

Resource of the Week | Clear to Launch Healthcare Marketing

Marketing Budgets For Startups & Acquisitions

Framework For Marketing Investments



OVERVIEW

A tiered marketing investment framework for healthcare practice startups & acquisitions, organized by competitive market conditions. Each tier reflects different constraints, opportunities, and outcome targets.

ECONOMIC

Low Competition | 5,000:1 Ratio

Focus:

Visibility & Community Trust

Key Tactics:

- Professional Branding
- Modern Website
- Organic Social Media
- Reputation Optimization
- Local Sponsorships

STANDARD

Moderate Competition | ~2,000:1 Ratio

Focus:

Differentiation & Patient Base Growth

Key Tactics:

- All Economic Tactics +
- Photo / Video Shoot
- Google Ads (Trial)
- Social Ads (Trial)
- Google Review Campaign

ROBUST

Strong Competition | <1,000:1 Ratio

Focus:

Brand Building & Rapid Patient Acquisition

Key Tactics:

- All Standard Tactics +
- Google Ads (Ongoing)
- Social Ads (Ongoing)
- Dedicated Social Team
- Paid Media

KEY ASSUMPTIONS AND IMPORTANT CAVEATS

Every practice situation is unique. The right marketing approach depends on the specific context of your practice. Not a one-size-fits-all formula.

- **Practice Size:** Larger practices have more capacity to absorb marketing costs and scale faster.
- **Local Competition:** The number and quality of competitors in your area directly shapes the required investment level.
- **Current Capacity:** Marketing should align with your ability to handle new patient volume. Don't outpace your operations.
- **Owner's Financial Goals:** ROI expectations, timeline to profitability, and risk tolerance all influence the right strategy.
- **Stage of Practice:** Startup, growth-stage, and mature multi-location groups each face different constraints and opportunities.

ECONOMIC / LOW COMPETITION

A lean investment for low-competition markets. Focused on visibility, credibility, and building trust while keeping costs efficient.

FACTORS / VARIABLES

- Minimal Competition
- 5 Mile Pop. / Practice Ratio
- 5,000 : 1

FOCUS / GOALS

- Visibility and Credibility
- Build Community Trust

TACTICS / INITIATIVES

- Professional Branding
- Modern Website
- Organic Social Media
- Online Reputation Optimization
- Local Sponsorships

ECONOMIC / LOW COMPETITION

ECONOMIC / LOW COMPETITION													
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Branding & Logo Design	\$750	\$750											\$1,500
Website	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$5,388
Complete SEO													\$0
Complete SEO + AI Advantage													\$0
Paid Social (FB,IG, TikTok)													\$0
Paid Search (Google Ads)													\$0
Print Materials													\$0
Local Media													\$0
Local Sponsorship													\$0
Photography / Videography													\$0
MISC													\$0
Total	\$1,199	\$1,199	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$449	\$6,888
	Pre - Launch		Opening	Post - Launch									Year Total

STANDARD / MODERATE COMPETITION

A balanced investment for moderately competitive markets. The focus is on standing out among several choices, building a strong patient base from the start, and creating a clear competitive edge.

FACTORS / VARIABLES

- Moderate Competition
- 5 Mile Pop. / Practice Ratio
- ~2,000 : 1

FOCUS / GOALS

- Visibility and Credibility
- Differentiation
- Establish Community Trust

TACTICS / INITIATIVES

- Professional Branding
- Photo / Video Shoot
- Modern Website
- SEO
- Online Reputation Optimization
- Local Sponsorships
- Organic Social Media
- Google Ads (Test Period)
- Targeted Social Media Ads (Test Period)
- Google Review Campaign

STANDARD / MODERATE COMPETITION

STANDARD / MODERATE COMPETITION													
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Branding & Logo Design	\$750	\$750											\$1,500
Website	\$699	\$699				\$699	\$699	\$699	\$699	\$699	\$699	\$699	\$17,988
Complete SEO													
Complete SEO + AI Advantage			\$1,899	\$1,899	\$1,899								
Paid Social (FB,IG, TikTok)													
Paid Search (Google Ads)													
Marketing Spend			\$2,000	\$2,000	\$2,000								
Print Materials		\$500											
Local Media													\$0
Local Sponsorship		\$2,000											\$2,000
Photography / Videography	\$2,500												\$2,500
MISC													\$0
Total	\$3,949	\$3,949	\$3,899	\$3,899	\$3,899	\$699	\$699	\$699	\$699	\$699	\$699	\$699	\$24,488
	Pre - Launch		Opening & Marketing Test Phase			Ongoing SEO						Year Total	

- In this example, the practice used targeted ads to drive early patient growth, then shifted to a SEO-focused strategy. As capacity expands, marketing campaigns will be ran again to support the next stage of growth.



