

616.931.1040

TopPractices.com/VMDservices



VMD DISH
VIRTUAL MARKETING DIRECTOR SERVICES

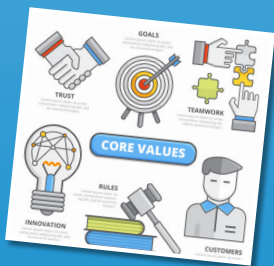
FUN FACTS FOR YOU:



It has been found that colored visuals on a piece of content increases people's willingness to read it by 80%!



Visual content is over 40 times more likely to get shared on social media.



People following directions with both text and illustrations do 323% better than following directions with text alone.

The bottom line? Send us photos, take advantage of our video services, and ask us about infographics!

Deciphering Analytic Data

Using analytic tools is an important part of assuring your marketing plan is on point. Knowing how many people are visiting various pages of your website, how they're finding you, where they're coming from, who they are, and so on, allows you to target your message and know what's working so you can build upon that success, as well as what's not working so you can make improvements in those areas. The tricky part, however, is to know how to read the overwhelming amount of data analytic tools provide! Let's face it, those graphs and charts with stats and comparisons can be quite confusing. So, here's an explanation for a few key areas to keep an eye on when viewing your analytic results:

A **bounce rate** indicates the number of visitors that leave a page after viewing it. You want this number to be low since that would mean visitors must have found what they were looking for and are thus sticking around (and the longer they stay, the better chance for converting them to an actual patient!). If a bounce rate is high, that tells us to take a closer look at the page to determine what improvements can be made to keep visitors from leaving. This could mean updates to SEO and/or content, or adding video or graphics.

In addition to knowing how long someone stays on a page, it's good to know how long they're

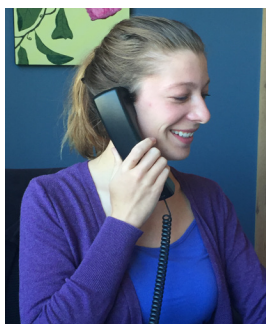
staying on your website as a whole. This is called **session duration** or **time on site**, and can be quite helpful to get a bigger picture of how your website is doing in general. If this number is low, we would look at design elements, linking strategies, and other aspects that relate to user experience.

Number of visits shows how many people are coming to your website. The goal is for this number to steadily increase. If the number is stagnant or low, we need to reevaluate your marketing plan to build your online presence so people can find you. This could entail optimizing local search, increasing offline supportive materials, or adding more relevant content, for example.

Page views tells you how many times a webpage has been viewed – if this number is big, you are doing something right! A small number may be reason to dig a little to see why the page isn't as popular.

Of course, the data you are interested in may vary according to your goals, but these are essentially the most common to help ensure your website's success. We know it's a lot to consider, but that's why we're here! Your VMD team members are experts at this stuff, so be sure to ask us any questions you may have.

FOOD FOR THOUGHT



Communication is the number one ingredient in not only the recipe for a successful working relationship, but also a successful website! When events are happening around the office, these can be featured in social media and on your website, so be sure to let us know. Are you getting more customers in the door? Are they the customers you want? Have your goals changed? Knowing this type of information is vital to helping us market your practice as successfully as possible. (It's just like analytic data!) So get those scheduled calls in the books and let's get your Internet marketing going strong!



TEAM MEMBER OF THE MONTH

Say hi to Heather!

Hey, now you can put a face to the person on the other end of the phone! When you call into VMD Services, more often than not, it's Heather who happily helps you out. Heather is our HR Specialist and Ace Administrative Assistant without whom we couldn't exist! She is always keeping things organized and running smoothly, and actively comes up with ideas to help our clients grow. If you have a question, Heather's the one to ask—we guarantee if she doesn't know the answer, she will definitely know who does and make sure you get the help you need.

Heather's great idea of the day: Reap the rewards of an in-office reward incentive program!

"When you put an incentive program system into place, you encourage your staff to reward each other for the accomplishments they have achieved, building camaraderie, pride in their work, a feeling of appreciation; and an increased happiness at the office, all of which benefits your practice. It's a win, win!"

SERVICES SPOTLIGHT



Marketing Database Management Services

Managing your customer list and campaigns is a breeze when you take advantage of our Marketing Database Management Services! No matter what messages you want to send to which clients or however many campaigns you'd like to run, we'll get you all set up, automated, and ready to go, but we won't stop there! We will also maintain your database to ensure everything is up to date and organized, then we'll do fulfillment, too—you know, all those tedious follow up letters and such? Off your plate and onto ours! Here's what else we can do for you so you don't have to do it yourself:

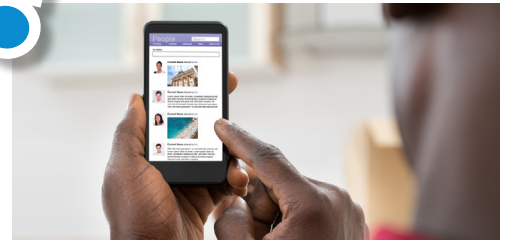
- ✓ Automate emails and personalize direct mail
- ✓ Monitor and track things like website visits, click-through rates, and more.
- ✓ Notify you of patient leads
- ✓ Incorporate your branding on emails, letterhead, etc.
- ✓ Run multiple campaigns at once

ASK AWAY

What makes a website mobile friendly?



With so many Internet users on the move—searching on smart phones, tablets, and the like—it's super important that your website is able to adapt to the varying sized screens of these devices. Luckily, many web designers today build this feature right into the design. However, the appearance of your website isn't the only factor that makes it mobile friendly. Load time is huge! No one wants to wait around for something to load, so it's crucial that you compress images, simplify graphics, and keep videos short but sweet. In addition, you need



to make sure users can get from page to page easily, so a well thought-out linking strategy is essential, along with easy to click buttons that take people where they want to go. Of course, you can always call us for help at (616) 931-1041. We are all about friendly!

TIP TIME

- When gathering information from patients, collect more than just names and emails—birthdates, locations, and job positions for example.
- By qualifying your patients as existing, new lead, lapsed, etc., you can target your messages.
- Segmenting your patient list allows you to personalize messages.
- Before you start, define your objectives—decide what you want to achieve.