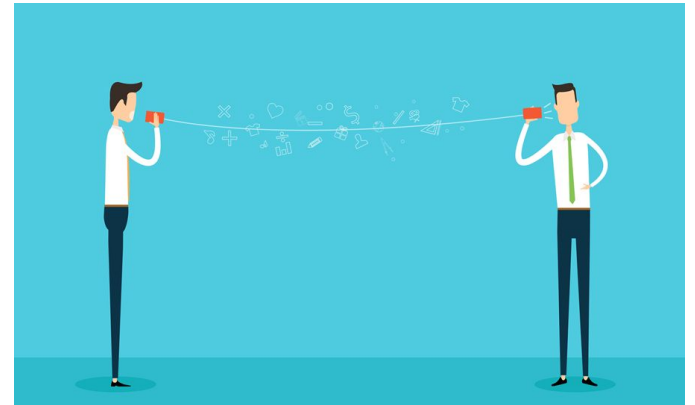


This is a *What Works* Presentation

by Jason Wydro

What Works Wire is a free online marketing publication for private practices. The word “Wire” comes from early telegraph and point A to point B communications systems. You might have heard the phrase “NewsWire” before. It is essentially a newswire of What Works.

www.WhatWorksWire.com



What Works

Today we're going to talk about what works
for online marketing.

The essentials of maximizing lead generation.

Ignore the hype.

What is hype?

To promote or publicize (a product or idea) intensively, often exaggerating its importance or benefits. Source: Google

Examples of popular hype:

“Get listed on the first page of Google today!”

“We will remove all of your negative reviews instantly!”

*“We will solve **all** of your online problems!”*



Online marketing definitely is needed nowadays, and it can produce excellent results, **but it isn't magic.**

Ignore the hype and go with proven strategy.





In order to get results, you need a workable plan and the means to put that plan into action.

What I'm going to do today is to go over the foundational steps in my online marketing system.

These are the top steps I find tend to have the most return for your time and money.



Step 1

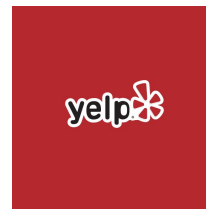


Monitor Online Reviews

Don't underestimate the power of reviews.

4 Primary Review Websites

Google+
Facebook
Yelp
*HealthGrades



*Dentists and Optometrists

Review Management



- Always reply to reviews, negative or positive. Do this quickly.
- Send out personal thank you letters to clients and patients who leave reviews.
- Include a gift card to a local favorite store or restaurant as a thank you.

Step 2

Online Local directory listings

Be listed...everywhere.



Local Online Directory Listing Management

- Be listed in local directories
- Ensure all information is correct and in alignment with social profiles and website
- Include all services, bios and other relevant practice info where possible
- Keep everything clean and up to date
- A few popular directories: Google+, Yelp, MapQuest, CitySearch, Yahoo!, YellowPages.com (and many more)

Step 3

Fully optimize your website

Maximize your lead potential.



Proper website maintenance

- Ensure you have an easy to navigate website with the most popular pages and information in the forefront.
- Your site should be friendly and professional. Client photos, staff photos and client/business photos are great to have.
- Add specialized tips and useful charts and articles for clients. **Add a blog, and keep content routine.**
- Ensure Google knows you are there.

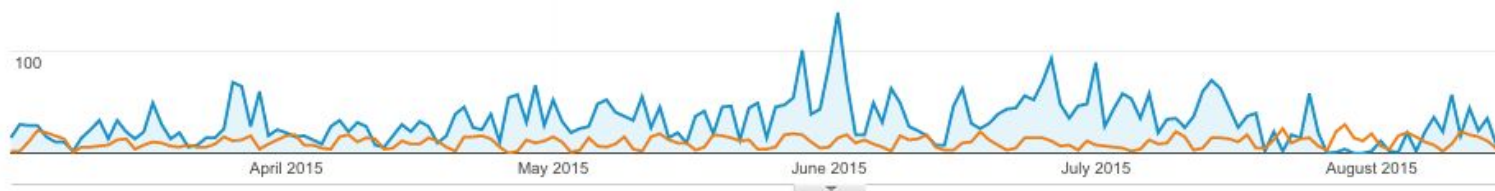
A few more very important things...



- Be active and engaged in your social media. Start with getting your business on Facebook and promoting to your clients/patients.
- Demand website and online traffic statistics from whomever is maintaining your website and social media.
- Ensure you have review alert systems in place for monitoring when new reviews come in.
- Keep a regular email newsletter system in place.

Apply these tips for results!

Let's examine some real statistics.



