, from a single, small clinic to a large aba business with multiple clinics.

Read each section and customize the details to fit your needs. sometimes, a table more effectively communicates your information.

The template begins with a summary of your company’s mission and timeline. then, we move into a goal analysis and market analysis. finally, we outline marketing strategies to reach your target audience.

This plan will organize and focus your marketing efforts. in addition, you can use it to demonstrate your credibility to potential financial backers.

## PLAN OVERVIEW

This section should be brief and to the point. its purpose is to ground your efforts in a foundational framework and to communicate your company’s basics to outside entities. this first page will give you all the information you need about the framework of your plan, budget, and goals. here are suggested sections to include:

<b>BUSINESS NAME:</b>	
<b>SERVICES PROVIDED:</b>	
<b>MARKETING MANAGER:</b>	
<b>MARKETING BUDGET:</b>	
<b>TIMELINE:</b>	

## OVERVIEW DETAILS

Describe your reason for writing a marketing plan and summarize the purpose of the marketing strategy (what you will do, why, and for whom).

## TARGET AUDIENCE

Describe your target audience (patient community, specific referring providers, and staff)

## GOALS AND SUCCESS METRICS

For example, you can include your goals for the number of monthly website visitors, email subscribers, new patients, new referrals, etc.

# INTRODUCTION AND BACKGROUND

Describe your goals, overarching strategies, and details about your finances. If you wish, include a summary of your business, your corporation type, and the community you plan to serve. Also, provide a brief overview of your services, including intervention methods. This section is needed only if you want to share this plan with potential investors. Here are suggested sections to include:

## OBJECTIVES

Outline general objectives and patient care goals. For example, most ABA clinics will identify a target audience and encourage people to use their services. Take these broader hopes and attach specific numbers and time frames to them. Ultimately, these goals will help financially bolster the clinic and satisfy the clinic's purpose of providing valuable care for the local community.

Wherever possible, write specific goals with specific time frames. For example:

### CLINICAL GOALS

- ✓ Onboard x number of new patients within x months of opening
- ✓ Host an open house and attract x new email subscribers or patients within x months of opening
- ✓ Achieve patient satisfaction exceeding 90% within x months of opening
- ✓ Earn x positive referrals from the medical and educational community within x months
- ✓ And any other broad goals related to patient care and clinical operation

### CLINICAL GOALS

- ✓ Achieve a measurable return on investment (ROI) within x years of opening
- ✓ Onboard x staff members within x years of opening
- ✓ Sit on the board of x local community organizations within x years
- ✓ And any other broad goals related to business finance and reputation

## MARKETING STRATEGIES

Summarize the major elements of your marketing strategy. Later, you will go in-depth on specific directions and techniques. Business schools use the terms "segmentation," "targeting," and "positioning." We use these terms here, but feel free to attach any other words to these principles. Just make sure you remain consistent with your vocabulary throughout the plan.



# MARKET SEGMENTATION AND TARGETING

Which clients do you want to serve and how? segmentation divides a broad consumer base into groups of potential patients based on some shared qualities. here, you will answer questions like: which clients do i want to serve or interact with? which target audiences will i focus on? why are these target audiences important?

Here, you can outline results from any market analysis you've done. essentially, divide your target audience into different groups. for example, aba clinics might include "families," "children in need," "referrals," "supporting non-profits," etc. this process helps you break up a large community into groups that will either use your services or influence your reputation.

For each target audience, explicitly define each group. then, create a list of challenges and discuss how your clinic can help each segment deal with these difficulties. for example, for the target audience of "non-profit organizations," your aba clinic can provide additional community support via webinars, presentations, or other services.

## MARKETING RESOURCES

This section details the financial resources, time, and personnel you have available for marketing.

### STAFF

- ✓ List which members of your existing staff will help and whether you plan to hire/contract additional help (website designer, seo expert, social media manager, etc.)

### BUDGET

- ✓ Outline your marketing budget for the fiscal year. show how you will delineate this budget across your marketing activities. (see next page.)

