



# Online Marketing Proposal

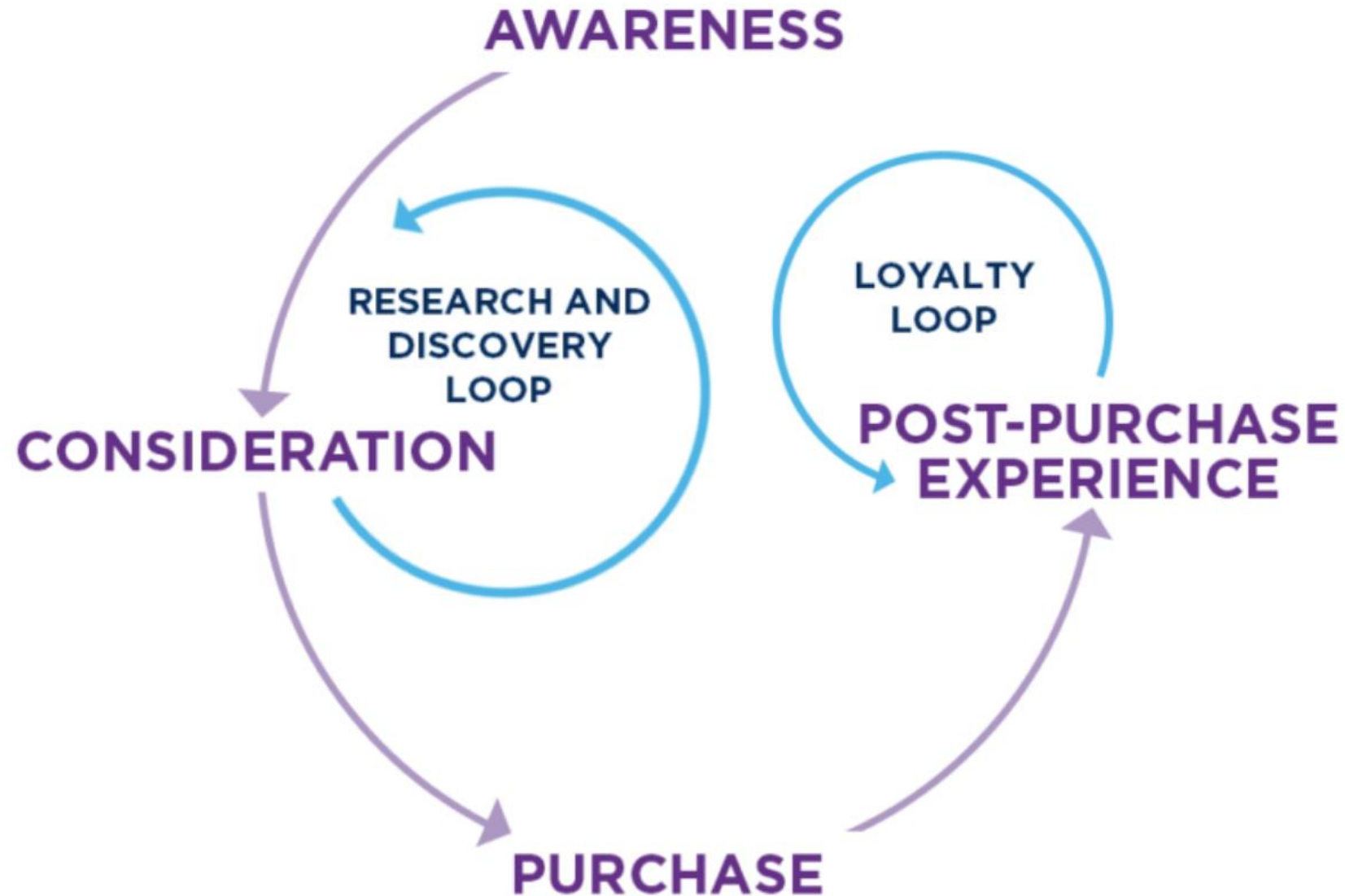
For [NorAlign.com](http://NorAlign.com)

# Content

- Online buyers' journey
- Online Marketing options by buyers' journey
- Online Marketing options
  - SEO
  - Google AdWords
  - Google Display Ad's
  - Google YouTube
  - Social Media ppc
  - Newsletter marketing
- Media Plan & SEO fees
- Website Improvements
- Quick website audit
- Recommendation

# THE MODERN ONLINE BUYER'S JOURNEY

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# Online Marketing options by buyers' journey

## Awareness

SEO

Display Ad's

AdWords

YouTube

## Consideration

SEO

Display Ad's

AdWords

Social Media ppc

YouTube

## Purchase

SEO

Display Ad's

Social Media ppc

Newsletter

## Experience

SEO

Newsletter

Social Media  
Platforms

Social Media ppc



# SEO – Search Engine Optimization (Brand Awareness as well as Lead Generation)



# SEO Search Engine Optimization.

- The process of “optimizing” a website in order to achieve high search engine rankings for targeted search terms.
- In other words, SEO helps search engines like Google show you the most relevant information.
- Only 35% of Google searches are going to the 2<sup>nd</sup> page!

