

Lessons Learned in DSMES Program Marketing

LESSONS LEARNED

1. Don't let the metrics and outcomes that you collect for your program go to waste. Use them in your marketing materials. Consumers respond well to numbers and graphics, so make something simple and impactful that will communicate the benefits of your services.
2. Focus on one audience at a time. Don't try to market to everyone at once. Choose patients, providers, or nurses and staff and focus on that until you feel like it's working.
3. Enlist the advice and help of others. Miller asked another member of his team to help, who came up with the design and the great idea of laminating the cards. More heads are better than one!
4. Once you find something that works, continue to refine it. If a marketing tactic works, don't just leave it out there hanging—be sure you're constantly monitoring its ROI and making tweaks to it, which will extend its shelf life.