Strategy for Results

**DESIGN CONSULTING**
- Professional consultation with lead designers
- Build practice image to use on all documents
- Front Pack to use on all documents
- Logo Pack for consistent image and recognition

**CONTENT STRATEGY**
- Define your practice culture and goals for patients and staff
- Determine the message of your competitive advantage to achieve these goals
- Develop the content to convey the message
- Establish the content strategy document to keep everyone on the same message

**PHOTO CONSULTING**
- Audit the existing practice photography
- Develop your phone library with stock photos, pre-existing photos, or custom photography
- Stock photos and original photos are exclusive to your practice
- Choose from a photo contract sheet to select the style best for your practice

**MENU/EVENT STRATEGY**
- Plan to include original information, posting articles, links, newsletter and events related to your practice
- Update information easily for patient care
- Patients can respond to web information and events with easy log in tab

**SOCIAL MEDIA**
- Set up social media network
- Build testimonials and contacts from patients
- Custom photo and identity for your practice
- Social media strategy content that is consistent information and a resource for your patients

**COPYWRITING**
- Copywriting for 5 pages of your site
- Interview with you (or your expert) to get to know your practice culture and advantage
- Digital marketing writing style of your practice content for patients
- Content writing for the web with healthcare information

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Platform as a Service

WEB SITE

Did your hours change? Are you offering a medical promotion? Are there special patient announcements? Website updates and medical content are changed with a simple email.

MOBILE

76% of individuals use their phone for information and direction based on their location and device.

HOSTING

In a 40-minute power outage AMAZON lost $5 million in revenue. Trust that your practice site will be up, working and secure with HIPAA guidelines.

SEO

90% of users click on the first 3 results in Google. Our technology optimizes your content for search engine results and practice recognition.

UPDATES

New technology is constantly changing—software, the internet, new mobile devices. We make your practice website stay up to date on all devices with the benefits of digital management. This allows you to focus on your practice management and current medical information.

COACHING INTERNET

Digital analysis, metric reporting, and challenges to market strategies are reviewed and adjusted to keep your practice goals on track.

AND MORE...

Every quarter we will help you select up to 5 digital activities that will help boost your online results such as:

- Blog Writing
- Social Media Marketing
- Custom Promotional Graphics
- And More

We include this baseline mix of support to keep your content fresh, current, and relevant to your customers to build that digital commitment.