

TOP PRACTICES

Marketing Database
Management
Services



Focusing on Conversion

(616) 931-1040

TopPractices.com/MDMS

WHY DO YOU NEED A **MARKETING DATABASE?**

Everything built into your marketing plan is designed for one purpose, and one purpose only: to help you build an ever-increasing list of people who know you, like you, trust you, and want your help. This list must exist in a database in order to effectively automate its management and organize the many cam-

paigns that you want to run. Newsletters, books, recall campaigns, birthday cards, and more – they all require someone and something to keep it straight. A marketing database run by experts and set up correctly will save you time and money while helping you manage your growing list.

WE CAN HELP YOU GET IT DONE!

HERE IS HOW WE CAN HELP YOU:

SAVE time and money

AUTOMATE the management of your list and campaigns... etc.

CONVERT prospects into patients

MARKET to existing patients so they return or refer you

PROMOTE your services and products

ENABLE doctors and staff to spend less time managing your marketing funnel and more time and energy on your patients

MARKETING DATABASE MANAGEMENT SERVICES AVAILABLE TO YOU:



GETTING STARTED:

Setting up your new marketing database software, campaigns, e-blasts and contact list can be a daunting task, but with our expert staff, we will make this process a breeze for you and your office. It doesn't matter if you're a marketing database newbie, seeking new technology or transferring from other marketing database software, we do it all. We will set up your new account, scrub and import your contact list so that everything is correct, install existing or new campaigns and integrate

your marketing database with your website.

MANAGEMENT:

Your staff is already busy and doesn't have the time to manage all the facets of the database and troubleshoot problems. We monitor your campaigns and contacts weekly, perform regular back ups, make sure your contact list is up to date, add new contacts to campaigns and make sure everything stays on track.

Not only do we maintain your database, but we can also help create new email content and campaigns. Your current patients are a group of people who already know, like and trust you. It's critical to stay in contact with them so they remember you, return and refer others to you. Marketing Database Management Services provides the verbiage and graphics to craft the perfect email or physical letter to send to your patient base. This includes monthly newsletters, birthdays, announcements, sponsorships, specials and promotions, holiday cards, new staff members and more. We can help you deliver the perfect message every time.

FULFILLMENT:

Sending out your physical campaign materials - printing, labeling, stuffing the envelopes and getting them mailed - can be time-consuming for your staff. The good news is that we can take this off your ever growing to-do list. We will make sure everything is sent out on time, correctly.

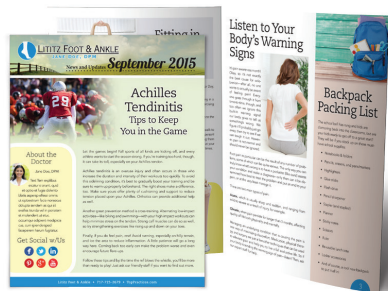
GRAPHIC DESIGN:

Designing branded email templates, landing pages, sign-up forms, postcards, infographics, special event images, logos, letterhead and more, our graphics team will help pull together all of the things you need to make your campaign pieces look professional.

AFTER YOUR DATABASE IS SET UP

1 AUTOMATE E-BLASTS & PERSONALIZE DIRECT MAIL (PHYSICAL OR ELECTRONIC)

Once your marketing database is set up, it's time to utilize it! Marketing Database Management Services makes sending out personalized e-blasts and direct mail simple. We craft the perfect message and integrate the system with your website and other marketing efforts for your office.



2 MONITOR & MANAGE ALL CAMPAIGNS WITH MINIMAL TIME REQUIREMENT

Someone has to be there to make sure your campaigns are running smoothly - let us help! We monitor all your current campaigns and manage the fulfillment lists.

Here are just a few of the campaigns we manage on a regular basis for our doctors:

- Top Practices book campaigns
- E-newsletters
- Recall campaigns (i.g. diabetes, diabetic shoes, orthotics, etc.)
- Service follow up campaigns for fungal toenail laser
- Birthday card campaigns to your existing patients
- New patient campaigns
- Customized messages to announce a move or new physician joining the practice

Need help creating a campaign? We do that too! We will work with your practice to develop internal marketing programs that best fit you and your needs.



