NEW CLINIC LAUNCH

# The first 90 days of a new clinic

What you do in three months sets the baseline you work from for the next two years.

Swipe →

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THE PROBLEM



# How most new clinics waste the window

- Money into a launch event and a hoarding, then wait
- Phone line not ready, Google profile unverified
- Doctor profiles missing from the website
- Nobody tracks where the first patients came from

By day 60 the owner asks for more marketing without knowing what worked.

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PRE-OPENING



# Ready 8 to 12 weeks before the doors open

1. A name that is easy to say, spell and search, with no claims
2. Google Business Profile created, opening date set, verification started
3. One exact name, address and phone everywhere
4. A 6 to 10 page site with doctor profiles and call buttons
5. Listings on Google, Practo, Justdial with identical details

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BE VISIBLE EARLY



# 90 days

before the opening date, a verified profile with a future opening date shows on Google

Create it the moment the address and signboard are final. The name must match the signage.

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WHERE CLINICS FAIL



# Test the phone and WhatsApp flow before opening

- One main number everywhere, forwarded outside clinic hours
- WhatsApp Business with greeting, away message and quick replies
- Named cover for every open hour, including lunch
- Every booking recorded with source and status
- Call and message from three phones in the week before opening

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DAYS 1 TO 90



# Outreach that stays within the rules

- Announce the opening: doctors, qualifications, address, timings
- Health talks at residents' associations, schools and offices
- Screening camps where everyone gets results and advice
- Visit referral doctors from week 2; no commissions, no gifts

Since 6 October 2026, NMC guidelines restrict requesting reviews for promotion. Reply to every review within 48 hours instead.

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GOOGLE ADS TEST



# Small, tight and tracked, from day 22

- Two or three clear-intent services, tight radius
- Phrase and exact match, negatives for jobs, courses, free
- Traffic to the service page, never the homepage
- Calls and WhatsApp clicks tracked as conversions

Illustrative: 15,000 to 25,000 rupees over 30 days shows which keywords produce calls.

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THE BUDGET



# Illustrative 3 lakh rupees across 90 days

| | |
|---|---|
| WEBSITE | 50,000, pre-opening, small and fast |
| PHOTO, VIDEO | 30,000, clinic photos, doctor intros |
| GOOGLE ADS | 75,000, days 22 to 90, scale what books |
| META ADS | 25,000, days 31 to 90, local radius |
| OUTREACH | 30,000, camps and talks, days 45 to 90 |

Plus signage and print 40,000, open house 30,000, tools 20,000. Metro suburb, single specialty.

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TRACK FROM DAY ONE



# Set up tracking before there is history

- A source question on every call and walk-in
- Every enquiry, booking, show and no-show logged with source
- GA4 with click-to-call and WhatsApp clicks as events
- Google Business Profile performance checked weekly

Review results at day 30, 60 and 90.

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READ THE FULL GUIDE



# New clinic marketing plan, in full

- The week-by-week 90-day plan
- Starter content: doctor intro videos and FAQ pages
- Getting the first reviews ethically
- gauravphogat.com/new-clinic-marketing-plan-first-90-days

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