

# 2019 / 2020 Financial Year Marketing Planner

National Public Holidays

Date Of Interest

2019 National Public Holidays	
Date	Holiday
Wed 25 Dec	Christmas Day
Thur 26 Dec	Boxing Day
2020 National Public Holidays	
Date	Holiday
Wed 1 Jan	New Years Day
Mon 27 Jan	Australia Day
Fri 10 Apr	Good Friday
Sat 11 Apr	Holy Saturday
Sun 12 Apr	Easter Sunday
Mon 13 Apr	Easter Monday
Sat 25 Apr	ANZAC Day

2019 State Public Holidays			
State	Date	Public Holiday	School Term
QLD	Mon 6 Aug	Labour Day	2- 29 JUN - 14 JUL
	Wed 14 Aug	Royal QLD Show	3- 21 SEP - 07 OCT
			4- 14 DEC - 27 JAN
ACT	Mon 7 Oct	Labour Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 19 DEC - 02 FEB
VIC	Tue 5 Nov	Melbourne Cup	2- 29 JUN - 14 JUL
	Sat 27 Sep	AFL Grand Final	3- 21 SEP - 06 OCT
NSW	Mon 5 Aug	Bank Holiday	2- 06 JUL - 21 JUL
	Mon 7 Oct	Labour Day	3- 28 SEP - 13 OCT 4- 19 DEC - 03 FEB
SA	Mon 7 Oct	Labour Day	2- 06 JUL - 21 JUL
	Thu 26 Oct	Proclamation Day	3- 28 SEP - 13 OCT 4- 14 DEC - 27 JAN
WA			2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 20 DEC - 02 FEB
NT			2- 29 JUN - 22 JUL 3- 28 SEP - 13 OCT 4- 13 DEC - 28 JAN
TAS	Mon 5 Aug	Picnic Day	2- 06 JUL - 21 JUL 3- 28 SEP - 13 OCT 4- 20 DEC - 04 FEB

2020 State Public Holidays			
State	Date	Public Holiday	School Term
QLD	Mon 4 May	Labour Day	1- 04 APR - 19 APR 2- 27 JUN - 12 JUL
ACT	Mon 9 Mar	Canberra Day	1- 10 APR - 26 APR
VIC	Mon 1 Jun	Reconciliation Day	2- 04 JUL - 19 JUL
	Mon 9 Mar	Labour Day	1- 28 MAR - 13 APR 2- 27 JUN - 12 JUL
NSW			1- 10 APR - 27 APR 2- 04 JUL - 20 JUL
SA	Mon 9 Mar	March Public Holiday	1- 10 APR - 26 APR
			2- 04 JUL - 19 JUL
WA	Mon 2 Mar	Labour Day	1- 10 APR - 27 APR
	Mon 1 Jun	WA Day	2- 04 JUL - 19 JUL
NT	Mon 4 May	May Day	1- 10 APR - 19 APR 2- 27 JUN - 20 JUL
TAS	Mon 9 Mar	Eight Hours Day	1- 10 APR - 26 APR
	Mon 14 April	Easter Tuesday	2- 04 JUL - 19 JUL

	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUN 2020	
SUN			1			1			1				SUN
MON	1		2			2			2			1	MON
TUE	2		3	1		3			3			2	TUE
WED	3		4	2		4	1		4	1		3	WED
THU	4	1	5	3		5	2		5	2		4	THU
FRI	5	2	6	4	1	6	3		6	3	1	5	FRI
SAT	6	3	7	5	2	7	4	1	7	4	2	6	SAT
SUN	7	4	8	6	3	8	5	2	8	5	3	7	SUN
MON	8	5	9	7	4	9	6	3	9	6	4	8	MON
TUE	9	6	10	8	5	10	7	4	10	7	5	9	TUE
WED	10	7	11	9	6	11	8	5	11	8	6	10	WED
THU	11	8	12	10	7	12	9	6	12	9	7	11	THU
FRI	12	9	13	11	8	13	10	7	13	10	8	12	FRI
SAT	13	10	14	12	9	14	11	8	14	11	9	13	SAT
SUN	14	11	15	13	10	15	12	9	15	12	10	14	SUN
MON	15	12	16	14	11	16	13	10	16	13	11	15	MON
TUE	16	13	17	15	12	17	14	11	17	14	12	16	TUE
WED	17	14	18	16	13	18	15	12	18	15	13	17	WED
THU	18	15	19	17	14	19	16	13	19	16	14	18	THU
FRI	19	16	20	18	15	20	17	14	20	17	15	19	FRI
SAT	20	17	21	19	16	21	18	15	21	18	16	20	SAT
SUN	21	18	22	20	17	22	19	16	22	19	17	21	SUN
MON	22	19	23	21	18	23	20	17	23	20	18	22	MON
TUE	23	20	24	22	19	24	21	18	24	21	19	23	TUE
WED	24	21	25	23	20	25	22	19	25	22	20	24	WED
THU	25	22	26	24	21	26	23	20	26	23	21	25	THU
FRI	26	23	27	25	22	27	24	21	27	24	22	26	FRI
SAT	27	24	28	26	23	28	25	22	28	25	23	27	SAT
SUN	28	25	29	27	24	29	26	23	29	26	24	28	SUN
MON	29	26	30	28	25	30	27	24	30	27	25	29	MON
TUE	30	27		29	26	31	28	25	31	28	26	30	TUE
WED	31	28		30	27		29	26		29	27		WED
THU		29		31	28		30	27		30	28		THU
FRI		30			29		31	28			29		FRI
SAT		31			30			29			30		SAT
SUN											31		SUN



## Tips to help improve your new practice!

### When do I need to be building my website?

A website can take up to 2 months to complete and it's recommended that you have it live on the internet a month before your new practice opens. Thus you need to start your website project 3 months before opening. On top of that, you should have an 'Online Booking' feature enabled 2 weeks before the opening to ensure you have patients booked ahead of time.

### How much budget should I allocate to marketing?

This really depends on how competitive your area is. However a general rule of thumb is around 5% of your revenue (eg. spend \$50 per patient worth \$1,000). If you're in a highly competitive area, you might need to spend up to 10%. Remember marketing isn't just about acquiring them, you need to keep them happy so they keep coming back (birthday cards perhaps?)

### A patient called my practice by accident, what do I do?

Be helpful and redirect the patient to the practice they were after, however be sure to mention that you have specific available slots for them if said practice doesn't have any availability. This ensures if said practice won't be able to accommodate them in a timely manner, the patient might give your practice a call back to take that available slot.

### How can I capture more patients besides through online?

Physical marketing signage/materials are a great way for getting more foot traffic. A well placed A-Frame informing potential patients that your new dental practice is now open will create awareness. Don't focus too much on your brand, instead, core information like 'Dentist Now Open' is a lot more impactful as your brand won't have much value during the early stages.

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