

Multi-Channel Performance Marketing for Aesthetic Medical Practices

Who's Gonna Do it and How Fast?

Presented by [MedMarketingTeam.com](https://www.MedMarketingTeam.com)

Multi-Channel Performance Marketing

- ▶ Marketing 2.0 for Web 2.0 Environment
- ▶ Engages all online/offline marketing and advertising resources to maximize ROI
- ▶ Custom crafted for individual needs and budget
- ▶ Saves marketing dollars
- ▶ Eliminates daily chores
- ▶ Optimizes operations of the medical office
- ▶ Delivers sales leads



Channels

1. Online Presence Development
2. Pay-per-click campaign creation and management
3. E-mail Marketing
4. Customer Database Services
5. Sales Lead Generation
6. PR and Media Buying
7. Direct Mail Marketing
8. Telemarketing and Customer Service
9. Business Promotion Consulting
10. Personnel Training



Online Presence Development



1. Keyword Management

- Research based on traffic patterns and competition ranking
- Selection of keywords and groups of keywords for higher ranking of your practice in search engine results (Google, Bing, Yahoo, etc.)
- Monitoring of performance of each keyword and each group to optimize the deployment in domain names, page titles, descriptions and content

2. Marketing websites, blogs and social networks memberships

- Web development is designed around selected keywords
- Multiple sites, landing pages, blogs and online presentations can be developed to maximize the exposure of the main marketing website
- All online development is optimized for search engine marketing at the design stage and continuously

3. Linking

- Initial submissions to 5–10 local online directories, which will immediately bring traffic
- Links from your medical academies, societies and other professional membership organizations
- Partnerships with other websites, blogs, networks and forum

Online Presence Development

1. Content Generation

- Copy writing for websites, blogs and articles for SEO
- Article rich with specific keywords for online and offline publications
- Video presentations and marketing via social networks

2. Social networks and forum participation

- Blogging on related websites
- Writing for other blogs and networks with back links to your main marketing website
- Online PR

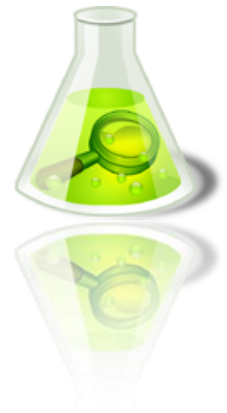
3. Custom management software development

- Development and customization of online forms, schedules, appointments, before and after galleries, video testimonials, etc.
- Custom development of web based application for the management of the medical practice
- Dynamic analytics of conversions



Pay-per-click Campaign Creation and Management

- ▶ Optimization of performing keywords and pay-per-click costs
- ▶ Ad design
- ▶ Ad placement
- ▶ Monitoring and management for the most effective performance and conversion of all paid search ads



Email Marketing

- ▶ Branded template designs
- ▶ E-mail blasting with all new contacts obtain via online lead generation forms that capture visitor emails and gain their permission to send communications. The email correspondence itself has valuable content so that it is viewed, along with unique tracking software so client sales staffs know when the recipient is viewing it.
- ▶ Stay-in-touch briefs
- ▶ Aesthetic medicine educational series
- ▶ Complete e-Newsletter management
- ▶ Viral marketing



Customer Data Base Services

- ▶ Compilation of all contacts from multiple data bases into one organized and functional data base
- ▶ Data base cleansing, de-duplication, verification
- ▶ Data base nurturing via constant contact with prospects



Sales Lead Generation

- ▶ The use of multiple online and offline marketing tools deployed by MedMarketing Team for an individual account, engaging prospects and pre-selling via established funnel to generate sales leads in the form of phone calls to the office, appointments for a free consultation, sign-up for an event, etc.
- ▶ MedMarketing Team can also offer sales leads generated by our own network of sources.



PR and Media Buying

- ▶ Ongoing branding
- ▶ Creation of “buzz” about your practice, event or new marketing campaign
- ▶ Determination of advertising venue based on estimated performance of every media channel available
- ▶ Development of relationships with local media channels
- ▶ PR management for the practice



Direct Mail Marketing

- ▶ Design of campaigns
- ▶ Segmentation of the customer data base
- ▶ Printing
- ▶ Mailing



Telemarketing and Customer Service

Our Direct Call Center offers:

- ▶ Data base verification and update
- ▶ Customer data base nurturing
- ▶ Event and promotion campaign announcements
- ▶ Appointment reminder services
- ▶ Inbound call management



Business Promotion Consulting

Consulting is available on all aspects of marketing and advertising including:

- ▶ Carving and working the market niche for the practice
- ▶ Crating the list of treatments
- ▶ Pricing for procedures
- ▶ Business practices
- ▶ New opportunity analysis



Personnel Training

We can help train:

- ▶ Telephone person
- ▶ Marketing person
- ▶ Patient coordinator
- ▶ Other staff members essential for the PR, marketing and customer service



Outsource Your Marketing

Run your practice more efficiently and
save marketing dollars

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