## MARKET STRATEGIES AND MEDIA

Outline the digital and in-person marketing tools you plan to use to increase awareness and attract new clients. for example, many aba clinics might consider the following platforms and tools:

- ✓ Website
- ✓ Email
- ✓ Fliers and brochures
- ✓ Articles in local papers
- ✓ Social media
- ✓ SEO (directories and citations)
- ✓ Word of mouth
- ✓ Medical and educational referrals
- ✓ Autism events
- ✓ Open house

# ACTIVITIES

Define a plan for each of the tools you identified above. this section will include the objective, the target audience, frequency (if applicable), and success metrics. many choose to create a table. for example:

MARKETING ACTIVITY	PURPOSE	TARGET AUDIENCE	FREQUENCY	METRICS OF SUCCESS	RESOURCES
Website	Establish trust and credibility. include overview of aba team. provide contact information and sign-up for email list	Patients, referring providers, supporting organizations, interested families	Ongoing, updated	# of visitors per month organic search sessions	Seo consultant, fees for website cms
Brochure for referring providers	Connect with patients of medical providers	Referring providers and their patients	Once, reprinted as needed	# Of people contacting for more information # of new patients per referral	Time for marketing director, small printing fees
Social media	Posts on instagram and linkedin will raise awareness for potential families and employees.	Patients, staff, referring providers	Two times per week per channel	# Of views # of followers # of new patients signed up (after hearing about clinic on social media)	Hire social media manager
SEO	Boost ranking of website in google local search	Patients, referring providers	As directed by seo consultant	Google rank for key search terms # of website views	SEO-Related fees

Add on other activities like specific events or involvement in non-profit organizations.

In some cases, you may need tables for more complex tools. for example, you could include an entire social media table that outlines the platforms you want to join and how often you will post. include a weekly or monthly calendar that includes action items for new marketing efforts and a budget per month.

Regardless, these at-a-glance tables will provide a necessary overview. however, you should also provide more detailed explanations for relevant sections in a new area. each strategy will demand different information. use your best judgment, and when in doubt, include more rather than less, information. for example:

## **WEBSITE**

- ✓ Restate the purpose of your website. include an overview of the information you want to provide (team biographies, contact information, etc.) if you plan on using seo, detail your strategy and budget here. describe the paths an individual can take to get to your website.

## **SOCIAL MEDIA**

- ✓ Describe the primary platforms you will use and why. describe what type of posts you want to publish, and when. describe the target audience and the goal of each post. describe the ways you will measure success.

## **AUTISM EVENTS**

- ✓ Describe when and how you will participate in specific autism-related events, like autism walks. for example, will you sponsor the walk, speak at the event, donate, etc.?

# **CITATIONS**

One way to increase your backlinks and prominence is to list your aba business under key directories. this listing is also called a "citation." here's a checklist of higher quality directories to start with below. review where your competitors are mentioned to find additional relevant citation opportunities.