# Why does your Website need SEO?

- It will:
  - help you build your brand image
  - assist increasing brand awareness
  - assist in getting all your keywords ranked in pages 1 & 2
  - helps reaching the largest addressable, qualified audience with strong commercial intent
  - help to optimize your website
- An optimized website earns:
  - more quality traffic
  - generate quality leads and
  - quality conversions
- It will guarantee that you can compete against your competitors



## scoliosis treatment dubai

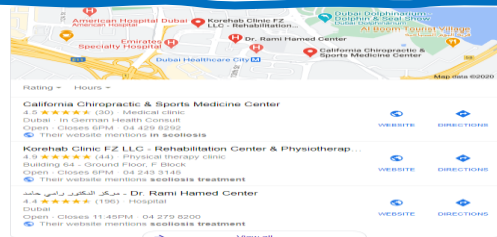
World Leading Expertise | Best Hospital in **Dubai** **Scoliosis Treatment** for Children at King's Pediatric Physiotherapy. World-class Doctors. Low Dose Radiation X-rays. Insurance coverage: Nextcare, Neuron, Oman, Daman, Axa, Mednet.  
Appointments · Dr Marc Sinclair

Ad · [www.noralign.com/](#) · 050 875 3133

**Scoliosis Treatment - Non Surgical 1-on-1 Treatment**  
Correct Spinal Rotation, Improve Lung Capacity, Posture and Flexibility with NorAlign. Therapeutic Exercise, Physical Modalities, Assistive Devices & Bespoke Training.  
Contact · Orthopedics · Kyphosis

Ad · [www.spineandscoliosis.com/spinesurgeon](#) · +1 888-763-0326  
**Top Scoliosis Surgeon - Treatments For Adults/Children**  
Nationally Awarded Spinal Surgeon. Online Case Review. Contact Us Now! View News.

Ad · [www.drhc.ae/spine/surgery](#) · 04 279 8200  
**Top technique in Orthopedic - One Of Best Doctors in Dubai**  
We provide elite and comprehensive diagnostic and therapeutic services, over 25 years of



**California Chiropractic & Sports Medicine Center**  
4.5 ★★★★★ (30) · Medical clinic  
Dubai · In German Health Consult  
Open · Closes 6PM · 04 429 8292  
Their website mentions in scoliosis

**People also ask**  
How much does scoliosis treatment cost?  
Can scoliosis be corrected?  
What is the best pain medication for scoliosis?  
Can you correct scoliosis without surgery?

[kingscollegehospitaldubai.com](#) · paediatric-orthopaedics ·  
**6. Scoliosis Treatment for Children - King's College Hospital Dubai**  
Scoliosis Treatment for Children in Dubai | Scoliosis Surgery for Children | Dr Marc Sinclair - Best Pediatric Orthopedic Surgeon in Dubai.

[www.chiropracticdubai.com](#) · problems-we-treat · scoliosis ·  
**7. Scoliosis | Chiropractic Dubai**  
Although we can't guarantee that the treatment will straighten the spine (especially in some severe cases) we help patients with scoliosis lead a flexible and active ...

[www.exeterboneandjoint.com](#) · scoliosis-clinic-dubai-a ·  
**8. Scoliosis Clinic Dubai | Scoliosis Treatment Abu Dhabi | Al Ain ...**  
Scoliosis treatment is offered at Exeter Bone & Joint in Dubai, Abu Dhabi and Al Ain, UAE, KSA, Egypt & Africa East. Navigate to learn more about scoliosis.

[www.californiachiropracticcenter.com](#) · scoliosis-treatm ·  
**9. Scoliosis Treatment - California Chiropractic Dubai**  
The majority of children with scoliosis require no treatment, as the condition resolves on its own as the child grows. Those who do require treatment use a back

[thehundred.ae](#) · schroth-method-help-scoliosis ·  
**10. Dubai Wellness Centre Schroth Method**  
May 11, 2015 — Katrina suffered from scoliosis herself and created the three-dimensional treatment of spinal deformities and scoliosis, which developed into

[www.drhc.ae](#) · spine-hospital-dubai · scoliosis-treatment ·  
**11. Scoliosis Treatment | Spine Hospital Dubai**  
Scoliosis Treatment · Spine Hospital Dubai. Scoliosis Treatment is always a balance between cause, severity of case, age, neurological status, analysis of

[www.drhc.ae](#) · spine-hospital-dubai · scoliosis ·  
**12. Scoliosis | Spine Hospital Dubai - Dr Rami Hamed Center**  
Dubai Orthopedic Clinic · Are you looking for spine hospital Dubai? Dr Rami Hamed Center is the leading neuro spinal hospital dubai with expert spinal surgery

[www.bluetreeclinics.com](#) · scoliosis ·  
**13. Scoliosis | Treatments for Scoliosis in Dubai | Blue Tree ...**  
Here at Blue Tree Clinics, our chiropractors in Dubai have been specially trained and certified to provide effective treatments to help manage the effects of scoliosis

[www.gotdubai.com](#) · scoliosis-treatment-dubai ·  
**14. Scoliosis Treatment Dubai | Get on Track Dubai, UAE**  
Depending on the severity of the curve and the risk for it getting worse, scoliosis can be treated with observation, bracing, exercise or surgery. Scoliosis is twice ...

