



# Strategy: SEM

Search Engine Marketing for Strategic Growth

## PRICING AND IMPLEMENTATION

### PRICING

USPI's Physician Strategy Group is proud to offer Strategy: SEM at significantly reduced rates to our network physicians. impressLOCAL, digital marketing provider and power behind Strategy: SEM, recognizes the strength of our physician network, offering an average of 37% off the digital marketing packages. It is just one more example of how we are stronger together.

### Here's the deal...

We've focused in on the most fundamental features for patient acquisition and created three value options to maximize your budget and patient acquisition goals. Here are some tips to help you decide which package is right for you:

- Market size- Rural, Urban, Metropolitan
- Number of physicians in the practice
- Physician specialty
- Level of competition
- Average distance a patient would drive for an office visit

### Package Options

#### Good

\$399 per month

- Est. impressions 24,000 to 40,000
- Keyword Search
- Keyword Retargeting
- Call Tracking Number
- Reporting Suite

#### Better

\$599 per month

- Est. impressions 47,000 to 102,000
- Keyword Search
- Keyword Retargeting
- Call Tracking Number
- Reporting Suite

#### Best

\$799 per month

- Est. impressions 59,000 to 135,000
- Keyword Search
- Keyword Retargeting
- Call Tracking Number
- Reporting Suite

*Impression estimates are based by market and specialty and may be subject to change.*

Powered by  - Digital marketing provider of USPI's Physician Strategy Group



PHYSICIAN STRATEGY GROUP

SERVING THE USPI PHYSICIAN NETWORK

To learn more about Strategy: SEM, or to request a demonstration of how it works and what it can do for your practice, contact USPI's Physician Strategy Group toll-free at 855.207.5230, or visit us online at <http://www.PhysicianStrategyGroup.com/offerings/SEM/>



# IMPLEMENTATION

Getting started is simple and with a few steps, you will be on your way to a successful digital marketing campaign for patient acquisition.

## HERE'S HOW IT ROLLS OUT

- Select the option that works best for you
- Go to <http://www.physicianstrategygroup.com/offerings/SEM/>
- Fill out the form & hit the 'continue to billing' button
- Once you complete the billing page, you are set!

You will get an email confirmation from impressLOCAL verifying your order, and shortly after, will receive a call from your dedicated digital marketing manager to get started.

## BUILDING YOUR CAMPAIGN

### Step 1: Campaign Consultation

With a diversified roster of over 2000 clients, you can count on the expert guidance of your dedicated marketing manager and the entire impressLOCAL support team to guide you through the process. Following initial introductions, your campaign consultation will begin with a series of questions to help shape the focus of your campaign. Here are a few examples to get you ready:

- Do you have branding standards?
- Do you have a logo?
- Who is your competition?
- How far will patients drive for an office visit?
- What are your core services?
- What does your target patient look like?

### Step 2: Get Creative

Following your Campaign Consultation, your dedicated marketing manager, in conjunction with the practice, will:


- Identify most impactful keywords for your campaign
- Build your banner ads for mobile, tablet, and PC
- Manage process towards your go-live date (Avg. 10 business days)

### Step 3: Go-Live

Once your campaign is live, all of the fundamental features of Strategy: SEM will go to work for you, making it easier for an online consumer to find your website and become a patient in your practice. During the first five days of go-live, you will receive a welcome email and login information to your reporting suite. Be prepared to be amazed at the available data!

### Step 4: Adjust and Refine

Each month your dedicated digital marketing manager will utilize data in the Reporting Suite, coupled with impressLOCAL's proprietary technology, to look for opportunities to adjust and refine the campaign.

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