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# VMD DISH

VIRTUAL MARKETING DIRECTOR SERVICES

## FUN FACTS FOR YOU:



YouTube has become the 2nd Largest Search Engine behind Google.



Those who have prioritized blogging are 13 times more likely to enjoy positive ROI.



Pinterest is now the 3rd most popular social network in the U.S. in terms of traffic.

## The Google Ads Advantage

Google AdWords are “popping up” everywhere—literally! More and more doctors are using these strategically placed advertisements to drive traffic back to their websites and better yet, through their doors! Do you want to increase visitors online and in your office? We’re pretty sure we know the answer to that, and even more sure that we can help.

When you consider the advantages, it’s easy to see why Google AdWords have gained such popularity. They can boost your online presence by putting your practice in front of specifically targeted potential patients. What happens next? An increased conversion rate, of course! After all, you can choose settings that identify patients by what they search most and when they search for it, where they are located, what their jobs are, their age, gender, interests, and more. This makes it pretty darn easy to post exactly the right ad to exactly the right people at exactly the right time so you get exactly the patient you want. The only way it could be any more perfect is if you didn’t have to pay up front. Wait, a minute—you don’t!



The best part of Google AdWords is you have two choices of payment: you can pay only if a patient clicks on it (cost per click) or you can pay only after the ad’s been viewed 1,000 times (cost per mille). Either way, you don’t have to sink money into it and hope it works. You pay for results only, and only as much as you want. You set the budget; we make it happen!

Our own Google Ad Specialist, Conner Hammersmith, can set you up and get you going! Contact him for more details at [conner@vmdservices.com](mailto:conner@vmdservices.com). The only thing he loves more than explaining Google AdWords and their benefits, is seeing the actual, awesome results!



## FOOD FOR THOUGHT

“Old-fashioned ways which no longer apply to changed conditions are a snare in which the feet of women have always become readily entangled.”

- Jane Addams

Keep Sharing with Patients the Dangers of High Heels!



## TEAM MEMBER OF THE MONTH

### Conner: Client Services Specialist & Google Ad Specialist Extraordinaire

As we mentioned above, Conner is our very own in-house expert on Google AdWords! He's the guy to talk to if you'd like to try placing these online advertisements to give your online marketing a boost. Conner also wears a Client Services Specialist hat, making sure everything with your account runs smoothly and effectively. His favorite part of his job?

"I really like meeting and talking to new people, then helping them grow their practice by showing them ways they can improve their website as well as enhance their presence online."

When he's not helping clients with their online marketing efforts, Conner enjoys reading comic books, eating pretzels, mountain biking, playing disc golf, snowboarding and skiing. He's also on a softball team with friends and getting married soon, so if you call him about Google AdWords, you can congratulate him, too!

### SERVICES SPOTLIGHT



#### Social Media Maintenance

The more potential patients with whom you engage, the more you can convert to actual patients heading in your door! So how do you connect with a large audience? Social media, of course! Let's face it, just about everyone is on Facebook, Twitter, Pinterest, Google+, LinkedIn, or all of the above! That means it's essential that you are, too. The only problem is, you're trying to run a practice and just too busy to stay up with your social media platforms. We get it. That's why we're happy to take on your social media for you, because for best results, continuous activity is key. Here's how we can help:

- ✓ Writing engaging content that drives traffic back to your website
- ✓ Strategically scheduling and posting for maximum engagement
- ✓ Maintaining regular activity so patients keep coming back for more
- ✓ Building relationships with current and potential patients, as well as fellow physicians and others in the industry
- ✓ Reinforcing your brand, boosting your online presence

### ASK AWAY

What can I do to spruce up my videos?



Adding visual components is a great way to give your videos some umph. For instance, try incorporating graphic overlays for added interest, or transcriptions to clarify your message. You can also refresh an old video by making some new edits or adding background music.

Whether you have a new video you're not sure what to do with, or an old video that needs some help, your VMD team can take your ho-hum production to a whole new level. Connect with our Multimedia Specialist, Ellise at [ellise@vmdservices.com](mailto:ellise@vmdservices.com) to find out how we can help you.



### TIP TIME

- Bring in your brand and logo whenever possible
- Use "pop-ups" with videos on YouTube to direct viewers to your website
- Make sure your video is optimized with keywords in the title and description
- Keep videos concise and focused