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VMD DISH

VIRTUAL MARKETING DIRECTOR SERVICES

FUN FACTS FOR YOU:



86% of consumers report that using a search engine has helped them learn something new and important.



61% of Internet users worldwide research products online. (Make sure you are showing off plenty of good reviews!)



46% of people read blogs multiple times a day.

How to Hit a Bullseye with Your Email Marketing

Let's say you're promoting free diabetic socks with any diabetic shoe purchase. You want to get the word out, and you know email marketing is quick and easy, especially with a handy dandy marketing database service. Hold on, though—the people on your patient list aren't all living with diabetes, now are they? You don't want to send your message to people it doesn't pertain to, wasting your own time, and even worse, theirs! Your efforts could end up causing more harm than good in the form of annoyed and disgruntled patients who would rather unsubscribe than continue getting emails that aren't relevant to them. This is why list segmentation within your marketing database is a beautiful thing! Basically, it allows you to organize your list into categories, grouping certain patients with similarities together. You can do this by gender, location, hobbies, age, or even people with certain conditions, like those with heel pain, bunions, or, yes, diabetes.

With list segmentation, you are able to target your message to be received by exactly who you want (bullseye!), which makes those people feel like you're providing exactly the personal care they need. This builds strong relationships



and better your chance at a return on your investment.

So, before you unveil your diabetic sock promo, don't just send out a blanket email. Be sure to utilize list segmentation so you can target your patients with diabetes only. That way, you will greatly improve the odds that your emails will be opened, read, and acted upon, not dismissed.

You can find out more about list segmentation and the many ways it can help you help your patients (and your practice!) by contacting our Marketing Database master, Patrick Feutz, at Patrick@mymdmservices.com



FOOD FOR THOUGHT

Pumpkins aren't just good for carving...they have a host of nutritional benefits, too! They are low in calories yet high in antioxidants, vitamin A and other vitamins and minerals that do your body good. Even seeds shouldn't be ignored! They are high in fiber as well as mono-unsaturated fatty acids which help keep your heart healthy. So remember, a plentiful harvest of pumpkins provides a bounty of benefits beyond jack-o-lanterns and fall décor. Plus, now you have an excuse for having another slice of pie!



TEAM MEMBER OF THE MONTH

Let's hear it for Cody!

Cody is our Web Specialist, Detroit Lions aficionado, and video game guru. Here at VMD Services, he works hard at getting websites up and running successfully, but once they're launched, he's actually just getting started! That's because Cody spends a lot of time gathering data so he can continually look for ways to build on what's working with websites and improve on what's not. He also loves solving problems that can pop up within sites and is constantly making sure everything is running efficiently and effectively. From design to launch to analysis to maintenance, if it has to do with your

website, Cody's on it! Here's some of his words of wisdom...

"It's important to always keep your website's visitor in mind. Everything you post from images and titles to the actual content on the page needs to be oriented toward providing value to the visitor. A strong, educational experience is always needed. If you give the people what they want, Google will begin to see the related statistics, thus causing you to rank better over-time."

SERVICES SPOTLIGHT



A Look at Local Search

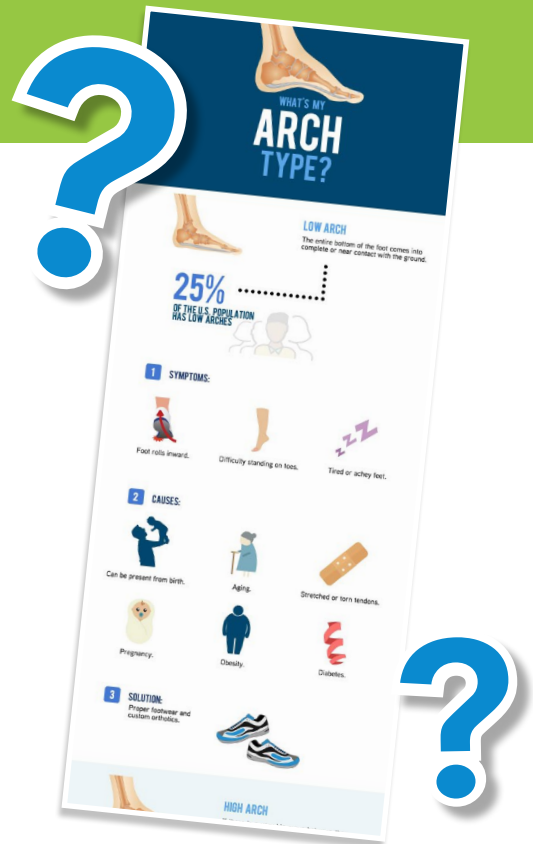
It may seem like a small part of your marketing plan, but believe us, having your local listings in order can make a big impact in your rankings! If you're wondering why you're not popping up in the coveted top 3 results in local search, you may want to look into the accuracy and consistency of your listings. If you've moved and your old address and phone number are still out there, for instance, that confuses not only people searching online but the search engines as well! So, guess what? You drop in the rankings of relevant results. The bottom line is, it's crucial to keep your listings up to date and make sure that no conflicting information exists online that could be negatively impacting your ability to be found. Luckily for you, VMD Services has your back! Our Local Search Specialists use specific tools and expertise to ensure your local listings are working for you, not against you! This includes:

- ✓ Suppressing duplicate listings
- ✓ Claiming listings in order to keep them updated
- ✓ Making any necessary changes to listings
- ✓ Monitoring patient reviews of your practice (which by the way, when you collect positive reviews, it will boost your rankings!)
- ✓ Providing review strategies

ASK AWAY

What is an infographic and how is it used?

Want to get a message across in a glance? An infographic is the perfect thing! Just as it sounds, it's a combination of graphics and information designed to provide a message quickly and clearly. By using images and data together, a complicated message can be simplified, multiple facts or results can be presented concisely, comparisons can be made and visualized easily, lengthy instructions or directions can be streamlined—the list goes on and on! Infographics are even a great way to add a visual element to text-heavy pages as well as enhance your videos. Find out more about how an infographic might come in handy for you by contacting our Multimedia Manager, Ellise, at ellise@vmdservices.com.



TIP TIME

- Think about visuals and words that will best reflect the message you're trying to send.
- Keep it simple. Adding too many elements will counteract the clarity for which you are striving. Images and verbiage should be as concise as possible.