



Top Practices has a team of people who understand how we market medical practices. There is no other company who has this specific medical marketing knowledge and skill. This service is only offered to Top Practices Mastermind Group Members. Our team can do the following essential marketing tasks for you and much more.

Social Media Management

- Create Business Pages on the Social Media Networks (Facebook, Twitter, LinkedIn, Google+, Pinterest).
- Write and schedule Social Media content posts regularly that capture the attention of your patients and potential patients.
- Engage others in your social networks weekly.
- Market and maintain social networking profiles for correct SMO (Social Media Optimization).
- Maintain your blog on your website by writing weekly blogs and making sure correct SEO is done on them.
- Review additional or new social media forums that would be beneficial and setup automatic feeds for posting to those sites.

Local SEO Marketing

- Add your brick and mortar business to Google+ Local, Yahoo! Local, Yelp, and other review sites and directory listings.
- Create review strategies that direct patients to review your practice.
- Local search optimization for your office locations.
- Directory submissions for your main office.
- Set up and maintain your YEXT account.

Writing Services

- Quality content is vital to staying on top in the world of search engines. Our Content Specialists write timely, interesting, SEO-friendly content with this goal in mind: moving your practice to the top of the search results list.
- Writing services include website articles, FAQs, blogs, and other additional website content.
- Provide unique content distinctly in the doctor's "voice" through our content program. Our writers will interview you and include specific phrases, terminology, and treatments unique to your practice.
- Create accounts at free press release sites.
- Write, proof, edit, and submit press releases, helping you establish and develop backlinks and a correct linking strategy.

Internet Technical Services

Main Website Maintenance

- Evaluate your website for needed changes and SEO suggestions.
- Add changes to your website or work with your web-master to make it happen.
- Train your staff on the CMS (content management system) that is part of your website or on a WordPress platform.
- Set up and Review Google Analytics on a monthly basis.
- Set up and review Social Media Analytics on a monthly basis.
- Link Social Media to your website.
- Add content and other media such as images, newsletters, on-site blog posts, and videos to your website.
- Develop a plan of action for regular additions to your website.

Analytics

- Set your site up for Google Authorship.
- Add Google and Bing Webmaster tools to your website.
- Monthly Analytic Review and Report.
- Keyword research.
- Monthly review call.

Marketing Database Services

We can help set up your marketing database, manage your campaigns, complete any fulfillment tasks you may have and provide training for your staff. For more information, contact Patrick Feutz at Patrick@myMDMServices.com

Some of what we do for in multiple Marketing Databases include the following:

- Set up and maintain your marketing database saving you time, money and helping you manage your list of leads and patients that continue to grow every day.
- Automate the management of your list and the various campaigns you want to run.
- Help setup and take care of fulfillment on different campaigns - including: Newsletters, books, patient recalls, birthday cards, post cards, event invitations and so much more.
- Branded HTML email templates are created.
- Specific campaign materials created and added.
- Automate emails and personalize direct mail.
- Add specific contact information/criteria to assist in categorizing leads in various groups.
- Provide reports based on specific criteria to assist in target marketing.

Graphic Design Services

- Branding development including logos, profile and cover photos in social media networks, website, and other platforms.
- Create review cards with instructions on how patients can write reviews, and a list of your online sites including social media, blogs, and your website.
- Create other marketing projects such as letterhead, business cards, brochures, books, magazine ads, office signage, banners, or posters.

Video and Video Editing Services

- Create accounts on video sharing sites, such as YouTube, and complete profiles.
 - Do keyword research for videos and write titles, descriptions, and keywords.
 - Edit video footage and images.
 - Add graphic enhancements to videos.
 - Upload videos; add captions, titles, descriptions, and keywords.
 - Provide videographer services that take your videos from acceptable to exceptional.
 - Add schema tags to videos when posting to your WordPress website.
- For more information, contact Ellise Williams at Ellise@VMDServices.com

Miscellaneous

- Research for unique marketing ideas related to the niche of your product or service.
- Interview clients and write case studies or testimonials for articles and for the websites.

Additional projects can be discussed and added as needed upon request. We are dedicated to your success and here to help you get it DONE! For more information, contact Lori Hibma at Lori@VMDServices.com or (616) 931-1040.