Ad · [www.ahdubai.com/](#) ·  
**Spine surgery Specialist Dubai - 46 years' worth of experience**  
Back Pain Specialist - Best Spinal Surgeon - Region's most advanced orthopedic services. All treatment options are available, with the patient integral to the treatment planning. Book An Appointment · Find A Physician · Take A Virtual Tour · Health Packages · Mayo Clinic Care Network · Patient & Visitors Guide · Insurance Facility · 2 locations nearby

Ad · [www.kindcare.ae/](#) · 04 338 8588  
**German Neurology Clinic Dubai - Neurology Clinic in Dubai**  
In UAE only Dr Doerthe Board Certified in Neurofeedback Doctor. Book an Appointment Now. Advanced Treatment For All Neurological Disorders. Book An Appointment Now. Unique Treatments. Rare Medical Services. Child-Friendly Clinics. Integrative Medicine. Neurofeedback in Dubai · Depression Headaches · Headache Pain Treatment  
Villa number 794, Jumeirah Street - إمارة دبي - Hours & services may vary

Searches related to scoliosis treatment dubai

scoliosis treatment at home  
scoliosis treatment in abu dhabi  
scoliosis treatment exercises  
scoliosis treatment without surgery

scoliosis meaning  
scoliosis exercises to straighten spine  
scoliosis causes  
chiropathy in dubai



scoliosis treatment dubai

Keyword difficulty: 76.38% (for google.com database) — View full report for this keyword

All

Images

Videos

News

Maps

More

Settings

Tools

About 309,000 results (0.47 seconds)

COVID-19 safety info

Ad · [www.kingscollegehospitaldubai.com/scoliosis](#) · 04 247 7777

**Dr Mark Sinclair - King's College Hospital Dubai**

World Leading Expertise | Best Hospital in **Dubai** **Scoliosis Treatment** for Children at King's. Pediatric Physiotherapy. World-class Doctors. Low Dose Radiation X-rays. Insurance coverage: Nextcare, Neuron, Oman, Daman, Axa, Mednet.  
Appointments · Dr Marc Sinclair

Ad · [www.noralign.com/](#) · 050 875 3133

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Contact · Orthopedics · Kyphosis

Ad · [www.spineandscoliosis.com/spinesurgeon](#) · +1 888-763-0326

**Top Scoliosis Surgeon - Treatments For Adults/Children**

Nationally Awarded Spinal Surgeon. Online Case Review. Contact Us Now! View News.

Ad · [www.drhc.ae/spine/surgery](#) · 04 279 8200

**Top technique in Orthopedic - One Of Best Doctors in Dubai**

We provide elite and comprehensive diagnostic and therapeutic services, over 25 years of...



Rating · Hours

**California Chiropractic & Sports Medicine Center**

4.5 ★★★★★ (30) · Medical clinic  
Dubai · In German Health Consult  
Open · Closes 6PM · 04 429 8292  
Their website mentions in scoliosis

**Korehab Clinic FZ LLC - Rehabilitation Center & Physiotherap...**

4.9 ★★★★★ (44) · Physical therapy clinic  
Building 64 - Ground Floor, F Block  
Open · Closes 6PM · 04 243 3145  
Their website mentions scoliosis treatment

**مركز الدكتور رامي حامد - Dr. Rami Hamed Center**

4.4 ★★★★★ (196) · Hospital  
Dubai  
Open · Closes 11:45PM · 04 279 8200  
Their website mentions scoliosis treatment

View all

[www.korehab.com](#) · service · scoliosis-treatment-clinic ·

**1. Scoliosis Treatment Clinic in Dubai - Korehab Clinic**

Korehab Clinic provides scoliosis and body alignment correction treatment service to patients who suffers from unspecific pain on the body from mal-alignment of the body. Our team provide a comprehensive treatment plan from full-assessment of your body joint by joint to home self-care program.

Your ad!

[www.bluetreeclinics.com](#) · scoliosis ·

**13. Scoliosis | Treatments for Scoliosis in Dubai | Blue Tree ...**

Here at Blue Tree Clinics, our chiropractors in Dubai have been specially trained and certified to provide effective treatments to help manage the effects of scoliosis ...

[www.gotdubai.com](#) · scoliosis-treatment-dubai ·

**14. Scoliosis Treatment Dubai | Get on Track Dubai, UAE**

Depending on the severity of the curve and the risk for it getting worse, scoliosis can be treated with observation, bracing, exercise or surgery. Scoliosis is twice ...

Ad · [www.ahdubai.com/](#) ·

**Spine surgery Specialist Dubai - 46 years' worth of experience**

Back Pain Specialist - Best Spinal Surgeon - Region's most advanced orthopedic services. All treatment options are available, with the patient integral to the treatment planning. Book An Appointment. Find A Physician. Take A Virtual Tour.  
Health Packages · Mayo Clinic Care Network · Patient & Visitors Guide · Insurance Facility  
2 locations nearby

Ad · [www.kindcare.ae/](#) · 04 338 8588

**German Neurology Clinic Dubai - Neurology Clinic in Dubai**

In UAE only Dr.Doerthe Board Certified in Neurofeedback Doctor. Book an Appointment Now. Advanced Treatment For All Neurological Disorders. Book An Appointment Now. Unique Treatments. Rare Medical Services. Child-Friendly Clinics. Integrative Medicine. Neurofeedback in Dubai · Depression Headaches · Headache Pain Treatment  
Villa number 794, Jumeirah Street - إمارة دبي - Hours & services may vary

