

DEDICATED TO YOUR SUCCESS



During the two days together you will get the secret to:

- Finding your “right fit” patients & clients
- Influential marketing that positions you as the leading choice in your market
- Leverage your patients & clients search habits to create an unfair competitive advantage
- Liking your practice again, generating more revenue while working fewer hours

Want better (and more) clients or patients? Looking to advance to the next level with your marketing expertise? Stuck in a rut of doing what everyone else is doing and want to get the edge on your competition? Tired of hearing the same old song and dance with your marketing and want more of the best kinds of clients and patients coming in the door? If this is the case, then the Advanced Marketing Bootcamp is definitely for you. If you are happy where you are, then it's not for you - simple as that.

Psst: This event will be in an intimate setting with experienced presenters and teachers that have been through the minefield and have found the success you are likely looking for but haven't yet achieved. (We also plan to really have a good time together with like-minded people focused on growth and domination in their markets.)

Announcing the Foster Web Marketing/Top Practices Fast-Fill Formula Advanced Marketing Meeting and Bootcamp

Join your hosts Rem Jackson and Tom Foster for a two-day, advanced marketing, in-person meeting at Foster Web Marketing's new world headquarters located in historic Old Town Alexandria, Virginia on May 13-14, 2022.

What: For the first time EVER! medical practice marketers and legal practice marketers will meet in a small group, hand's on, roll up your sleeves, ADVANCED practice marketing Mastermind Meeting. See agenda below.

Where: The New Foster Web Marketing Headquarters in Old Town Alexandria VA. In 2021, FWM purchased a historic building in Old Town and have transformed it into a state-of-the-art meeting facility. The building is not new, it was built in the early 1800s, but the renovation is newly completed.

When: Friday, May 13, and Saturday, May 14, 2022. Lunch is provided on both days. Final reception on Saturday immediately after the meeting.

How Many Will Attend: Registration will be cut off at 30 due to space restrictions. We expect this to fill up quickly, so don't delay your chance!

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Check Your Growth With These 4 Website Metrics

By Tom Foster, CEO Foster Web Marketing



Building a beautiful website for your podiatry practice is great. Stocking it with compelling content, gorgeous graphics, and killer videos doesn't hurt, either. But, when it's all said and done, is that beautiful website actually doing everything that you hoped it would do?

Not sure? Review these 4 website metrics to get a much better idea of how you're doing:

- 1. Conversions.** While there are different types of conversions that can occur on your website, depending on what you have set up and your goals as a business, any increase in conversions typically signals an increase in your website's growth. However, conversions should be analyzed over a set period of time to get a clearer idea of what's really going on.
- 2. Local search activity.** To increase your local search footprint, start by paying attention to your reviews. The more honest reviews you can get, the better. You also need to make sure that your name, address, and phone number are accurate on your website and everywhere else it appears online. (This is super easy to do in DSS!) However, if your local visits, activity, and engagement are increasing, it's a strong signal of positive website growth.
- 3. Backlink profile.** If your backlink profile is brimming with links back from other great websites, it's a big sign that your website is performing well. Authoritative backlinks indicate that your network of referrals is growing, and there's lots of "buzz" about you, your website, and your content. Ultimately, the stronger your backlink profile gets, the more users and traffic you will receive.
- 4. "Visibility" a.k.a. search engine rankings.** If you rank highly for all your main keywords, it's a good sign that your potential patients are seeing your website on their search results pages. It's also a good sign that what you're doing with your website's content and design is working really well.

The metrics we talked about above are just the beginning. Want to know if your website is positioned for growth? Visit FWMdoctoranalysis.com for a full report.

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

Tom Foster is CEO and Founder of Foster Web Marketing. You can contact Foster Web Marketing at 888-886-0939.

EARLY BIRD PRICING!

Available until **April 14th** at 11pm PST

~~\$3295~~ *only* **\$2795**

Are you a **Top Practices Member**? A current **Foster Web Marketing client**?
Members and Clients get a **SPECIAL EARLY BIRD PRICING** of just **\$1995!**

Use the code **bootcamp22** for their special rate. A second person from your practice may attend for \$500. Limited to one extra person per practice due to space limitations.

PRESENTERS

 Tom Foster Founder Foster Web Marketing	 Rem Jackson Founder Top Practices	 Buster Tate CEO Foster Web Marketing	 Jessica Taveras Coach Foster Web Marketing	 Michael Monteforte Attorney Monteforte Law, P.C., Woburn MA	 Kim Walsh Phillips Author, Speaker, Social Media Expert	 Peter Wishnie Director of Physician Programming	 Andrew Schneider Podiatrist Tanglewood Foot Specialists
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Agenda Topics: All Sessions are Advanced Level

1. Social media strategies that create big results with Social Media Expert, Kim Walsh Phillips
2. Advanced SEO that produces results which you can do yourself even if you don't study this like you are an FWM SEO on staff expert
3. Advanced YouTube - Video is essential and you can significantly up your game and use the content you develop to enhance your lead generating strategies
4. Writing marketing copy that works - There is a formula and you need to know it
5. How to organize your marketing plan
6. Apps, tools, tricks you don't know you need...yet
7. Advanced analytics and pay-per-click
8. Truly infusing your online and offline marketing
9. The simple and powerful system for generating leads and appointments
10. Overcoming the hurdles and challenges that are slowing you down
11. Engaging the entire practice in marketing no matter what position staff members have
12. Tracking numbers and making decisions based on the data
13. How to keep it fresh and fun



REGISTER NOW



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The Fast-Fill
Formula Advanced
Marketing Meeting
& Bootcamp

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The 16th Top Practices Marketing and Management Summit

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SAVE THE DATE

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