



BRAND TRUST STRATEGY

6 Month Plan

Your 6-month brand trust strategy focuses on foundational elements of reliable care, education, and client experience, through your 3 main marketing avenues:

- COMMUNITY ENGAGEMENT - SOCIAL MEDIA - PROVIDER OUTREACH -

CORE COMPONENTS OF A BRAND TRUST STRATEGY

- **Define and Live Your Values:**
 - Clearly communicate Aster & Violet’s mission, vision, and core values. Your business actions must align with these values to maintain integrity & streamline through your marketing outlets: *Community Engagement, Socials, and Providers.*
- **Prioritize Transparency & Authenticity:**
 - Be open & honest about your services, pricing, & how any patient data is used (for example, google reviews being used online, or any patients in a video).
- **Deliver Consistency:**
 - The foundation of trust is the best care that consistently performs as advertised. Ensure a reliable system of sharing what Aster & Violet stands for & who you serve through your website, social media, & patient + community engagement.
- **Provide Exceptional Patient Care (Customer Service):**
 - Be responsive to patient inquiries & feedback in a timely + empathetic manner. Personalized interactions show you value each patient, local business, which helps nurture long-term relationships. This can be done in person, via phone call, social media engagement, commenting online, etc.
- **Leverage Social Proof:**
 - Highlight positive patient reviews, create relateable + story-telling content. People trust recommendations from peers, friends, and family more than branded content. We want to speak to potential patients about pelvic floor health like we would a friend.
- **Engage in Your Community with What Matters Most to your Patients**
 - Potential patients (& provider who refer their patients to you) will align their business + medical decisions with their personal values + their needs.
 - Demonstrate a commitment to community & empowering women, capturing you living out your core values in your “out of office engagements” - event content!
- **Tell Your Brand Story:**
 - Humanize Aster & Violet by sharing its origin story, mission, and the face behind it. This creates an emotional connection and makes your business more relateable. Sharing YOUR roadmap that led you to Columbiana County.

