

## Your revenue depends on an empty appointment calendar?

Do you need to fill the empty spaces of your calendar with new patients?

What percentage of your revenue comes from new patients?

Do you have an Internet strategy to bring new patients into your premises?

Does your website help in you bring new patients?

What is your strategy for attracting new patients?

## Be the first to show on medical services queries.

It has become increasingly important for medical practitioners to reach patients in a broader environment; many clients are unaware of the possibilities for treatment, the Internet provides that platform with a myriad of tools and unprecedented speeds for prospective clients.

## Lead generation is affordable for anyone, health care services are difficult to find as terminology confuses search accuracy; we can help fix that

Today, reaching those people searching for medical services is a reality, increasingly, clients search actively the web for different types of medical care from simple consultation to surgery.

Aimed advertising and search engine optimization will help you land right where the prospective client needs you to be. Increasingly, potential patients look for immediate response to their needs and with our help you can be that marginal percentile to provide close reach to them.

## From potential prospects into client relationships.

Our On-line strategies will produce better quality leads with more efficient sales cycles thus giving you a higher chance to close. With search marketing doctors can get prospects that are actively searching for your services. Thanks to our campaigns, which work extremely well for specialized firms with niche markets, you can obtain very good search engine results. When somebody clicks on an online ad or a search engine listing, he or she explicitly states an interest in your offer.

## Ready, Get set, Leads

3 days, that is how long it will take for you to witness the start of your business successful lead generation, in that short period we design and launch your custom online campaign after which we operate, manage and improve to provide pre-approved incoming traffic to your website.

Your new client will have perfect landing and your office will be able to quickly undergo specific conversion actions to successful close.

## Zero Risk Investment, high yields... a good deal.

**Positive results**

**Pay Per Results**

**Exposure and positioning**

**Measurement**

## From start to Leads in five simple steps.

Your lead generation campaign is a five step process: place, engage, convert, initiate and measure, which we implement for you in our Prospect Factory. Our methodology assures a consistent implementation, objective measurement and improvement of your campaign within days.

### 1 PLACE

**Placement:** your company listing in relevant position in search engines, high traffic sites and social networks

### 2 ENGAGE

**Engagement:** a carefully designed message that drives the prospect to a landing page or to your Web site

### 3 CONVERT

**Conversion:** a proposition that drives the contact to take action (call, send an e-mail, capture its information, download a brochure, activate a live-chat)

### 4 INITIATE

**A prospect:** contact information to initiate a new sales cycle and feedback of your sales process

### 5 MEASURE

**Metrics:** All our services include a clear, specific set of metrics which concatenates and report results, allowing us to implement improvements actions for the next cycle.



## Every successful recipe has its own secret component.

One thing that sets us apart is the ability to help you track your company's initial response to qualified leads through our Secret Shopper which we report back to you so you can improve offline initial contact and sale closing. Secure the sale and get revenue for every lead.

## Powerful search engine marketing toolbox at your fingertips.

With very competitive fees and very fine results; your website is placed on major search engines with great ranking thanks to our combined experience in Search Engine marketing and web design. You don't have to start from zero to get us engaged; We can work together with designers or hosting companies you work with, on the other hand if you wish to start a new website then we can manage all aspects of your on-line strategy.

### Sponsored Listings (Pay Per Click)

An ad for your firm in relevant positions in the sponsored links section of search engines allows perfect segmentation, perfect landing and a high conversion rate. We can place you in top positions in the sponsored listings for Google and other similar engines and make optimal use of your budget. Have potential clients contact you when they see your ad.

### Search Engine Optimization (SEO)

A strategy that helps your site reach top positions in search engine listings and avoid the need to pay for clicks. Your site will reach top positions in the organic or natural sections of listing space and capture leads for your firm. It requires specialized techniques and algorithms as rankings of search engines are constantly shifting, this assures that you do not pay for clicks.

### E-Mail Marketing (permission marketing)

Reach your contacts and current clients by means of: an e-mail newsletter, a promotion, an invitation or an online survey, and reach your contacts with a carefully designed e-mail communication package which results can be meticulously measured. Permission e-mail campaigns complement other search engine marketing strategies and improve results. We fully comply with permission marketing best practices (no spam).

### Social Network Marketing

Segmentation. Get all the prospects diverting from search engines from within Social Networks where you can quickly acquire high quality Leads based on common interest, groups and applications by the use of well thought set of ads and tools to discern potential clients.

### Get your story out there.

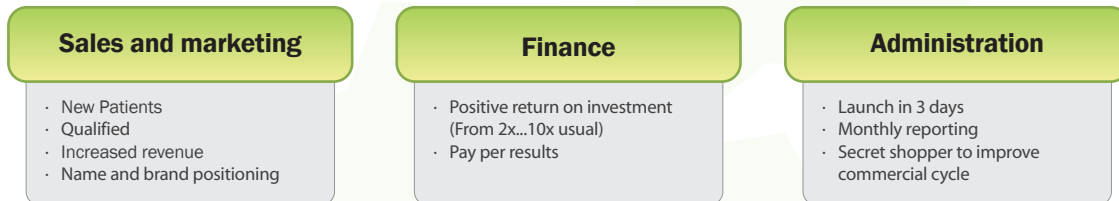
Increase your traffic, generate interest and reach out to prospects.

We optimize and distribute your press releases along with the implementation of a result tracking model thus improving your public relations strategies constantly.

### SEO friendly website design and development.

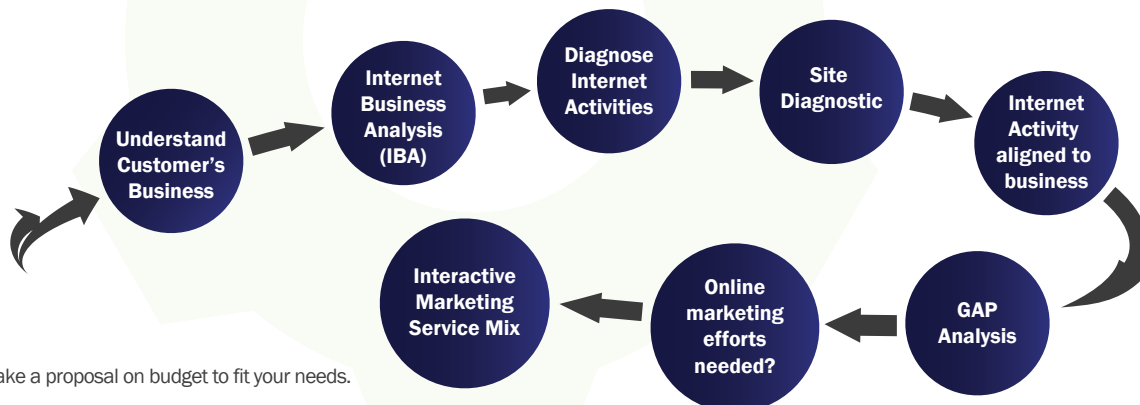
We employ advance technologies for website design and development that are an essential part of an Internet strategy. Our websites are search engine friendly and structured and have a full admin interface which allows you to update content yourself and enable us to implement on-site SEO techniques for better search engine marketing techniques.

## Benefits



## First things first: We have you covered.

Our initial step is to conduct a fast consult, we need to know how your business works and what your goals are, from then on we build a marketing service tailored to your exact needs: a "Interactive Marketing Service Mix" is comprised of the following:



After which we make a proposal on budget to fit your needs.

Contact us Today. **Let us generate immediate revenue for you.**