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scoliosis causes

chiropathy in dubai



1 2 3 4 5 6 7 8 9 10 Next



# Sample Keywords

	Sample Keywords on google.ae	Average monthly search
1	physical therapist Jumeirah	110
2	physiotherapy centre Dubai	170
3	orthopedics Dubai	180
4	physiotherapy clinic Jumeirah	30
5	non-surgical spinal pain treatment	80
6	spinal pain therapy	150
7	herniated disc treatment Dubai	50
8	scoliosis treatment Dubai	30
9	kyphosis treatment Dubai	20
10	non-surgical back pain treatment	40

# Our SEO strategy

## Keyword / Competition Research

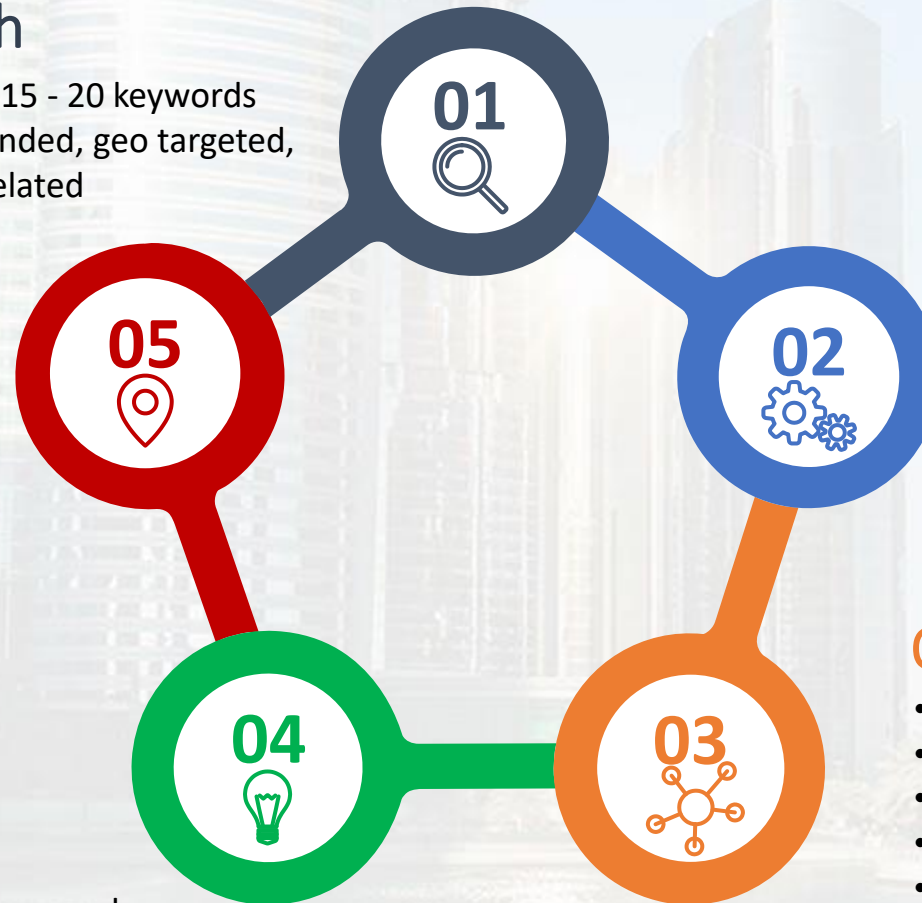
- Start with 15 - 20 keywords
- Mix of branded, geo targeted, product related

## Local SEO targeting google.ae results

- Business Directory Listing
- Google Business Listing

## Continuous Keyword Research

- We will add 8-10 more keywords once these initial keywords are ranked,
- and so on...



## On-page SEO

- Meta data installation
- Internal linking
- Mobile experience improvements
- Website technical performance enhancements
- Page Speed improvement
- Minify Web files

## Off-page SEO

- Web 2.0 account set up
- Link Building
- Article Submission
- Social Bookmarking
- PDF File Sharing
- Link Posting

# Additional features of our SEO

In addition to the afore mentioned work, our SEO includes also:

- 3 articles per month
- Service for the website (no additional payment for updates)
- Website performance will be analyzed through analytics
- Website improvements will be:
  - Suggested
  - Templates created ([see below](#))
  - After NorAlign approval realized
- Regular bimonthly physical presentations, which incl.
  - Analytics reporting
  - Keyword ranking
  - Backlinking status
  - Latest developments
  - Etc.





# Google – AdWords (Lead Generation)



# Google Search Ads

Be just a Google search away.

- Search ads appear above Google search results, when people look for products and services.
- Search Ads are also known by “*Pay per Click*”. You only pay when people click on your ad to visit your website.

The image displays two screenshots of Google search results. The top screenshot is for the search query "non-surgical back pain treatment". It shows three search ads at the top, each with a URL, a headline, and a description. The first ad is from www.spinalhealthcentre.com, the second from www.stimawell-ems.me/, and the third from www.noralign.com/. Below the ads, there is a snippet from an article titled "This article explores the evidence behind 11 nonsurgical treatments for back pain." The bottom screenshot is for the search query "non surgical scoliosis treatment". It shows two search ads at the top, one from www.kingscollegeshospitaldubai.com and another from www.noralign.com/. Below the ads, there is a snippet from an article titled "Nonsurgical treatments for scoliosis include observation, physical therapy, the Schroth method, bracing and Mehta casting."

