



FUN FACTS FOR YOU:



Facebook has 1.35 billion active monthly visitors—1.12 billion are on mobile devices.



Saturday has the highest email click through rate at over 9%.



40% of the entire world's population uses the Internet.

A Brand Keeps You From Blending In

A recent group outing by the Virtual Marketing Director team was a painting class. There's nothing like bonding over shades of blue! What was most amazing is how different all of our masterpieces turned out despite all painting the same subject. There is a lesson learned there—you can stand out amongst others in a crowd by letting your own personality shine through.

How does this relate to business? Well, in a sea of competition, everyone's trying to get noticed, and the ones that do share a simple secret—branding.

Creating a brand for yourself is not so simple, though. A brand needs to represent the unique attributes of your business in a way that is easily recognizable. In order to develop a brand that's right for you, a lot has to be considered. What are

your goals? What kind of message do you want to send? What type of customer are you trying to attract? What best represents you?

Once you zone in on how you want your business' brand to be portrayed, next you need to consider colors, a logo, and the font to use...then reinforce it everywhere you can! A good brand is only as good as the marketing behind it. For best results, you need to incorporate it consistently everywhere possible—from letterhead and business cards to brochures, in-office signage, newsletters, social media, and more.

Sounds like a lot of work, we know, but believe us, it's worth it! Besides, it's not like you have to do it all yourself. That's why the Virtual Marketing Team is here!



FOOD FOR THOUGHT

You can't do today's job with yesterday's methods and be in business tomorrow.
~unknown

Nothing great was ever achieved without enthusiasm.
~ Ralph Waldo Emerson

Progress always involves risks. You can't steal second base and keep your foot on first.
~ Frederick B Wilcox

The difference between ordinary and extraordinary is that little extra.
~ Jimmy Johnson

Success is the sum of small efforts – repeated day in and day out.
~ Robert Collier



TEAM MEMBER OF THE MONTH

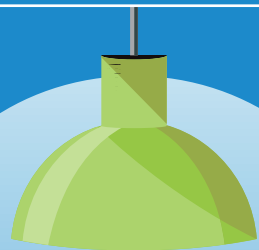
Say Hello to Leslie!

She's our Director of Marketing Database Management Services, which means she can manage your customer list like no one else! From book and recall campaigns to email blasts and birthday cards, Leslie and her team can get your database set up, fully automated, targeted, fulfilled, and continuously maintained, all of which saves you time and money, and keeps your current customers happy and potential customers interested. Leslie loves cheese, zombies, 80's music, and especially her dog, Indy.

Her expert advice?

"Patients are your practice's most valuable asset, and it's important to continuously nurture the relationship you have with them. This is where a marketing database comes into play. Not only does it help you stay in contact with your current patients, it saves you time and money, automates your processes and converts your prospects. Basically, if you want to make your life easier, get a marketing database ASAP!"

SERVICES SPOTLIGHT



Think Outside the Box

Continuously adding unique and relevant Webpages, Blogs, and FAQs to your website is a key component to building a strong online presence, not to mention building your business! However, that's just the tip of the iceberg when it comes to what we can do to make your marketing plan amazing.

You can supplement your website content with a host of support materials, both online and off. Say you want to hold a community open house or announce a new office and you need help to get the word out. Besides featuring the event on your website and in blogs, we can create branded flyers, special social media posts, press releases, newspaper articles, t-shirt designs, graphic enhancements, email blasts, and more. Believe us, by the time we're done, people will know what you're up to—and the more people who know, the more successful your event will be!

So, if you want to get the most out of the services VMD has to offer, consider going beyond just traditional content. We'll be happy to help! Here's just a few examples of what we can do for you besides awesome webpages, blogs and FAQs:

- ✓ Magazine and newspaper articles
- ✓ Press releases
- ✓ Interactive quizzes
- ✓ In-office signage
- ✓ Email and Letter campaigns
- ✓ Flyers and more!

ASK AWAY

Why should I use social media?



Let's face it, more and more people use social media every day—people that could be potential customers! If you don't utilize social media platforms in your marketing plan, you are missing out on a huge opportunity to reinforce your brand, put your business top-of-mind, and engage customers, both current and future. If you don't have social media, we'd be happy to set it up for you, and if you do but find it hard to put in the time it takes to maintain it, we can manage it all for you, no problem. You'll save time and money, and you won't even have to lift a finger!



TIP TIME

- **Setting up social media is a critical part to your online success**, but it's not enough to just open an account and call it good. Activity is key. New content should be posted at least weekly.
- **You're on Facebook, that's enough, right? Wrong!** You're going to want to be everywhere your potential customers are and that means Twitter, Google+, Pinterest, and Linked In for example.
- **It's important to measure results** so you can determine what is working and what areas could use some help. There are online tools that you can use to analyze your efforts—or if you prefer, just leave it to us!
- **Before friending, liking or following**, be sure the person or business is reputable and is relevant to your industry.
- **Remember, if you need help**, we are just a phone call away—(616) 931-1040.