

616.931.1040

TopPractices.com/VMDservices

## FUN FACTS FOR YOU:



On average, Americans conduct 12 billion searches per month on the web.



According to Search Engine Watch, at least half of all mobile searches are conducted in an attempt to find local results, and 61% of those searches result in a purchase.

Are your local listings  
in order?



# VMD DISH

VIRTUAL MARKETING DIRECTOR SERVICES

## Tap into the Power of Teamwork

Are you taking advantage of all your VMD team can do for you? You're busy trying to run a practice and care for patients, so you really don't have the time to do everything needed to keep your Internet presence strong. There's just too much to remember and do to keep up with local search and SEO trends, continuous content, social media interaction, and more—no one can do it all alone! However, our team of experts is on your side and at your disposal—our team is your team—so you can spend your time on your patients and your practice, and leave your online presence to us!

We are dedicated to helping you achieve your goals and to do so, we work together. Our content team works closely with our marketing database team who work with our customer service team who work with our multi-media team, and of course our whole team works with you! That way everything is integrated and working together to get the results you want. Teamwork is a beautiful thing and can accomplish so much more than anyone can alone.

### Here's a great example outside of the Internet world:

A while back, some of our VMD team members decided to take on a local Escape

Room. This entails being locked in a room or series of rooms with hidden clues to help determine a means of escape. These clues are designed to be challenging, and to make matters even more difficult, a time limit is set. Individually, we very well could still be there, but just as in the office, each team member contributed. Everyone involved figured out at least one thing that helped the group as a whole. Working together as a true team, we were able to make our escape with time to spare! That's the power of teamwork.

So here's the game plan: If you're not already, take advantage of all our VMD team has to offer! We have the expertise in every area needed for a comprehensive Internet marketing plan, and the ability to make it all work together in order to exceed expectations—like successfully escaping a room in record time, or better yet, building the best Internet presence you could possibly imagine!



## FOOD FOR THOUGHT



When you bake a cake, leaving just one ingredient out can make a big difference in the outcome! The same is true with your Internet presence. Like we mentioned above, there are a lot of things working together to make your presence strong. Leave any out, and the results may not be as good as they could be. In other words, you have all the ingredients at your fingertips—the more you use, the better the outcome!



## TEAM MEMBER OF THE MONTH

### It's Pat!

Pat is an Account Manager and Client Services Senior Trainer extraordinaire. He not only takes care of client accounts, but also works with all of our team members to ensure their workloads are balanced just right. Pat also coordinates our employee training program, because we're always striving to make our services even better. In his spare time—well, who are we kidding? He no longer has spare time because Pat just became a new dad!

He now spends his out-of-office hours swaddling, feeding, singing lullabies and changing diapers.

Pat says,

"I like being able to have a direct impact on the success of others. Training is teaching, and I believe there is always something new to learn." Well said, Pat. It's a quote that applies to both business and life!

### SERVICES SPOTLIGHT



#### We Have a New Studio!

Did you know we now have our own in-house professional studio for video and photography? It features chroma key compositing ("green screen"), on-site videography capabilities, multi-camera setup, professional audio recording, multiple background screens, and a teleprompter, too. Just think of the possibilities!

We're talking even more valuable services added to our awesome multimedia list, including:

- ✓ Professionally produced videos and photography
- ✓ Professional audio recording
- ✓ Post-production editing
- ✓ Video graphic enhancements
- ✓ Script-writing
- ✓ And more!

## ASK AWAY

### How do Google Ads Work?



Google ads are a great way to not only drive traffic to your website, but also boost your online presence and increase your customer conversion rate! By deciding on settings that best achieve your goals, you can place ads based on location, previous search activity, gender, time of day, age, and even interests and hobbies! The ad is then strategically placed to target these specifications and attract the exact customers you want. Best of all, you don't have to pay up front and hope your investment is worth it.



You can either pay only when a customer clicks on the ad, or only after the ad has been viewed 1,000 times. Plus, you can set your own budget. Call us at (616) 931-1040 and ask for our Google Ad Specialist, Conner, to find out more! You can also email him at [Conner@VMDServices.com](mailto:Conner@VMDServices.com).

## TIP TIME

- Think about your goals and the types of patients you want.
- Choose settings that will help you achieve your goals and reach the right audience.
- Decide on a budget that works for you.
- Opt for a payment plan that best serves your needs.
- Be patient. Return on investment is determined over time by collecting data and fine-tuning your efforts.
- Talk with our experts to learn more!