

Prepared for:  
DR. JOHN DOE  
1212 Main Street, Suite 500  
Dallas, Texas 75001  
December 12, 2016

# COMPLIMENTARY DIGITAL ADVERTISING DIAGNOSIS: RESULTS

**SAMPLE**

Prepared By:



In partnership with:



PHYSICIAN STRATEGY GROUP

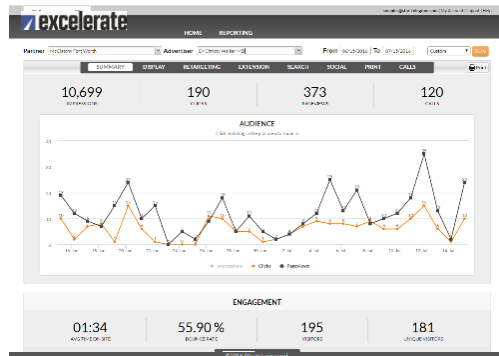
SERVING THE USPI PHYSICIAN NETWORK



## Measures, Metrics & Monitoring

### Reporting Suite

Know more. Guess less. With your online advertising package, you get a full reporting suite, including a robust dashboard, to give you at-a-glance, or in-depth analytics of your campaign. The reporting suite arms you with the data to ensure the success of your campaign and allows for knowledgeable adjustments as needed.



## Setup & Timelines

If you choose to proceed with the following recommendations, a dedicated Excelerate Account Specialist will work with you to guarantee the success of your online advertising campaign.

- Step 1:** Your Excelerate Account Specialist will schedule a kick-off call to review your online advertising campaign goals and objectives. Your customized strategy is outlined and agreed upon by all key players.
- Step 2:** Initial updates begin and all content proofs are sent to you for approval. A calendar of future updates and approvals is created and agreed upon.
- Step 3:** Management of your online advertising channels begins according to the agreed upon strategy. Ongoing optimization based on Reporting Suite metrics ensures the strategy is working effectively.
- Step 4:** The Excelerate Account Specialist will conduct periodic account activity reviews with you to report results, identify any areas for future improvement, and keep your online advertising strategy fresh and relevant.

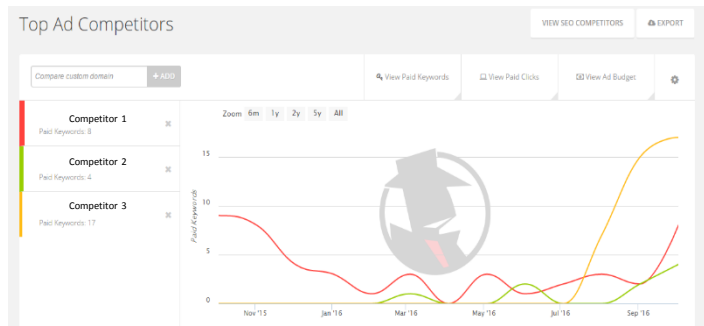


# Market Research

Dr. John Doe

Currently, we could not find any Search Engine Marketing (SEM) or Search Engine Optimization (SEO) for Dr. John Doe.

