



(616) 931-1040

TopPractices.com/VMDservices

**DESIGNED TO
HELP WITH YOUR
INTERNET MARKETING
STRATEGY**

Long gone are the days of simple print marketing and relying on word of mouth to bring you the patients who can benefit from your expertise. You know this. You need to be found on the Internet – and you need to be on page one of the search engines.

All you have to do is look around – everyone is on the Internet: on their phones, on their tablets and on their computers. Like it or not, people are constantly plugged in. What does that mean for you as a

doctor? It means that you need a strategy, a plan that attracts patients who are in your area, and targets them specifically. You want to spend time treating patients instead of trying to capture their attention, and you want to make a difference in their health care needs, but to do that you must be found online easily and quickly, and what is found must be presented professionally – it must represent your practice accurately. In addition, the campaigns you send to patients must be targeted, managed, and organized to be effective.

THAT'S WHERE THE TOP PRACTICES VIRTUAL MARKETING DIRECTOR SERVICES STEPS IN TO HELP YOU.

WE CAN HELP YOU GET IT DONE!

THE BENEFITS

OF WORKING WITH THE TOP PRACTICES VIRTUAL MARKETING DIRECTOR SERVICES

You have Top Practices Mastermind membership and access to the many resources that will help you stand out in the marketing of your medical practice, but you need help implementing these ideas. In addition, you want to utilize the many resources available to you. Our team has the skillset needed to “get it done” correctly and consistently. Our team is HIPAA compliant and works with partners like Foster Web Marketing that are also HIPAA compliant to meet the needs that you have as a medical practice.

WHAT DOES THE TOP PRACTICES VIRTUAL MARKETING DIRECTOR SERVICES DO?

We will develop a marketing strategy for your Internet presence and even help support plans for your internal, external and referral marketing, so that they all work together and create momentum to grow your practice into what you want. When working with our Top Practices Virtual Marketing Director Services, you and your staff receive access to the team as often as you need us – whether you need help with small projects or need someone to “just take care of it.” The different services we provide are many, but here are the basics:

1

WEBSITE MAINTENANCE

- We will evaluate your website for needed changes and SEO suggestions regularly.
- When you work with the VMD team and our preferred partner, the Foster Web Marketing team, there is the extra benefit of working with their proprietary software DSS. This software allows you to directly update and manage your site, review traffic, analytics, contacts, and even manage customer relationships.

What else you can expect when you work with both teams.

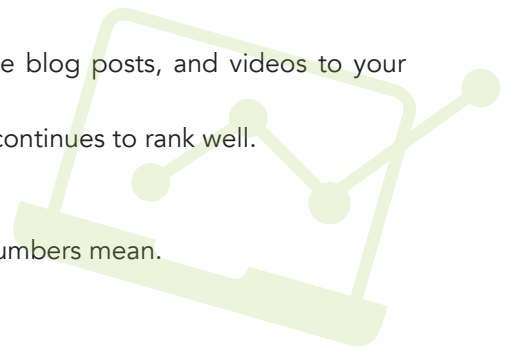
- Highlight what needs to be done each month in a combined coaching call with Foster Web Marketing and VMD and know that it is being done correctly and by whom.
- Explain how you can use the tools in DSS to understand what is working and what needs to improve.
- The VMD team can implement changes to your website as needed.
- Set up and review Google Analytics on a monthly basis.
- Set up and review social media analytics on a monthly basis.
- Link social media to your website.
- Add content and other media such as images, newsletters, on-site blog posts, and videos to your website.
- Develop a plan of action for regular additions to your website so it continues to rank well.
- Add Google and Bing Webmaster Tools to your website.
- Perform quarterly keyword research.
- Conduct monthly review calls so you understand exactly what the numbers mean.
- Help with your SEO campaigns and social media campaigns.



2

SOCIAL MEDIA MANAGEMENT

- Create business pages on the social media networks applicable to your practice.
- Write social media content posts regularly that capture the attention of your patients and potential patients.
- Engage others in your social networks weekly.
- Market and maintain social networking profiles for correct SMO (Social Media Optimization).
- Maintain your blog on your website by writing weekly content and making sure correct on-site SEO is performed.
- Review additional or new social media forums that would be beneficial, and set up automatic feeds for posting to those sites.
- Create and maintain your social media paid ads.



3

CONTENT CREATION

- Quality content is vital to staying on top in the world of search engines. Our content specialists write timely, interesting, SEO-friendly content with the goal of moving your practice to the top of the search results list.
- Writing services include website articles, FAQs, blogs, press releases, results and testimonials (we will interview your patients for you), in addition to other print and website content.
- Provide unique content distinctly in the doctor's "voice" through our content program.
- Create accounts at free press release sites and maintain a regular presence for you.

