

Clinic Marketing Checklist

A complete audit for luxury medical aesthetic and cosmetic dental practices.

Patients spending £2,000-£15,000 make trust-based decisions. This checklist audits every touchpoint in your patient acquisition journey — from the first scroll to the booked consultation.

COMPLIANCE & LEGAL

- All content avoids guaranteeing specific results
"Results vary" and "individual results may differ"
- Before/after photos only shown with patient consent
GDPR + ASA/CAP code requirement
- No 'best' or 'number one' claims without evidence
- Pricing is accurate and includes consultation fees
- Website includes a clear complaints process
CQC and GDC registered practices must display this

SOCIAL MEDIA PRESENCE

- Instagram bio is keyword-rich with a booking link
- Posting educational content at least 3x per week
- Content shows team, clinic environment, and patient experience
- Responding to every comment and DM within 24 hours
- TikTok being used alongside Instagram for reach

LOCAL VISIBILITY

- Google Business Profile is fully complete with photos
- All Google reviews have been responded to
- Actively collecting reviews after every consultation
- Practice listed in at least 2 local directories
e.g. Treatwell, Whatclinic, RealSelf

WEBSITE & BOOKING FUNNEL

- Each major treatment has its own landing page
e.g. dedicated pages for Rhinoplasty, Invisalign
- Booking form or Calendly visible on every page
- Patient testimonials on treatment pages
Video testimonials convert better than text
- Consultation process is clearly explained on the site
- Page load speed under 3 seconds on mobile

CONTENT STRATEGY

- Content calendar planned at least 2 weeks ahead
- Content covers Education, Social Proof, and BTS
- Consistent visual aesthetic across all platforms
- Short-form video is part of weekly output
- Tracking which content drives actual bookings
Vanity metrics don't pay the bills — track conversions

PATIENT JOURNEY

- Inquiry response time is under 2 hours
- Auto-reply set up for out-of-hours DMs
- Consultation confirmation email is branded and professional
- Follow-up sequence in place post-consultation

Ready to fill your booking sheet? Get a free practice audit at thevisibilitylab.co.uk