## Primary Competitors

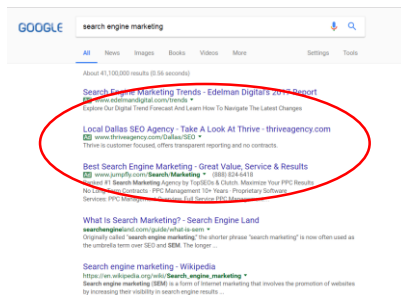


- Springfield Pain Clinic – SEM spend \$4,000 annually



**SAMPLE**

- Texas Pain Relief – SEM spend \$14,400 annually



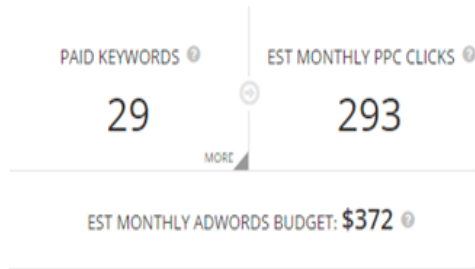


# Market Research

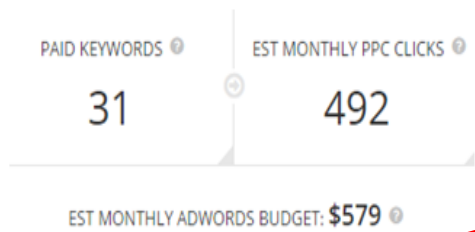
## Primary Competitors

### Google AdWords Analysis

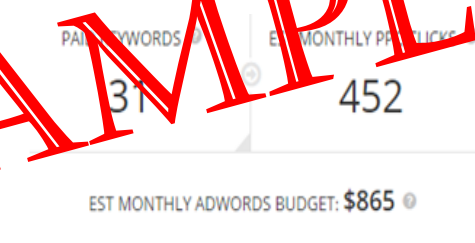
#### Springfield Pain Clinic



#### Texas Pain Relief



#### Dr. David Smith



**SAMPLE**



## Recommendations & Costs

### Digital Marketing

---

Search Engine Marketing \$xxx/month

Keyword Retargeting \$xxx/month

Geo-fencing Ads \$xxx/month  
- Location 1  
- Location 2

### Social Media

---

Build out social media presence \$xxx  
- Create Social Media channels: Facebook & Google+

Custom Posting \$xxx  
- 2 x per week  
- Content creation & publishing to your Facebook page

**SAMPLE**

**Total Recommended Spend:** \$xxxx one-time fee  
\$xxxx / month



## Definitions

### Blogging

By writing keyword rich articles about topics your patients and prospective patients are interested in, you will add fresh and relevant content to your website and improve search rankings. Blogging will also give you the opportunity to position yourself as an expert. These blog posts can be shared on social channels to help drive more traffic to your website, increase visibility and SEO.

### Call Tracking Number

A special phone number is pointed to your main phone line and calls are tracked within your reporting suite. By using a call tracking number in your advertising campaigns, you can see how many calls to the facility were generated from an ad in addition to learning other pertinent details of the call. As an added benefit, you can ensure your front office is providing the best service and securing appointments through the call recording functionality.

### Category Contextual

Serving ads across websites that have been categorized based on their content. For example, your ads will run on topic-specific websites related to your business.

### CRM Targeting

Serving ads to those users who come directly from your customer relationship management system, such as a customer database or email list.

### Facebook

A Facebook page with ongoing weekly posts can keep your brand in front of your followers. Custom campaigns to increase engagement and exposure can be developed, including boosting your posts to increase your message's reach.

**SAMPLE**



## Definitions

### Geofencing

Utilizing GPS-based technology to deliver ads to users on their smartphones or tablets after they have entered an invisible geographic fence that meets criteria specified by you. An orthopedic surgeon could geofence nearby athletic complexes, freestanding emergency rooms or urgent care centers and deliver ads to future patients on their mobile devices during their visit.

### Google+

Claim your Google+ page listing for optimized SEO. Regular and ongoing management of this channel including shared content posted to Facebook, can help boost search relevance by increasing SEO, and provide content to those viewing the page. Google will also verify your Google+ presence with each search conducted.

### Keyword Contextual

Serving ads alongside website content that is related to your services. This matches keyword-targeted ads to websites that contain matching keywords on the page. For example, if a patient researches, “back pain,” the practice’s ad shows alongside the educational content.

### Search Engine Marketing (SEM)

SEM delivers your business to the online consumer during their online research originating at Google, Yahoo and Bing. SEM is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. SEM consists of: Category Contextual, Geofencing, Keyword Contextual, Search Retargeting and Site Retargeting.

**SAMPLE**



## Definitions

### Search Retargeting

Targeting your audience based on previous search history where they have performed a search related to your services. Search retargeting attempts to extend the interaction with online researchers when they move away from search query results pages to other online activities and websites. For example, if a person researches, “back pain,” they may see your ad for minimally invasive spine procedures when they later go to check the weather forecast through an online website.

### Site Retargeting

Keep your brand in front of your audience after they leave your website. Ads are served to user’s that have already visited your site. No matter where they are online for a pre-determined duration. It keeps the practice in front of the patient while they consider the options.

### YouTube

Online videos tell the story of your business. This marketing channel is optimal for improving Search Engine Optimization (SEO) with high quality videos with keyword rich descriptions. Videos provide content rich education about conditions, services you provide, and information about the practice.

**SAMPLE**





## Contact

# **excelerate**

Susanna Maples

Digital Specialist

[smaples@star-telegram.com](mailto:smaples@star-telegram.com)

Phone: 817-390-7486



PHYSICIAN STRATEGY GROUP

SERVING THE USPI PHYSICIAN NETWORK

USPI - Physician Strategy Group

[info@uspi-psg.com](mailto:info@uspi-psg.com)

Phone: 855-207-5230

**SAMPLE**