**Search 1: non-surgical back pain treatment**

Keyword difficulty: 78.14% (for google.com database) — View full report for this keyword

SafeSearch will be on for future searches. [Learn more](#) [Turn off](#)

About 175,000,000 results (0.57 seconds)

**Ad** · www.spinalhealthcentre.com/back-pain/centre-dubai ▾ 052 875 2667  
**Latest Back Pain Treatment - Get Free Report To Fix Pain**  
Dedicated To Exceptional Care & Personalized **Treatment** To Get You Better, Faster. We Make Your Physical Rehabilitation a Great Experience, Call Today to Fix Your **Pain**. Individualized Approach. Dubai's #1 Chiropractor. Distinguished Providers.  
[Back Pain](#) · [Neck Pain](#) · [Contact Us](#) · [Joint Pain](#)

**Ad** · www.stimawell-ems.me/ ▾  
**StimaWell® Back Mat Device - Back pain treatment**  
Dynamic deep waves enable intense muscle training which feels like a comfortable massage. This kind of stimulation opens new therapeutic ways for **back treatment**. Made in Germany.  
[StimaWELL® EMS Device](#) · [StimaWELL® 120MTRS](#) · [Aernovir](#) · [Sedona Pro](#)

**Ad** · www.noralign.com/ ▾ 050 875 3133  
**Non Surgical Treatment - Physiotherapy For Back Pain**  
We offer Wide Range of Functional Rehab Services. Fully Equipped Clinic in Jumeirah, Dubai. Manage Acute **Pain** with Stretching, Strengthening exercises and Functional Rehab Techniques.  
**Back pain** management. Acute **pain** management. Pilates training.  
[Contact](#) · [Kyphosis](#) · [Orthopedics](#)

**Ads** · See non-surgical back pain...

HallCare Decompression...  
AED 225.00  
Amazon.ae  
Free shipping

futuro stabilizing back support  
AED 184.80  
Dr. Nutrition  
Free shipping

Lumbar Pillows Memory Foam...  
AED 89.00  
Amazon.ae

Decompression Back Support Bel...  
AED 99.50  
Amazon.ae

**This article explores the evidence behind 11 nonsurgical treatments for back pain.**

- Spinal manipulation. ...
- Acupuncture. ...
- Weight loss. ...
- Anti-inflammatory diet. ...
- Correcting posture. ...
- Exercise. ...
- Transcutaneous electrical nerve stimulation.
- Stress management techniques.

[More items...](#) · Jun 28, 2019

1 www.medicalnewstoday.com › articles  
1. [Treating back pain without surgery](#)

**Search 2: non surgical scoliosis treatment**

Keyword difficulty: 79.41% (for google.com database) — View full report for this keyword

About 3,340,000 results (0.52 seconds)

**Ad** · www.kingscollegeshospitaldubai.com/scoliosis ▾ 04 247 7777  
**Dr Mark Sinclair - Children's Scoliosis Treatment**  
World Leading Expertise | Best Hospital in Dubai  
[Appointments](#) · [Dr Marc Sinclair](#)

**Ad** · www.noralign.com/ ▾ 050 875 3133  
**Scoliosis Treatment - Non Surgical 1-on-1 Treatment**  
Correct Spinal Rotation, Improve Lung Capacity, Posture and Flexibility with NorAlign.  
[Kyphosis](#) · [Orthopedics](#) · [Contact](#)

**Nonsurgical treatments for scoliosis** include observation, physical **therapy**, the Schroth method, bracing and Mehta casting. Jun 2, 2020

1 www.childrens.com › health-wellness › how-to-treat-scoli...  
1. [How to Treat Scoliosis Without Surgery - Children's Health](#)

About Featured Snippets [Feedback](#)

# What we do.....

- Discuss goals and conduct initial keyword research
- Search ads campaign setup
  - Select keywords & organize into ad groups
  - Geo-targeting/ device targeting
  - Bidding strategy & daily budget
  - Set campaign goals & link the same with analytical tool
  - Create text ads
- Design & code mobile responsive landing page/s ([see below](#))
- Manage & optimize campaign to lower cost per click
  - Ongoing keyword research
  - Set bidding, re-bidding
  - Ad text revision
  - Ads and landing page A/B testing
  - Ongoing UX and UI improvements
- **Reporting** includes clicks, impressions, spent, total leads received and landing page activities
- Inquiries will be received directly by client or send daily



# Dedicated Landing page

## Spinal Therapy

For Scoliosis, Kyphosis, Backpain Treatment

Orthopedic spine therapy is a physical therapy treatment designed for patients with spine-related conditions such as scoliosis, kyphosis, herniated discs, facet syndrome and sciatica.


This non-surgical treatment combines spinal/pelvic rotations and breathing techniques to improve muscular alignment, balance, strength, flexibility and postural aesthetics. Orthopedic spine therapy is an effective treatment for patients who have had, or need to undergo spinal surgery.