3 LIST MANAGEMENT

Your list is one of your most valuable assets. For your marketing database to be a valuable tool and not an enormous hassle, your list must be easy to organize, access and manage. However, this can be time-consuming, overwhelming, and is not for the faint of heart! Let the MDMS experts handle it for you. We scrub your contact list to verify email addresses, remove duplicates, add tags for segmentation, delete inactive records and import new or updated contacts. Simple and done for you.

If you have questions about this program, you can call us at (616) 931-1040
or email us at Patrick@MDMSPro.com.

THE MARKETING DATABASES WE SUPPORT

Our Marketing Database Management Services team has extensive knowledge in Ontraport and Foster Web Marketing CRM. These platforms take all of your technology and transform it into a powerful, easy-to-use, platform. They allow you to spend your time and energy on what matters most: your patients and prospective patients. If you have a few pieces of the puzzle, a marketing database can pull it all together.

ONTRAPORT

ONTRAPORT is available to doctors with WordPress and various other types of websites. Ontraport offers two platforms we recommend, depending on your needs. Ontraport platforms are all-in-one databases built for both business and marketing. Automate emails, personalize direct mail, capture leads, follow up on campaigns, fulfill campaigns, set tasks and track your progress! The platforms were designed to deliver automated multimedia and multi-step integrated marketing campaigns. Not only does Ontraport run campaigns for you, it also allows you to see what's working and what isn't by letting you create customized reports easily and quickly.



FOSTER WEB MARKETING CRM

FOSTER WEB MARKETING'S CRM is only available to Foster Web Marketing clients through their marketing software Dynamic Self-Syndication (DSS). The best part of this software is that it's built right into your website. There's no need to pay for other marketing database software, saving you money while allowing your website to work harder for you. The Foster Web Marketing CRM allows you to manage your leads and contacts, create e-blasts and multi-step email campaigns, schedule fulfillment reminders and track the results of your campaigns. The tool is designed to grow with your practice and is integrated into your DSS dashboard; because of this, you will always know how many leads came from your website, and who they are. Since the system is a part of your website, you can also easily add forms to your site that connect directly to your CRM and add offers that help you convert website visitors to new patients. Want to know more about how this can help you - take a look:



Analytics for every page on your site. Never again wonder if a page on your site is getting traffic. In DSS, we have analytics built right in so you can see the page visits, time on page, bounce rate and other key metrics without having to install any codes or use confusing analytical tools. We give you the information you need to optimize every page of your website.

Easily add free offers to your site to improve conversion. DSS has built in functionality so you can add as many free offers to your website as you want. Since all of our sites are designed to display your offers attractively, you can tailor many books, reports, DVDs, CDs, pamphlets or other offers for each business area.

Built-in follow-up campaigns. Do you have a book, report, DVD or other offer for visitors to your website? We let you easily set up and manage a follow-up email campaign for every offer on your site! Don't let valuable contacts slip away—and like all of these other great features, we don't charge extra for this.

Immediate lead notification. Leads are precious, but often time-sensitive. DSS is designed to send you or somebody in your office an email or text message every time you get a lead from your website. Now you can astonish your potential clients with how responsive you are by contacting them as soon as they complete a form on your site!

Know where your contacts are coming from. Our contact log shows you details about where your contacts came from, what search engine and keywords they used, and what forms they filled out. We even capture information from live chat and toll-free number providers so you get a complete picture of your online marketing efforts.

Create and manage a newsletter in DSS. While we're on the subject of nurturing your leads, do you have a newsletter? Using DSS, you can create a newsletter populated with links to content on your site, and then send the newsletter to your contact list. The best part about sending out newsletters that link back to your website? You drive up the return visitors to your site, a metric that will help signal to the search engines that your site contains valuable content.

There are other database options available to doctors with various types of websites. Depending on your needs our recommendations will vary. Our MDMS division has strict standards that we require for our websites and databases. All of the databases that we work with must be built for both business and marketing and pay special attention to the needs of a medical practice. You must be able to automate emails, personalize direct mail, capture leads, follow up on campaigns, fulfill campaigns, set tasks and track your progress! Our platforms were designed to deliver automated multimedia and multi-step integrated marketing campaigns. Not only do the databases run campaigns for you, they also allow you to see what's working and what isn't by letting you create reports easily and quickly.

