

FUN FACTS FOR YOU:

Experts agree that 2016 Internet marketing trends will include:



Original & interactive content



Local-based marketing



Increased use of video



Strong social media presence



Wearable technology

Don't let your social media go to the dogs!

A couple of days ago, our office dog, Indy (she's actually Leslie's but we've all adopted her!), was walking around, checking to see if the kitchen floor was clean and if the treat drawer was well-stocked, when a guest suddenly arrived—it was Lori's adorable new puppy, Toby, who is a Bernese Mountain Dog. This was the first time Indy and Toby met, and believe us, that's all it took for a crowd to gather in an instant! If only drawing enormous attention to your website was as easy as announcing a puppy has arrived!



Then again, social media is a pretty successful way to draw attention and increase traffic.

Look at it this way, everyone and their brother uses social media. It's one of the most popular ways in which people communicate

today, and for you that means opportunity. Are you taking advantage of your social media platforms and everything they can do for you? If not, you're missing a tremendous opportunity to gain customers' attention, reinforce your brand, extend your reach, showcase your products and services, connect with customers both present and potential, and a whole lot more.

For a marketing plan to succeed, social media has to be a part of it, and if you want to be top dog, you need to not only utilize Facebook, but also Google+, Twitter, LinkedIn, Pinterest—all the things your customers use.

Of course you can't just roll over and let it go to the dogs, you have to work at it (sort of like puppy potty-training!) When you continually add new posts, it keeps people coming back to see the latest, and when you track results, you can tailor your information to give them exactly what they want.

Of course, if it seems like you might be biting off more than you can chew, we'll throw you a bone—your VMD team can help!

FOOD FOR THOUGHT

Whether you're having a party to celebrate a graduation, the opening day of baseball, or just for fun, if guests arrive too early, there's no need to panic! Here's a "Real Simple" appetizer that's as delicious as it is quick:

Spicy Black Beans and Avocado Canapes

Ingredients

- ½ cup black beans
- ½ avocado, diced
- ½ jalapeno, finely chopped
- 1 teaspoon extra-virgin olive oil
- Pinch of kosher salt and black pepper

Excuse yourself for a moment, chop, mix then serve with scoopable tortilla chips and a smile!



TEAM MEMBER OF THE MONTH

It's Kelly!

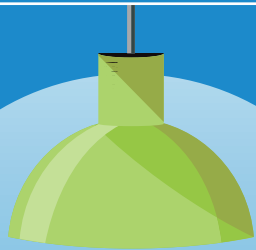
Say hello to our Senior Editor and Manager of the content department here at VMD Services. From webpages and blogs, to FAQs, press releases, newspaper articles, and more, Kelly and her team are devoted to providing informative, engaging, and original content that is strategically created to help you reach your unique goals. When Kelly's not at work she enjoys hitting the trails for a run and hitting the beach for some fun with her family. She also loves camping, animals, and laughing!

Her deep thought of the day:

"It's important for content to be informative and relevant, yet it needs to hold an entertainment value as well. Keep in mind that it must also be optimized for search purposes while at the same time written with careful consideration of customers. The key is finding the balance amongst all of these factors— not an easy thing to do, but luckily you have a roster of experts at your disposal!"



SERVICES SPOTLIGHT



Graphics

Just as your patients tend to respond to posts with pictures, graphics are great for attracting attention and balancing out text-heavy content. They can provide information quickly as well as reinforce your brand. From unique logos, to infographics, to signage, and more, graphics are a key component to the success of your marketing plan. Here's what the VMD graphic design team can do for you:

- ✓ Develop your brand
- ✓ Design infographics
- ✓ Create promotional materials including postcards, brochures, flyers, catalogs, letterhead, newsletters, business cards, and more.
- ✓ Produce interactive PDFs
- ✓ Integrate images into website designs

ASK AWAY

How can a marketing database help my business?



While your goal may be for your list of patients to grow, the more it grows, the harder it becomes to manage. Communication is important in order to build relationships with existing patients as well as engage potential ones, and that's where a marketing database can help. With it, you can keep your patient list updated, automated, and organized. You can run campaigns and target your messages, sending everything from newsletters, to books, to appointment reminders, birthday wishes, eBlasts, and more. You can even track valuable data to help strengthen your marketing efforts. You save time and money, and best of all, our Marketing Database Management Services team can do it all for you!

TIP TIME

- Segmenting your list allows you to send your message only to those who will find it relevant
- Branded templates are a great way to tie your database efforts in with your overall marketing
- Keep your list updated—adding, subtracting, and adjusting as needed
- Gather information beyond just phone numbers, addresses, and emails. For instance, job titles, interests, and birthdates, can help you target your messages
- To find out more, feel free to give us a call at (616) 931-1040.