WEBSITE	URL TO GET LISTED IN DIRECTORY
✓ <a href="http://abct.org">abct.org</a>	<a href="https://www.abct.org/membership/">https://www.abct.org/membership/</a>
✓ <a href="http://autism-society.org">autism-society.org</a>	<a href="https://www.autism-society.org/living-with-autism/community-inclusion/autismfriendly/businessprogram/">https://www.autism-society.org/living-with-autism/community-inclusion/autismfriendly/businessprogram/</a>
✓ <a href="http://autismconnect.com">autismconnect.com</a>	<a href="https://bit.ly/2Ev0jgs">https://bit.ly/2Ev0jgs</a>
✓ <a href="http://autismspeaks.org">autismspeaks.org</a>	<a href="https://www.autismspeaks.org/directory">https://www.autismspeaks.org/directory</a>
✓ <a href="http://bbb.org">bbb.org</a>	<a href="https://www.bbb.org/get-listed">https://www.bbb.org/get-listed</a>
✓ <a href="http://bing.com">bing.com</a>	<a href="https://www.bingplaces.com/">https://www.bingplaces.com/</a>
✓ <a href="http://casproviders.org">casproviders.org</a>	<a href="https://casproviders.org/become-a-business-affiliate/">https://casproviders.org/become-a-business-affiliate/</a>
✓ <a href="http://chamberofcommerce.com">chamberofcommerce.com</a>	<a href="https://www.chamberofcommerce.com/members/add-business">https://www.chamberofcommerce.com/members/add-business</a>
✓ <a href="http://disabilityinfo.org">disabilityinfo.org</a>	<a href="https://services.disabilityinfo.org/mnip/db/rdb/NewRecord.aspx">https://services.disabilityinfo.org/mnip/db/rdb/NewRecord.aspx</a>
✓ <a href="http://doximity.com">doximity.com</a>	<a href="https://support.doximity.com/hc/en-us/articles/360047630573-How-to-Register-on-Doximity">https://support.doximity.com/hc/en-us/articles/360047630573-How-to-Register-on-Doximity</a>
✓ <a href="http://eparent.com">eparent.com</a>	<a href="http://www.eparent.com/special-needs-resource-directory-2/">http://www.eparent.com/special-needs-resource-directory-2/</a>
✓ <a href="http://facebook.com">facebook.com</a>	<a href="https://www.facebook.com/business/learn/how-business-manager-works/guide">https://www.facebook.com/business/learn/how-business-manager-works/guide</a>
✓ <a href="http://google.com">google.com</a>	<a href="https://www.google.com/business/">https://www.google.com/business/</a>
✓ <a href="http://healthgrades.com">healthgrades.com</a>	<a href="https://update.healthgrades.com/landing/claim">https://update.healthgrades.com/landing/claim</a>
✓ <a href="http://kidstherapyfinder.com">kidstherapyfinder.com</a>	<a href="https://www.kidstherapyfinder.com/free-therapist">https://www.kidstherapyfinder.com/free-therapist</a>
✓ <a href="http://linkedin.com">linkedin.com</a>	<a href="https://business.linkedin.com/marketing-solutions/linkedin-pages">https://business.linkedin.com/marketing-solutions/linkedin-pages</a>
✓ <a href="http://manta.com">manta.com</a>	<a href="https://www.manta.com/business-listings/add-your-company">https://www.manta.com/business-listings/add-your-company</a>
✓ <a href="http://mapquest.com">mapquest.com</a>	<a href="https://business.mapquest.com/products/business-listing">https://business.mapquest.com/products/business-listing</a>
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✓ <a href="http://operationautism.org">operationautism.org</a>	<a href="https://operationautism.org/resources/submit-resource/">https://operationautism.org/resources/submit-resource/</a>
✓ <a href="http://providersearch.com">providersearch.com</a>	<a href="https://providersearch.com/members/index.php?ref_url=https://providersearch.com/">https://providersearch.com/members/index.php?ref_url=https://providersearch.com/</a>
✓ <a href="http://showmelocal.com">showmelocal.com</a>	<a href="https://www.showmelocal.com/start-submission.aspx">https://www.showmelocal.com/start-submission.aspx</a>
✓ <a href="http://spectrumlife.org">spectrumlife.org</a>	<a href="https://www.spectrumlife.org/join">https://www.spectrumlife.org/join</a>
✓ <a href="http://thero.org">thero.org</a>	<a href="https://support.thero.org/article/67-add-your-listing">https://support.thero.org/article/67-add-your-listing</a>
✓ <a href="http://washingtonautismalliance.org">washingtonautismalliance.org</a>	<a href="https://washingtonautismalliance.org/resources/ufaqs/how-do-i-submit-a-listing/">https://washingtonautismalliance.org/resources/ufaqs/how-do-i-submit-a-listing/</a>
✓ <a href="http://yellowpages.com">yellowpages.com</a>	<a href="https://marketing.yellowpages.com/en/claim-your-listing?from=advertise-with-us-YP">https://marketing.yellowpages.com/en/claim-your-listing?from=advertise-with-us-YP</a>
✓ <a href="http://yelp.com">yelp.com</a>	<a href="https://business.yelp.com/">https://business.yelp.com/</a>

# ETHICAL CONSIDERATIONS

This section summarizes how you plan to comply with ethical considerations related to ABA marketing (See Section 5 of the BACB's (Behavioral Analyst Certification Board) Ethics Code). This section can be very brief; it serves as a way to acknowledge that you understand and plan to comply with these ethical codes.

# APPROVALS

MARKETING ACTIVITY	NAME	DATE
Clinic Owner		
Clinic Administrator		
Marketing Manager		
Title		
Title		
Title		

# MARKETING PLAN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

*Note: Additional signatures might be required if the document changes significantly*

_____ First and Last Name	_____ Title	_____ Signature	_____ Date
_____ First and Last Name	_____ Title	_____ Signature	_____ Date
_____ First and Last Name	_____ Title	_____ Signature	_____ Date
_____ First and Last Name	_____ Title	_____ Signature	_____ Date



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