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VMD DISH
VIRTUAL MARKETING DIRECTOR SERVICES

FUN FACTS FOR YOU:



The number of smart phone users in the U.S. is estimated to reach 207.2 million this year.



It took Television 13 years to reach 50 million users. The World Wide Web took only 4 years!

Why is Your Office Culture So Crucial?

Every morning at 9:00 sharp, we all gather in what is affectionately called the AM (Account Management) Lounge. Basically, it's the place where the Account Managers' desks are, which just happens to provide a wide open area for group stretches—yes, stretches. We take this short break, not just to avoid back issues and carpal tunnel, but also to laugh, joke, chat, and catch up on the previous night's activities. After we're done, we return to our desks, re-freshed, with a renewed focus, and ready to get back to work. This is a great example of what a company culture entails and the benefits it can have.

Studies show that for those spending most of the day working on computers, it's good both mentally and physically to take a break and move around every once in a while. Plus, when our group gets together, it reinforces our team attitude, reminds us how important communication is, reduces stress, and generally inspires a positive environment, all of which translates to our work.

Sure this works great for us and fits our particular culture, but every business—and practice—is certainly different. An office culture is dependent upon how your practice runs and pretty much boils down to how you want your employees to act and feel, what you can do to make their jobs more enjoyable and easier,

what you want your work environment to be, and how you can incorporate it all into the care and services you provide and the goals you'd like to achieve. That's a lot of factors to consider, and believe us when we say, none of it happens overnight. An office culture takes time to build, growing as your practice grows, but only if you nurture it.



A strong culture makes employees happy to go to work and attracts potential employees, encouraging them to be a part of your team. It also translates into good attitudes, which translates into great customer service and increased productivity. Oh, yeah, it can really do all that!

So take a good, long look at your practice, brainstorm ideas, and start putting programs and processes into place that will help you build a culture that works for you—and remember, a happy staff is the best kind!

FOOD FOR THOUGHT



A picture's worth a thousand words!

Patients, both current and potential, love to see pictures of you and your staff—it's evident in social media every time a picture is posted of staff outings, community events, employee milestones, and even office shots. It's a great way to connect and build relationships, so break out those cameras and say cheese!

TEAM MEMBER OF THE MONTH

Say hi to Ellise!

As Multimedia Manager, Ellise heads up a team who works wonders with video and graphics to give your marketing a step up on the competition! From editing and enhancements of videos, to logos, branded materials, infographics, and more, you can depend on Ellise to make sure it gets done—and done well.

When she's not hard at work helping you boost your online (and offline!) presence, Ellise enjoys cooking, video games, reading, hiking, and eating sushi.

Her advice?

"A lot of people view multimedia with some trepidation. They think it's too complicated or too advanced for their office, but it doesn't have to be difficult. Branded graphics and videos are a simple way to not only show a different side to your practice, but also develop 'brand recognition' that will help your practice stay top-of-mind. There are so many helpful tools out there to get started, and we, of course, are always ready to help!"

SERVICES SPOTLIGHT

Designed to Succeed

Web design is about more than just how your website looks, it's how it functions, too! It's essential that on top of choosing colors that reinforce your brand, you need to make sure content is unique and relevant, as well as search engine friendly to help you rank high. In addition, a strong linking strategy is important to ease navigation from page to page, and of course the design must be able to adapt to the varying screen sizes of mobile devices. Engaging graphics and videos add interest as well, and the use of web tools help to track data so you can adjust your marketing plan as needed. You can't just design it, then desert it! Luckily we're here for you. Here's how we can help:

- ✓ Design your website with your brand in mind
- ✓ Develop a linking strategy to maneuver throughout the site easily
- ✓ Continually create and post unique and relevant content
- ✓ Use web tools to collect valuable data
- ✓ Perform regular maintenance, updates, fixes, etc.
- ✓ Ensure your site is user, search engine, and mobile friendly
- ✓ Enhance text-heavy pages with graphics and video

ASK AWAY

Why do I need to keep adding content to my website?

There are actually multiple reasons why content should be continually added or updated on your website. Search engines put importance on activity and new information, so adding content regularly can help your search rankings a great deal. In addition, users like to see new information too! If someone visits your website, then visits again later and there's nothing new, guess what? They'll probably figure you have nothing more to say or offer, so why bother coming back? To encourage return visits, which build relationships and improve conversion rates, you



need to give users something different to discover. Adding content also gives you the opportunity to thoroughly showcase your products and services, announce new equipment, feature special discounts, connect with the community, and present yourself as a leader in your industry—the go-to place for everything you need to know.

TIP TIME

- Choose topics that are relevant to your industry and interesting—don't be boring.
- Make sure content is unique—search engines know if it's not, and your ranking will plummet if you copy from someone else!
- Strive for a balance of entertaining and informative, but still relevant to your business.
- Don't be afraid to add graphics to written content. This is a must.
- The tone or "voice" of your content should fit with your brand.