



Services

- Marketing Consultant

Gain marketing expertise to use as needed.

- Website Design

Clean and clear, your site will inform and influence.

- Print Design

Marketing collaterals that carry through your brand.

Medicine is your business.
Marketing medicine is mine.

Website Pearls of Wisdom

Pearl #1: have a professionally designed website for your practice. Your website is your electronic business card. A professionally designed and graphically pleasing website conveys professionalism, expertise, and value.

Pearl #2: organize your website into basic pages, such as a homepage, frequently asked questions, contact, practice information, and landing pages for specific services. There should be a universal navigation bar to allow access to any web page from every page.

Pearl #3: use strong keywords to maximize your “organic” search positioning.

Pearl #4: use Google Adwords to have common search terms lead potential patients to your landing page. Google allows your practice to place your ad in the “sponsored links” areas on news websites, blogs, and on Google search results. You only pay for clicks that bring patients to your landing page.

Pearl #5: your web site conveys your “brand” which you should carry through on your print marketing materials.

Pearl #6: follow-up with all leads. Call the patient and send them a personalized letter. Enclose a brochure and information booklet for reference. The key is to follow-up all leads on the internet with a phone call and personalized letter.

Pearl #7: The internet is one of the most cost-effective ways to market your practice. Use it to your advantage.

Our first consultation is at NO COST.

Call or email today to schedule an introductory meeting.

Let's talk about where you are with your marketing and where you want to be.