## Request An Appointment

<input type="text" value="Your Name*"/>	<input type="text" value="Your E-mail*"/>	<input type="text" value="Message..."/>
<input type="text" value="Your Phone"/>	<input type="text" value="Service/Treatment"/>	
<div><input type="checkbox"/> I'm not a robot </div>		<div>SEND</div>

## Therapists



**NORA STRÄTER**  
PHYSIOTHERAPIST, MSC



**NEELTJE VERCRUYSEN**  
PHYSIOTHERAPIST, MSC





# Heat Map – Landing page performance

Gulf Craft Portal Homepage • <https://www.gulfcraftinc.com/>

created 07-16-17 • 363 days 23 hours 53 mins • 53021 visits, 74582 clicks

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Accept Decline

OUR STORY

MAJESTY YACHTS

NOMAD YACHTS

ORYX

SILVERCRAFT

UTILITY SERIES

MARINE SERVICES

GLOBAL NETWORK

BLOG

PRESS

CONTACT US

FEATURED YACHT







# Google – Display Ad's (Brand Awareness)

# Display Ads

Reach customers on the web and in apps — across devices.

- Google display ads appear on over 2 million websites and in over 650,000 apps, so your ad can show up wherever your audience is.
- There's more than one way to display.
  1. Text
  2. Gmail
  3. Banner
  4. Mobile App
  5. Video

The screenshot shows a business news website with a navigation bar at the top. The main content area features several articles and advertisements. Two advertisements are highlighted with red rectangles:

- Top Ad:** A banner ad with the text "WITH BEST PRICING AND MORE SAVINGS!" and a "LEARN MORE" button. It features a background of lightbulbs.
- Right Ad:** A vertical ad for "RIVOLI HOUR CHOICE" with the text "WITH BEST PRICING AND MORE SAVINGS!" and a "LEARN MORE" button. It features a background of a watch and glasses.
- Bottom Ad:** A large banner ad for "RIVOLI REWARDS" with the text "03 SEPT - 03 OCT" and "TIME TO SEE". It features a background of a watch and glasses.

Other visible content includes articles such as "UAE resident rents Dh900,000 home on Palm Dubai", "Organisations need to come to grips on mental health", "China decides not to cancel mega air show in November", "Abu Dhabi company to give makeover to its Egypt hotels", "LVMH cancels \$14.5b deal for Tiffany", "Global air cargo demand stays strong", "UAE, Pakistan sign MoU to combat financial crimes", "Gold is having an August", "ADNOC invests \$245m to...", "Details of law on...", "Dubai's August PMI", "Emirates to fly to Moscow", "There is far too much liquidity chasing assets", and "Tabreed closes deal on \$692 million loan".