Sessions

171.11%

5,395 vs 1,990

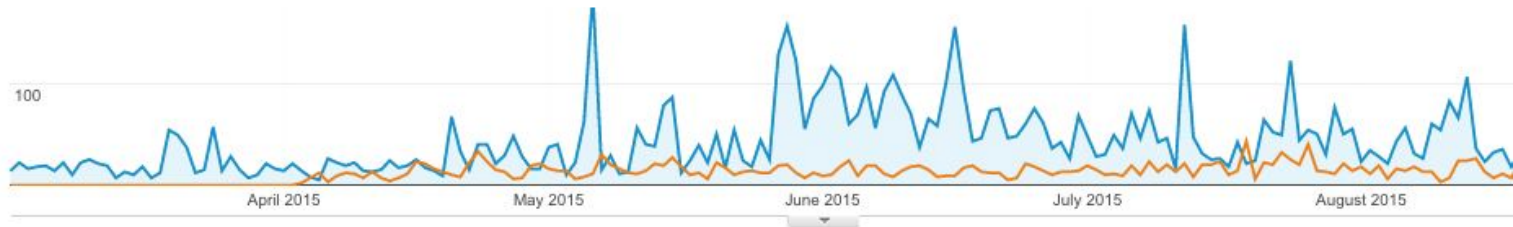


Users

207.27%

4,818 vs 1,568





Sessions

247.06%

7,788 vs 2,244

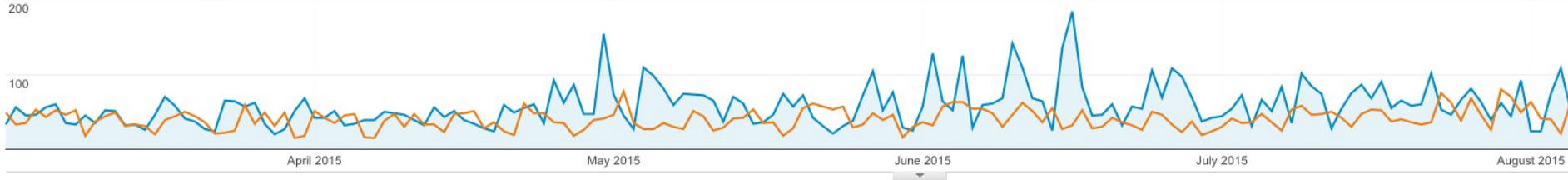


Users

314.46%

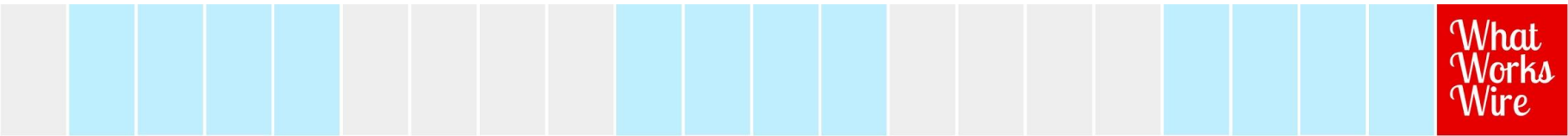
6,967 vs 1,681

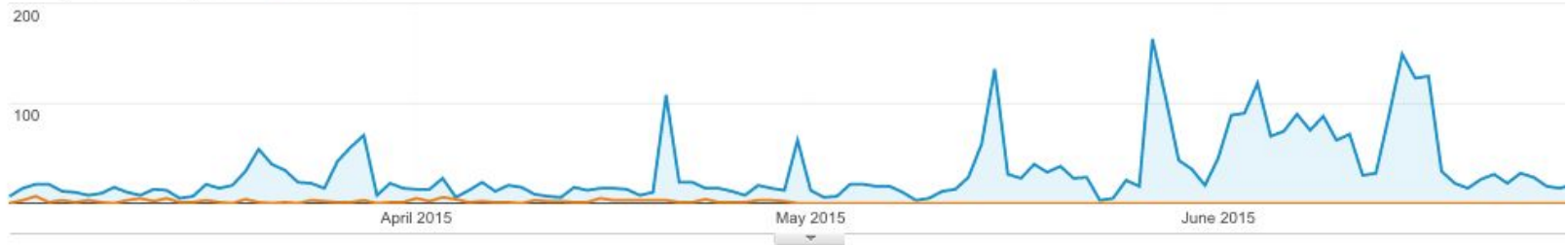




Sessions
37.79%
 10,493 vs 7,615

Users
60.46%
 8,387 vs 5,227





Sessions

3,005.56%

3,913 vs 126



Users

3,258.88%

3,594 vs 107



Thank you!

WhatWorksWire.com can help your practice attain similar results.

Questions?