STANDARD / MODERATE COMPETITION

STANDARD / MODERATE COMPETITION													
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Branding & Logo Design	\$750	\$750											\$1,500
Website	\$699	\$699											\$40,388
Complete SEO													
Complete SEO + AI Advantage			\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	
Paid Social (FB,IG, TikTok)													
Paid Search (Google Ads)													
Marketing Spend			\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	
Print Materials		\$500											\$500
Local Media													\$0
Local Sponsorship		\$2,000											\$2,000
Photography / Videography	\$2,500												\$2,500
MISC													\$0
Total	\$3,949	\$3,949	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$3,899	\$46,888
	Pre - Launch		Opening & Marketing Test Phase			Successful Campaign Continuation						Year Total	

- In this example, the practice used targeted ads to drive patient growth. Based on performance and the practice's goals, the practice chose to continue ongoing paid marketing efforts to support sustained growth.



ROBUST / STRONG COMPETITION

A robust strategy for saturated markets where competitors are already marketing. Success depends on building a distinctive brand presence, driving rapid patient acquisition, and maintaining strong visibility to capture meaningful market share.

FACTORS / VARIABLES

- Strong Competition
- 5 Mile Pop. / Practice Ratio
- < 1,000 :1

FOCUS / GOALS

- Visibility and Credibility
- Differentiation
- Expert Positioning
- Brand Building
- Establish Reputation (ASAP)

TACTICS / INITIATIVES

- Professional Branding
- Photo / Video Shoot
- Modern Website
- SEO
- Online Reputation Optimization
- Local Sponsorships
- Organic Social Media
- Google Ads (Ongoing)
- Targeted Social Media Ads (Ongoing)
- Google Review Campaign
- Paid Media

ROBUST / STRONG COMPETITION

ROBUST / STRONG COMPETITION													
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Branding & Logo Design	\$750	\$750											\$1,500
Website													
Complete SEO	\$899	\$899				\$899	\$899	\$899	\$899	\$899	\$899	\$899	
Complete SEO + AI Advantage			\$1,899	\$1,899	\$1,899								\$25,788
Paid Social (FB,IG, TikTok)													
Paid Search (Google Ads)													
Marketing Spend			\$4,000	\$4,000	\$4,000								
Print Materials		\$500	\$500										\$1,000
Local Media				\$1,500						\$1,500			\$3,000
Local Sponsorship		\$2,000	\$2,000			\$2,000			\$2,000			\$2,000	\$10,000
Photography / Videography	\$2,500												\$2,500
MISC													\$0
Total	\$4,149	\$4,149	\$8,399	\$7,399	\$5,899	\$2,899	\$899	\$899	\$2,899	\$2,399	\$899	\$2,899	\$43,788
	Pre - Launch		Opening & Marketing Test Phase			Ongoing SEO + AI Advantage						Year Total	

- In this example, the practice used targeted ads to drive early patient growth, then shifted to a SEO-focused strategy. As capacity expands, marketing campaigns will be ran again to support the next stage of growth.

ROBUST / STRONG COMPETITION

ROBUST / STRONG COMPETITION													
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Branding & Logo Design	\$750	\$750											\$1,500
Website	\$899	\$899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$1,899	\$60,788
Complete SEO													
Complete SEO + AI Advantage													
Paid Social (FB,IG, TikTok)													
Paid Search (Google Ads)													
Marketing Spend			\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	
Print Materials		\$500	\$500										\$1,000
Local Media				\$1,500						\$1,500			\$3,000
Local Sponsorship		\$2,000	\$2,000			\$2,000			\$2,000			\$2,000	\$10,000
Photography / Videography	\$2,500												\$2,500
MISC													\$0
Total	\$4,149	\$4,149	\$8,399	\$7,399	\$5,899	\$7,899	\$5,899	\$5,899	\$7,899	\$7,399	\$5,899	\$7,899	\$78,788
	Pre - Launch		Opening & Marketing Test Phase			Successful Campaign Continuation						Year Total	

- In this example, the practice used targeted ads to drive patient growth. Based on performance and the practice's goals, the practice chose to continue ongoing paid marketing efforts to support sustained growth.

READY TO LAUNCH?

Clear to Launch helps practices grow through smarter marketing, stronger systems, and clear direction.



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