

## **What We Do - Solutions**

### **Simplify Your Marketing Efforts. Amplify Your Marketing Results.**

#### **We're Calling Their Bluff**

You've heard it before after an epic marketing campaign fail – the kind that eats up your marketing dollars and lacks any real results: *"Marketing is just one of those areas where it's impossible to show an accurate ROI."*

**We know that's a bunch of nonsense, and we can prove it. We track every cent of your marketing spend and show you how it's working – in real time.**

**We offer a turnkey, comprehensive solutions package that gives you the tools you need to succeed.**

### **Make sure your customers TTYL**

#### **SMS Platform**

Our SMS Platform enables you to quickly send, receive and track all your business SMS communications by office location.

### **Turn dials into dollars**

#### **Call Tracking**

Easily assign a phone number to any ad or campaign and measure its effectiveness. Our incoming call notification will let you know who is calling and from which advertisement, and you can store all phone calls for up to 30 days to support your lead follow up.

### **They like you; they really like you**

#### **CUSTOMER SURVEYS**

Receiving feedback and listening to customers will help you understand their needs and will provide an 'inside look' into your customer service performance. Generate more positive reviews for all of your stores by utilizing our Amplified Review Management tool.

### **Maintain an impeccable reputation**

#### **REPUTATION & REVIEW MONITORING**

Through our Amplified Review Management tool, we create an opportunity to get in front of every customer, ensuring your happy customers are sharing their experiences and unsatisfied customers are getting the attention needed to turn them into raving fans. We monitor the following review sites on a daily basis for new reviews: Yelp, Google, Facebook, Zillow, and Trulia.

## **Make each click stick**

### **DIGITAL SPEND MANAGEMENT**

Digital advertising is one of the quickest ways to reach potential customers, but can potentially put a huge dent in your advertising budget. Our experienced team has the knowledge and understanding of Search Engine Marketing (SEM) to engineer your online campaigns to maximize the value of each and every click, while overseeing your entire Digital Spend Management (DSM).

## **Get social**

### **SOCIAL MEDIA MANAGEMENT**

We cleanse existing profiles and claim or merge rouge profiles to give you a consistent social presence. We manage your social media profiles on platforms such as Facebook, Twitter and Google+ by creating and posting new content, monitoring activity and engaging with users. We focus on establishing a social community, fostering brand growth and loyalty that results in customer retention and viral growth.

## **Get found**

### **SEO**

We ensure your site is consistently optimized with the correct keywords, links, and content, which establishes top search positions for your business' locations. We focus on optimizing your website's content, images and business information for search engines like Google, Yahoo and Bing, and extend your presence to local business directories like MerchantCircle, Hot Frog and more.

## **If you write it, they will come**

### **CONTENT DEVELOPMENT**

One of the fastest ways to generate new leads is to make sure you have fresh, engaging and optimized content – blogs, eBooks, newsletters, and more. We can help you develop content that grows your website presence and traffic, feeds your social channels, and showcases your industry authority.

## **Dazzle them with your presence**

### **WEBSITE OPTIMIZATION**

We build custom branded websites, optimized for conversions, with the ability to track activity and increase your presence in your local market through targeted SEO and SEM.

## **Entice...track...and measure**

### **INCEPTION TO CLOSE LEAD TRACKING AND BEYOND**





Manage and measure all your promotions in one central location with targeted campaigns and detailed lead tracking. We fully customize and segment your promotions to give you pinpoint accuracy in your marketing efforts – by location, channel and customer segment. Know the source of each and every lead and follow them through the lifecycle from prospect to customer or consumer.

## **How We Do It**

Show dashboard with call outs of key components.

Like the sample on <https://www.emailonacid.com/> under ADVANCED EMAIL ANALYTICS

[Design Note: Use a colorful icon, screenshot or image for each solution offering – sample:]

|   |   |  |  |
|---|---|--|--|
|  <p><b>MOZIFY</b></p> <p>Don't let image blocking get in the way of your message. Convert your images into mosaics or formatted HTML text with Mozify.</p> |  <p><b>WEB PAGE PREVIEW</b></p> <p>Ensure a flawless email campaign experience from start to finish. Test your landing pages in every popular web browser with just one click.</p> |  <p><b>OPTIMIZER</b></p> <p>Need help? Plug in your code and we'll automatically apply fixes and offer recommendations for consistent rendering.</p> |  <p><b>DESIGN INSPIRATION</b></p> <p>Spark your creativity or keep tabs on market trends with our library of over 1 million emails from 30+ industries.</p> |
|---|---|--|--|

| Total Leads Generated         |
|-------------------------------|
| <b>226</b>                    |
| Offer Downloads + Phone Calls |

| Cost Per Lead                                  |
|--|
| <b>\$8.46</b>                                  |
| Digital Marketing Spend Divided by Total Leads |

| New Patient Counts        |
|---------------------------|
| <b>149</b>                |
| Total New Patients        |
| <b>73</b>                 |
| New Patients From Digital |

| Conversion Rate                                   |
|---|
| <b>32.30%</b>                                     |
| New Patients From Digital Divided by Leads        |
| <b>48.99%</b>                                     |
| New Patients From Digital Divided by New Patients |

| Cost Per New Digital Patient                                 |
|--|
| <b>\$26.20</b>   |
| Digital Marketing Spend Divided by New Patients From Digital |

| EST. Annual Value of New Digital Patients   |
|---|
| <b>\$8,760.00</b>   |
| New Patients From Digital X \$120<br>Note: \$120 is the typical spend over 12 month period for a Joint patient. |

| EST. Annual New Digital Patient Margin  |
|---|
| <b>\$6,847.44</b>   |
| Estimated Annual Value of New Patients From Digital Minus (Cost Per New Patient x New Patient From Digital) |