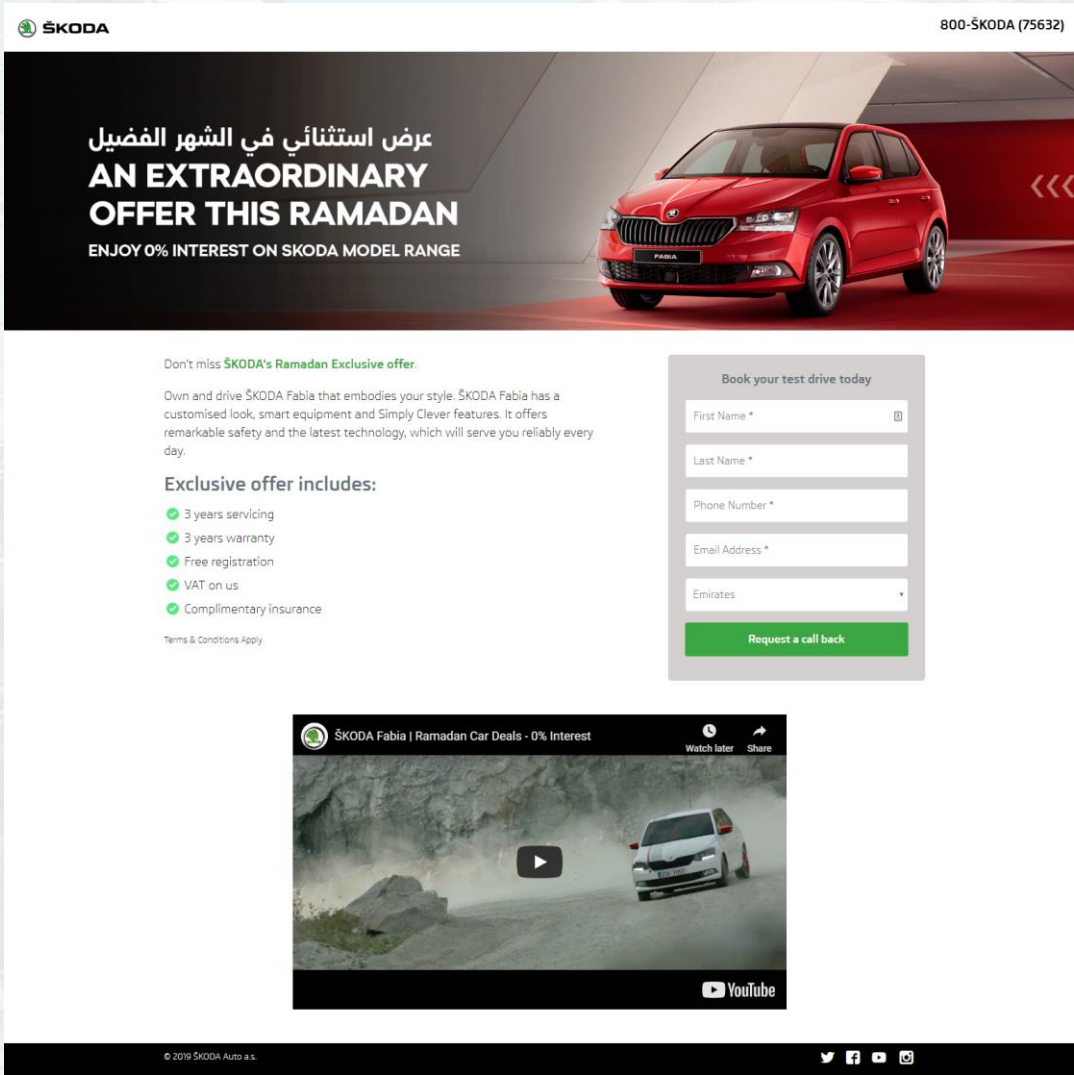


# What we do....

- Industry, category and website placement research
- Display ads campaign setup
  - Select placements & organize into ad groups
  - Geo-targeting/ device targeting
  - Bidding strategy & daily budget
  - Set campaign goals & link the same with analytical tool
- Develop landing page (as previously shown)
- Create banner ads for all sizes (16 in total)
- Manage & optimize campaign to lower cost per click
  - Ongoing placement research
  - Set bidding, re-bidding
  - Banner ads revision
  - Ads and landing page A/B testing
  - Ongoing UX and UI improvements
- **Reporting** includes clicks, impressions, spent, total leads received and landing page activities
- Inquiries will be received directly by client or send daily



# Scroll Map – Landing page performance







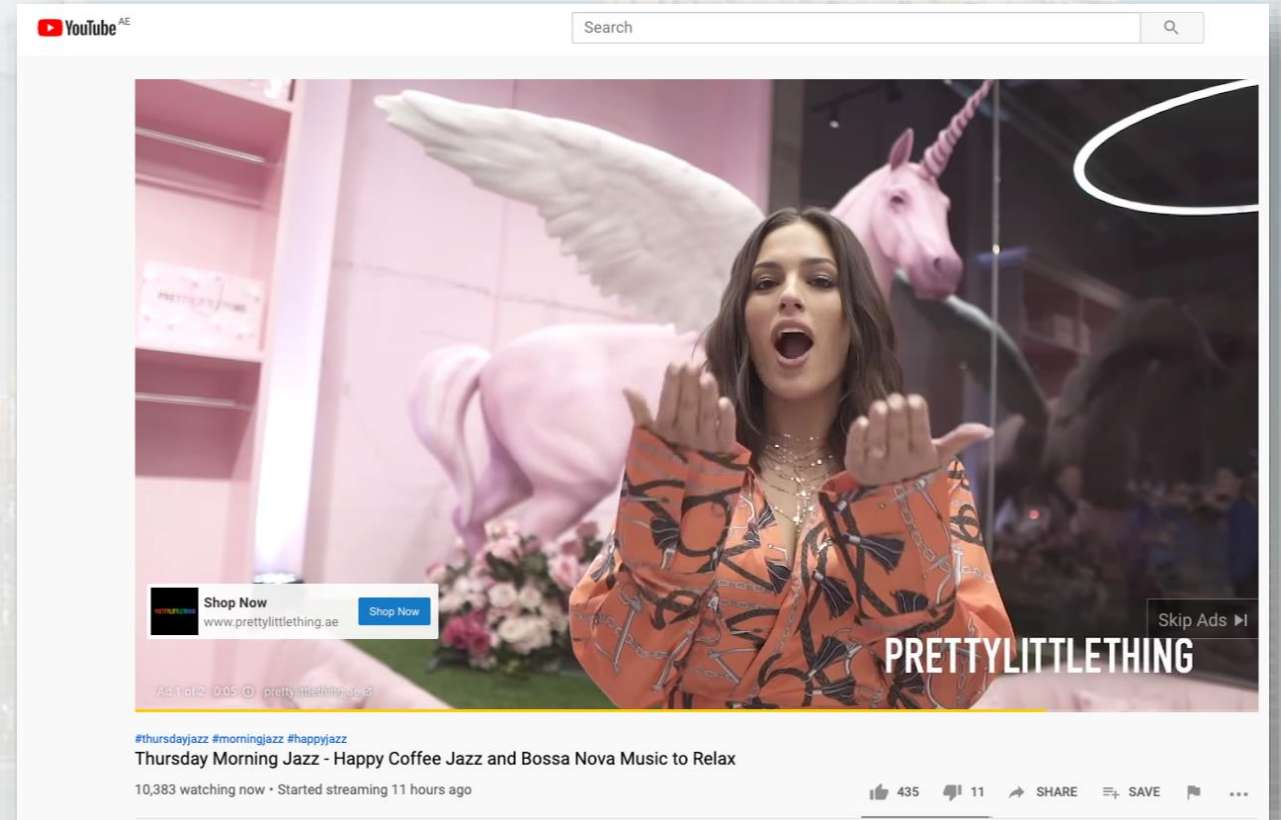
# Google – YouTube

(Brand Awareness)

# YouTube Video Ads

Be seen where everyone is watching.

- Reach potential customers and entice them to
- Take action when watching or searching for videos
- And *pay only* when they show interest.