4

LOCAL SEARCH MARKETING

- Add your brick-and-mortar business to Google+ Local, Bing, Yelp, and other review sites and directory listings.
- Create review strategies that direct patients to review your practice.
- Conduct local search optimization for your office locations.
- Submit directory listings for your main office.
- Set up and maintain the tools needed to keep your listings accurate and easy to find. This saves you a lot of time and money.

5

GRAPHIC DESIGN SERVICES

- Develop branding, including logos, profile and cover photos in social media networks, website and other platforms.
- Create review cards with instructions on how patients can write reviews, and a list of your online sites, including social media, blogs and your website.
- Create other marketing projects such as letterheads, business cards, brochures, books, magazine ads, office signage, banners and posters.

6

VIDEO AND VIDEO EDITING SERVICES

- Create accounts on video sharing sites such as YouTube, and complete profiles.
- Perform keyword research for videos' titles, descriptions and keywords.
- Edit video footage and images.
- Add graphic enhancements to videos.
- Upload videos; add captions, titles, descriptions and keywords.
- Provide videographer services that take your videos from acceptable to exceptional.
- Add schema tags to videos when posting to your WordPress website.

For more information on video services, contact Ellise Williams at Ellise@VMDservices.com

7

ADDITIONAL & MISCELLANEOUS SERVICES

- Conduct research for unique marketing ideas related to the niche of your product or service.
- Interview patients and write case studies or testimonials for articles and your website.
- Work with your staff to help implement a marketing strategy that takes all four of your marketing pillars into account and creates momentum.

If you have questions about this program, you can call us at
(616) 931-1040 or email us at Lori@VMDservices.com.

Here is How We Help YOU:

The Top Practices Virtual Marketing Director Services has been developed specifically to help you get the work you need on a daily, weekly, and monthly basis in your Internet marketing done. Our team of highly trained specialists and experts work with you to provide the absolute best there is in Internet marketing.

COMMON QUESTIONS ABOUT OUR SERVICES:

1

How Do the Top Practices Virtual Marketing Directors Know What Needs to Be Done in My Internet Marketing?

Before we start working with you, we perform a FREE Internet analysis. This gives us a baseline for what in your online presence is working and what needs additional help.

2

What Is an Internet Analysis?

The analysis tells us everything that is going on in your Internet marketing. We look at everything: your website, your social media, your local search, and your competition. We evaluate the strength of what you already have working in your favor and how it can all improve.

3

What if I Need a New Website?

We know you're working with Top Practices because you want to be No. 1 in your market. If you're looking for a website that will help you get there, Foster Web Marketing is our first recommendation. We believe they provide the best-performing websites, and they also provide the added benefit of a built-in marketing database. (We work closely with Foster Web Marketing and their CRM (Customer Relationship Management) software to integrate all of your Internet marketing plans with us). If you currently do not have a Foster Web Marketing website, or have questions about other types of websites, we can discuss them when we perform your analysis.



4

How Do I Know if Virtual Marketing Director Services Is Right for Me?

We understand that there is no such thing as one-size-fits-all when it comes to building and marketing a medical practice, so we listen to you and build your Internet Marketing plans to fit your needs, your timelines, and your budget.

5

What if We Only Need a Little Help and My Staff Is Already Doing Some of This?

We will help your staff with the technical matters so they can spend more time on other aspects that are critical to your success. Both online and offline, there are many resources that we can help you and your staff use to build a successful marketing plan. Again, our goal is to support you in growing your business efficiently and effectively.

6

Can You Help Me Find My Ideal Types of Patients so I Can Build the Practice I Really Want?

Absolutely. We can help you determine whether the patients that you are getting from your Internet marketing are the patients you ideally want to see, and then help you develop a plan that will target those patients for you.

7

How Do You Customize for Every Medical Practice You Work With – Don't We All Need the Same Things?

A few years ago, everyone did need the same thing because Internet marketing was still in its infancy. However, that is no longer the case. Each medical practice we work with has a unique plan designed to help attain the goals that they set, and no two practices set the same goals. Each practice is as unique as each doctor. We start by looking at your goals and comparing them to where you are now. From there, we develop an individualized plan that will move you forward.

8

Does This Work for Everyone?

Yes and no. Success in your Internet marketing, along with your other marketing efforts, requires work – and your involvement. The more involved and aware of the process that you are (this doesn't mean you are doing the work – it means you know what is going on), the better the results and the closer you will be to your goals. That is why we set up a monthly call with you, so we can go over the results and make changes to the plan as needed to ensure we are hitting your goals.

9

Can You Help if I Have an Urgent Project? What if I Have a Simple Need or Just a Simple Project?

We work with all practices where they need the help, whether that be a small project or completely handling their Internet marketing plan. And yes, we are always happy to accommodate your requests.

