

Multi-Channel Marketing

Elements of a successful digital marketing strategy

Engaging Website

For maximum impact, a website should be responsive, relevant, clear, professional and engaging.

SEO

SEO (search engine optimization) is the process of optimizing your website to rank higher in search engine results pages to drive more traffic to your site.

Organic Social

Social media exists as a way to promote general brand awareness, connect with your patients, create community and generate more leads for your business.

Email Nurture

Communicate with your audience. Promote content, provide updates, showcase discounts and events and direct people towards your website.

Paid Ads

Pay-per-click is a way to drive traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Adwords.





WEBSITES

A STRONG FOUNDATION FOR YOUR ONLINE PRESENCE



Authoritative

Proper on page SEO
Title Tags
H1's and H2's
Geo-tagged images
Keyword research



Optimized for conversion

Clear calls to action (CTA)
Patient focused messaging
Phone # and social icons visible
Contact form



Fast hosting

Real-time Up-time monitoring
Daily security scans
SSL Certificate
High Performance CDN
Hyper-optimized load speed
(fastest guarantee)

WordPress Website (5 page) \$2,150
additional pages \$250 per
Hosting through BionicWP \$26 per month



SEO

MAKE YOUR WEBSITE STAND OUT ON SEARCH ENGINES



Technical SEO

- Full Technical Audit
- GSC Error Report
- Sitemap Submission
- Main Nav. Title Tag Optimization
- Main Nav. Meta Description Optimization



Local SEO

- Citation Audit
- Build 5 Niche Citations
- Google My Business Optimization
- Name, Address, Phone check - Home, Contact, About pages



Content Creation

- Long-tail Keyword Research & Competitive Analysis
- Content Calendar
- Benchmark Analytics Analysis
- Monthly Blog

Full SEO \$1,250 | Includes 2 pieces of content
Local Only \$350



GOOGLE ADS

PEOPLE ARE SEARCHING. THIS WILL HELP THEM FIND YOU.



Audience Research

- Audience Performance Analysis
- Interest Research
- Lookalike Targeting
- Retargeting Audience Optimization
- Engagement Analysis to Optimize Ad Sequence



Optimized Messaging

- A/B Testing Ad Copy
- Quality Score Review
- Negative Keyword Expansion
- Monthly Reporting
- Optimized landing page
- Click Fraud Protection



Ad Spend

We recommend budgeting \$500 to \$2000 in monthly ad spend per campaign. Too low will not justify the ROI. You can always adjust each month how much you spend. Plan for at least 3 months to get accurate picture of the results.

\$750 Per Month

Recommended ad spend \$500+



FACEBOOK ADS

INCLUDES INSTAGRAM



Audience Research

Audience Performance
Analysis
Interest Research
Lookalike Targeting
Retargeting Audience
Optimization
Engagement Analysis
to Optimize Ad Sequence



Optimized Messaging

1 New Ad Creative per month
A/B Testing of Copy & Creative
Landing Page Optimization
Monthly Campaign Optimization



A/B Testing

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SOCIAL MEDIA

FACEBOOK & INSTAGRAM



Unique Branding

- Consistent style
- High-quality images
- Using your images (you provide)
- Audience research



Content

- 2-3 Posts per week
- Monthly calendar
- Platform optimization
- Consistently updated profiles
- SEO optimized



Engagement

- Daily engagement monitoring
- Respond to engagement
- Personalized messaging response

\$450 per month



WHO ARE WE?



Small & Big

We always care.
You won't get lost in the
shuffle.

We are extremely
responsive

Big enough to handle any
sized project.
We have team of 19 ready
to work for you.



No Contracts

We are committed to getting
you results and our client
retention rate is over 90%.

We believe in communicating
realistic expectations.

We understand things happen
in business and want you to be
able to pause or cancel at any
time.



Value Commitment

Our philosophy is to provide
more value than payment we
receive.

We are seeking long term
working relationships.