

616.931.1040

TopPractices.com/VMDservices



VMD DISH
VIRTUAL MARKETING DIRECTOR SERVICES

FUN FACTS FOR YOU:



Compared to general broadcast emails, those containing messages relevant to the recipient drive 18 times more revenue.



Email list segmentation can double open rates.



Email serves as the primary channel for lead generation for 89% of marketers.

Web Tools: Digital Power Tools for your Practice

If you want to focus on treating sports injuries, yet you get mostly non-athletes coming through your doors, you need to focus your marketing plan, and boy are web tools handy for that! Web tools put the power in your hands to target your audience, craft the perfect strategy, dig deep into data that reveals exactly what seems to be working and what needs to be worked on more. Best of all, taking advantage of web tools allows you to keep ROI high and costs low, and who doesn't love that?

The trick is knowing what tools are out there, what the latest ones can do, and most importantly how to use them. Your VMD team can help in a variety of ways:

DIY – If you're tech-savvy, have the time, and understand SEO and how to interact with patients online, we will provide you with the tools that would best serve your needs and train you on them so you can confidently do it yourself.

Teamwork – We can take it on together, sharing the workload however you would like. Give us the responsibilities you don't want to worry about or have time for and we'll utilize our tools to ensure the opti-



num results.

Wash your hands of it—If you're too busy, you have a part-time marketing team that doesn't have enough time, or you just plain don't want to have to deal with any of it, not to worry—we're happy to strap on our web tool belt and take it all on for you!

No matter what you prefer, the bottom line is, if you're not using web tools, you are missing out on a huge opportunity to collect data, analyze results and target your efforts precisely, getting you that much closer to your goals! Call us to find out more. (616) 931-1040.

FOOD FOR THOUGHT

Read any good books lately? Here are some of Rem's Must-Reads:

- **Turn the Ship Around** by David Marquet (Hardcover - May 16, 2013)
- **The Secret: What Great Leaders Know and Do** by Ken Blanchard (Hardcover – Sept. 2, 2014)
- **Essentialism: The Disciplined Pursuit of Less** by Greg McKeown (Hardcover – April 15, 2014)
- **The Compound Effect** by Darren Hardy (Paperback – October 2, 2012)



TEAM MEMBER OF THE MONTH

Tyler Hibma

Tyler is our Local Search Specialist. He's the guy who gets your listings in order, makes sure there are no damaging duplicates, and that only consistent and accurate info is out there for the world to see. He also stays on top of reviews—making sure they're gathered and that they're good! By using all the tools in his tool belt, Tyler works diligently to make sure you have everything in place to pop up in that coveted 3-pack window of results. When he's not working on hitting your targets in the office, you might find him trying for a bullseye in archery.

Advice he can share:

"Don't underestimate the power of reviews! Good reviews not only encourage people to choose your practice when they are searching for care and services you provide, but they also encourage Google to offer you up as a search result in the first place. Enough positive reviews will give you a great star rating, too, which boosts your ranking even more. In addition, a hefty amount of good reviews will squelch out any negative ones you may receive. "

- Want to get a review strategy in place? Connect with Tyler at tyler@vmdservices.com

SERVICES SPOTLIGHT



Revvng Up Reporting

You may have noticed how much more thorough and engaging your Custom Marketing Plan report has been looking lately. Well, switching to a quarterly schedule, and making use of our awesome data-collecting tools, has allowed us to dig deeper, find more helpful data over a longer period of time, and give you detailed information in a format that we hope makes it easy for you to see exactly what's going on with your website, your local listings, social media, and more. This new approach has also allowed us to target your ideal patients and customize your plan according to our findings so we can get you closer to your goals. Of course, if you have questions concerning your report or want to further discuss your goals and how we can best meet them, by all means, give us a call! (616) 931-1040

ASK AWAY

Why are monthly client calls necessary?



Communication is key to keeping things on track. Maybe your goals have changed, or you have some new technology in your office. It's vital that we have all the information we can possibly gather to ensure your marketing plan is working toward reaching your goals, and that our efforts are in line with the type of patients you seek and the products and services you want to be known for providing. Whether you have questions and you need clarification, or you want to discuss changes to content or your overall plan, a monthly call is our golden opportunity to make sure what we're doing is making you happy and making your online presence successful. We can only address things if we know



about them, so please let us know what you're thinking, give us your feedback, tell us what's new, what you like, what you don't like, and even what your staff is up to—the more communication, the better we can serve you!

TIP TIME

We know your time is valuable, so here are a few tips for a brief yet productive call:

- Look over your CMP Report prior to our call and have questions ready so we can dive right in.
- Delegate requests from our office to have necessary information readily available without you having to take the time to gather it.
- Have an agenda and prioritize it. That way we can be sure to talk about what's most important to you first in case we don't get to everything on the list.