If you have questions about this program, you can call us at (616) 931-1040 or email us at Patrick@MDMSPro.com.



HEAR FROM OUR CLIENTS



DR. LISA LEARN, Plastic and Reconstructive Surgeon

Set up was very easy. When I first spoke with Rem about the campaigns, I was concerned about time I would spend on my part, like how much I had to invest in it. I was surprised by how smoothly it all actually went. They asked me questions and I approved things, but it was just so easy to set up.



Everyone is so knowledgeable. I know Top Practices has worked with other specialties, but plastic surgery is a bit different. We have customers more than traditional patients.

But everything was seamless. The whole team had great knowledge of the subjects, and anything they didn't know they researched thoroughly.

The ease of working with everyone has been unbelievably fantastic. I would highly recommend this service to other Doctors.



DR. EVAN MERRILL, Southern Oregon Foot & Ankle

"The main thing that we've used the book for thus far is our running events. There's a main running event here in southern Oregon called the Pear Blossom Run and it's every year in April. We organize what we called a 'Pre-Pear' event, which is a free foot screening about a month before the Pear Blossom Run.... We had a book sign-up there. I was able to see about 50 people, but that in combination with the packet pick-up the night before the race, we had about 90 to 100 book requests. That was the first time that we had ever tried that or ever advertised our book. We were able to get quite a few just from that one event.

With books you don't really receive a phone call the next day ... it's more for education. But we've seen people over the past year just kind of trickle in. We'll ask them, 'How did you find out about us?' Some will specifically say, 'Well, I got your book.' Or they have a friend who has a book.

(On recommending the book campaigns to other podiatrists:) Oh yes. You have to think about it first and you realize that it's not just giving a book out and that's it. That's how I thought of it at first. I didn't realize the full 18-step campaign that was behind it, so when they asked me about that I said, 'No, I just want to do the book and that's it.' Well, I got a call from Rem saying, 'That's just part of it, and we have this whole campaign that you can use and it really helps it function better than just giving a book out.' So yes, I would recommend it, but you have to really realize everything that's involved in doing that and how it all works.

There's other things that will probably bring you quicker results, but that doesn't give you quality patients. The book campaign is more of a long-term marketing information for people so they can have something and later refer to it, and either refer other people to it or remember that they have this book, see it, and come to see me later."



HEAR FROM OUR CLIENTS



STEPHANIE KEY, Director of Marketing for Silvester Foot & Ankle Clinic

The Marketing Database Management Services team are very helpful and nice. They walked me through everything. I've been able to take ownership of the project and do the things I know how to do, and they've been willing to jump in and take care of other things that I maybe don't know how to do in the program. They're very responsive... quick to jump in and help. If you're too busy to do the marketing database yourself, they are the next best thing.



CHERYL VASTINE, Office Manager/Marketer at Sunshin Podiatry

MDMS made the set-up process very easy. I was lost, but they were very good at helping me find what I needed to find. The service is very easy compared to others; I like it. The database is easy to use, the process is great, working with MDMS is great, and it's easy to set up. I love how it works.



TAMMY PORTER, of North Austin Foot & Ankle Institute

The set-up has been great. The MDMS team have been on the ball about sending regular e-mails and updates about the progress and what they still need from us. It's just getting the doctor to sign off on stuff on his end that's the hold-up! They've been very organized and working to keep us on a schedule and on track.

They've been great to work with. They send reminder e-mails and always ask us for any new information they need for the database. The MDMS team is great to work with and very helpful.

Everyone knows the game plan, so they know things that, as a new practice, we might not think of. With trying to get campaigns up and going it's been great to have guidance for the whole thing.

If you have questions about this program, you can call us at (616) 931-1040
or email us at Patrick@MDMSPro.com.

GETTING STARTED IS EASY

We are happy to show you how a marketing database can integrate with your existing marketing plans. To learn more about Marketing Database Management Services, contact Patrick Feutz by calling 616.931.1040, emailing Patrick@MDMSPRO.com, or faxing this form to 888.719.6875.

CONTACT INFORMATION

First Name: _____ **Last Name:** _____

Business Name: _____

Main Office Phone #: _____ **Office Fax #:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Country: _____ **Time Zone:** _____

SCHEDULE A CALL