



# VMD DISH

VIRTUAL MARKETING DIRECTOR SERVICES

## FUN FACTS FOR YOU:

# 75%

of users never click past the first page of results – (what is your home page telling your patients?)

# 2

Search and email are the top two Internet activities!

# 80%

Over 80% of online users use search engines to find a website

## ADAPT OR DIE

A while back, the Virtual Marketing Director team got together to go see the movie *Jurassic World* (Lori has a thing for monster movies, and this one sure fit the bill.) Amidst all the dinosaur action, one could not help but think of the old adage, adapt to change or no longer exist—a.k.a. adapt or die. Ironically, this idea couldn't be truer than in the world of business – especially in the medical arena. If you don't adapt to the ever-changing environment around you, your business will fizzle out eventually (like even the toughest dinosaurs). Oh, sure it might do okay with your current patients—who know who you are and where to find you—but you won't see growth, which is THE key component to your success.

To make it in today's world, Internet marketing is a must – and everyone knows it. People today are mobile, tech-savvy, and online—a lot! If you're marketing plan doesn't account for this, you are missing out on reaching potential patients, and achieving your own potential. Setting up a website and having Facebook is just not enough anymore – in fact – these have changed considerably just in the last two years. Have you adapted to the changes that are online today? Do you know

what the changes have been? Again, change is constant, and you must constantly adapt. The search algorithms update all the time, and an Internet presence that goes stagnant will slip through the cracks and be stomped out by the competition. The T-rexes of the business world know that the sign of a thriving business is an Internet presence that has non-stop activity—new content posted regularly on the website, interactive social media platforms that reinforce your brand and send people back to you, ongoing customer reviews—the more activity, the more successful your Internet Marketing is, the more momentum your entire marketing plan will gain, and the more people you will reach and convert into your patients. It's not simple anymore, it's complicated and requires constant thought, planning and effort.

Now ...if only you had someone to help you with all this... (hint – that is what the Virtual Marketing Team is all about – helping you get it all done!)



## FOOD FOR THOUGHT



Grab a mason jar and these ingredients:

- 2 tbsp** your favorite vinaigrette
- 1 cup** cherry tomatoes
- ¼ cup** red onion, chopped
- 1 cup** cucumber, chopped
- ½ cup** feta, crumbled
- 2 oz** rigatoni, cooked
- ½ cup** mixed greens
- ½ cup** fresh mint, chopped

Now, start with the dressing in the bottom then layer 'til you get to the top with lettuce and herbs. Just be sure to go heaviest (ie: tomatoes) to lightest. It'll stay fresh for the whole week, and all you'll have to do is grab and go, shake and enjoy!

*Thanks Leslie*  
for the delicious tip!



## TEAM MEMBER OF THE MONTH

### MEET MARTHA!

Her job in a nutshell? Making sure our clients are happy! As our Client Services Manager, Martha oversees our team of Account Managers and Support members, working diligently to ensure everything possible is being done to exceed client expectations. She loves building relationships with clients, and when she's out of the office, she loves movies, painting and crocheting, gardening and being with family—and if they happen to order a

pizza, it better have hot Italian sausage on it!

Martha's words of wisdom ... "The Internet is fast-paced and ever evolving" (sound familiar?). "It's a must to stay up to date, but also not make any knee-jerk reactions. New concepts are introduced regularly—you must be able to learn which will have a longer lasting effect on your marketing efforts, thus are worthwhile to implement."

## SERVICES SPOTLIGHT

### THE VIRTUES OF VIDEO

Want to attract attention, drive more traffic, and beef up your customer base? Well, say hello to video!

A well-executed video can capture attention and hold it much longer than just your average page with words alone. It allows you to showcase your products and services in an interesting and engaging fashion, which keeps customers on your site longer—and the longer they stay, the more likely they are to go from a potential customer to an actual one. Here's what we can do to give your site some *oomph* with video:

- ✓ Create video about Diagnoses specific conditions
- ✓ Edit or combine existing videos
- ✓ Add voiceover, graphics, and additional footage or images
- ✓ Animate your logo, title screens, on-screen text, and images
- ✓ Add music
- ✓ Insert backgrounds
- ✓ Share your videos for an even greater impact — yours may just be the next viral video!

## ASK AWAY

How can I get better reviews? What about patient testimonials?



First off, customer service is priority #1. If you want good reviews, you've got to provide excellent service—that is the KEY to the review kingdom.

Also, never, ever, ever pay for or fake reviews—it's illegal and believe us, the mighty Google will know and enforce punishment, potentially ruining the reputation and following you've worked so hard to build. Instead, just ask. Returning patients are returning for a reason—have them share why! We will create review cards for you to make it even easier, we will help you with the email marketing that can generate reviews, and we can help you get the patient testimonials for your website.

It is also extremely important to know what to do with negative reviews—hey, you can't make 100% of the people 100% happy 100% of the time, but

it's how you respond as a business that dictates their effect on you. A business that takes the high road and clearly wants to resolve an issue will be less impacted by negative comments. We can show you exactly how to respond to the nay-sayers!



Finally, build your brand and make your online presence known. Sometimes all people need is a little reminder to recognize your business, along with an easy opportunity to share their experience. Our local SEO specialist can help you set up user-friendly review sites and pave the way for rave reviews.

## TIP TIME

- **Asking for a review is critical** – but know WHO you want to ask. Say, for example, you want to focus on patients with heel pain—then ask satisfied patients that you have treated for heel pain to write a positive review for you.
- **Quality over quantity.** A five star review will carry more weight than a handful of three star reviews in the long run. Ask the patients who will be willing to put the time and energy into the review to make it top-notch.
- **As their doctor**, your patients listen to you, so YOU should be the one to ask for the review. Then your staff can offer support and encouragement.
- **Make it easy** for your patients to write reviews - provide access to the review sites and instructions on how to do it.
- **If you need help**, we are here for you. There are multiple ways you can ask for reviews. To find out how, just give us a call.