10

What Happens When I Have Something I Want Done that Isn't Part of the Custom Plan You Build for Me?

We will let you know what it will cost and the timeline that we need to complete it. We are happy to help with any special requests that you have. We also build your plan to accommodate special requests so we can jump in where you need us.

11

What if I Have a Limited Budget? Is There a Minimum Charge?

We will build a custom plan to help you maintain your budget. There isn't a minimum charge and we will consult with you about what your top priorities are and build the plan that meets your budget.

12

Do I have to Commit to a Contract?

We work by creating a plan for you 3 months, 6 months or 1 year at a time. We ask that you commit to the plans that we provide and provide a 60-day advance notice in writing if for any reason you need to cancel services.

13

Is it Hard to Get Started? How Can I Get Started?

It is really easy. All you need to do is submit the form found in this booklet!

If you have questions about this program, you can call us at
(616) 931-1040 or email us at Lori@VMDservices.com.

WHAT YOU NEED TO KNOW ABOUT INTERNET MARKETING AND OUR SERVICES

Internet marketing is always changing, and the Top Practices Virtual Marketing Director Services works daily to stay on top of these changes. Along with amazing partners like Foster Web Marketing, our teams work together to offer unparalleled web marketing services.

MARKETING DATABASE MANAGEMENT SERVICES – Your marketing, both on-line and offline, needs a database to help you with automation so that your focus can be on the patients you want to see. Managing a marketing database and your email marketing campaigns can be time-consuming. Top Practices Marketing Database Management Services is located in the same office as our Virtual Marketing Director Services and we work together to make sure these two entities run smoothly and seamlessly with each other. When we build your custom plan, we will incorporate these services together and make sure you are getting all aspects of your Internet marketing covered.



"As a Top Practices Member, you have the ability to use our Virtual Marketing Director Services, which is exclusive to Top Practices mastermind members. This is the premier team of expert marketers who understand Top Practices and marketing for medical practices. Our team can do everything you need to market your practice, except making visits to your local referral sources.

We built this program to let you focus on what you do best: seeing patients. It is designed to be extremely flexible so that you NEVER GET STUCK. You can use it whether you need it to do everything, or just one thing. Your marketing just gets done, and done well."

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No other marketing service provides the type of expertise and understanding of your practice that our virtual marketing director team does. Led by Lori Hibma, we have years of experience and first-hand knowledge of how medical practices need to be marketed.

“ HOW CAN VMD SERVICES IMPACT YOUR PRACTICE AND YOUR LIFE? ”



TOM FOSTER, [Foster Web Marketing](#)

"Of all the web services clients we have worked with over the years, the Top Practices virtual marketing directors stand out, hands down, above and beyond all others. This is why we have chosen them to partner with us in providing the best SEO, content, social media and fulfillment services for our mutual clients. They are extremely professional and are aligned with us in every way that we treat and service our customers. We could not ask for a better partner. Thanks to this coordinated, loyal and dedicated relationship, we are able to provide exemplary customer support and service that rises far above anything else available for the medical community."



DR. GREGG NEIBAUER, [Alpine Foot & Ankle Clinic](#)

"VMD transformed my web presence and social media from minimal dabbling and cluelessness to a multi-platform, integrated presence that one absolutely needs in this day and age. In doing so, the VMD staff educated me and my staff and never once made us feel ignorant (which we were!)."



DR. NOAH LEVINE, [Absolute Foot Care Specialists](#)

"VMD is a hands-free and well-trusted service. It is a home run for any practice. The original content and their eyes for detail are second to none. Leslie is my Google guru. I absolutely love the content created. A great team. Rem should be proud of the people he got on this bus! (Collins reference)."

HOW TO GET STARTED

We will begin by conducting a FREE Internet Analysis of your online presence. The analysis will include a detailed review of your website, SEO, Analytics (if you have them), search rank, social media networks, review sites and directory listings. We will also take a look at your direct competitors and give you suggestions on how we can improve your Internet presence. We will go over all of this in a one-hour call. The analysis and the follow-up call will be scheduled once we have received this form.

After the analysis, we will help you determine what work the Top Practices Virtual Marketing Director Services will do for you based on your budget. We will provide a timeline and set up a regularly scheduled call so we can work closely with you.

To learn more about Virtual Marketing Director Services, contact Lori Hibma by calling 616-931-1040, emailing Lori@VMDservices.com, or faxing this form to 888.719.6875. If you are a Top Practices member, contact Lori to set up your free internet analysis.

CONTACT INFORMATION

First Name: _____ **Last Name:** _____

Business Name: _____

Main Office Phone #: _____ **Office Fax #:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Country: _____ **Time Zone:** _____

SCHEDULE A FREE INTERNET ANALYSIS