# What we do.....

- Adapt video to be used on YT
- Upload chosen video/s on client's YT channel
- Setup Skip Ads campaign
  - Geo-targeting/ device targeting
  - Bidding strategy & daily budget
  - Set campaign goals & link the same with analytical tool
  - Identify relevant placements (channels/videos)
  - Create ads for both desktop and mobile
- Connect the same to the landing page
- Manage & optimize campaigns to lower cost per view
  - Ongoing placement research
  - Set bidding, re-bidding
  - Ad overlay revision
  - Ads and landing page A/B testing
  - Ongoing UX and UI improvements
- **Reporting** includes video views, impressions, spent and landing page activities





# Social Media

(Lead Generation & Brand Awareness )



# Social Media Marketing

Be seen on different social media platform.

With Facebook or/and Instagram Ads,

- Reach potential customers and have them take action when seeing your ads
- You can choose between 2 campaign options:
  - Lead generation (*form on the social media platforms*) or
  - Conversion (*recommended – with dedicated landing page*)
- And *only* pay when people click.



# What we do.....

- Account management
- Social Media ads campaign setup
  - Geo-targeting/ device targeting
  - Bidding strategy & daily budget
  - Set campaign goals & link the same with analytical tool
  - Create images and text ads
- Design & code mobile responsive landing page/s
- Manage & optimize campaign to lower cost per click
  - Ongoing tweaking of targeted audience
  - Ad text revision
  - Ads and landing page A/B testing
  - Ongoing UX and UI improvements
- **Reporting** includes clicks, impressions, spent, total leads received and landing page activities
- Inquiries will be received directly by client or send daily





# Newsletter Marketing

(Lead Generation & Brand Awareness )



# Email Marketing (eDM)


Stay in-touch with your existing and potential customers.

- To keep your brand in customers' mind.
- Utilize this platform to inform & educate customer about:
  - New e.g. Dr's
  - Changes in procedures
  - Insurances
  - Etc.

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**Essentials for Mother's Day**  
We have curated a variety of Mother's day picks to help you brighten up your mom's special day.




A personalized gift hamper creating an everlasting impression from **Ripe Organic**

Beauty products from **Paris Gallery**



A pair of new shades to spoil mom from **Al Jaber Optical**

A customized skin care treatment from **Kaya Skin Clinic**



A hair renovation at the newly opened **W Ladies Salon**

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# What we do

## Design

- Suggest contents & email subject
- Template design
- Convert approved template into html
- Add disclaimer text
- Add un-subscribe option
- Create links to web site
- Check on web site that all links are activated & text, visuals are integrated
- Submit for broadcast

## Broadcast

- Create Broadcast
- Broadcast newsletter to e-mail addresses received
- Activate tracker
- Analyze tracked data
- Rebroadcast to e-mail addresses that did not opened on the first broadcast

## Report

- Bounced e-mails
- Received newsletter
- Opened newsletters
- Articles clicked
- Improvements

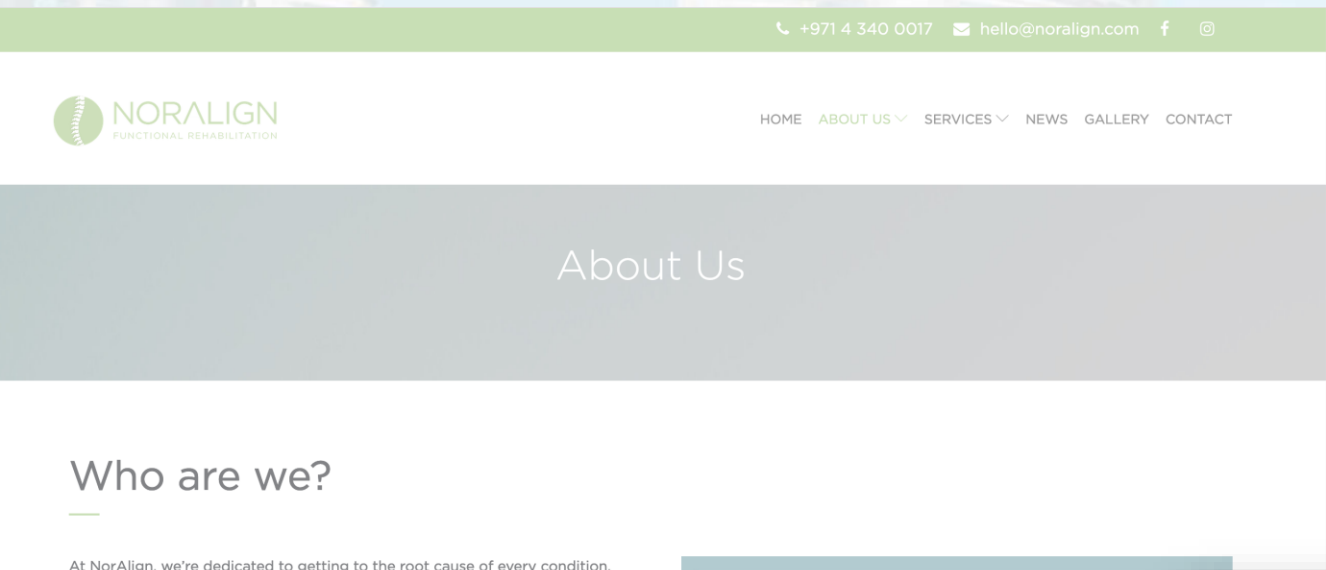




# Website Improvements Website Audit Fees & possible Media Plan

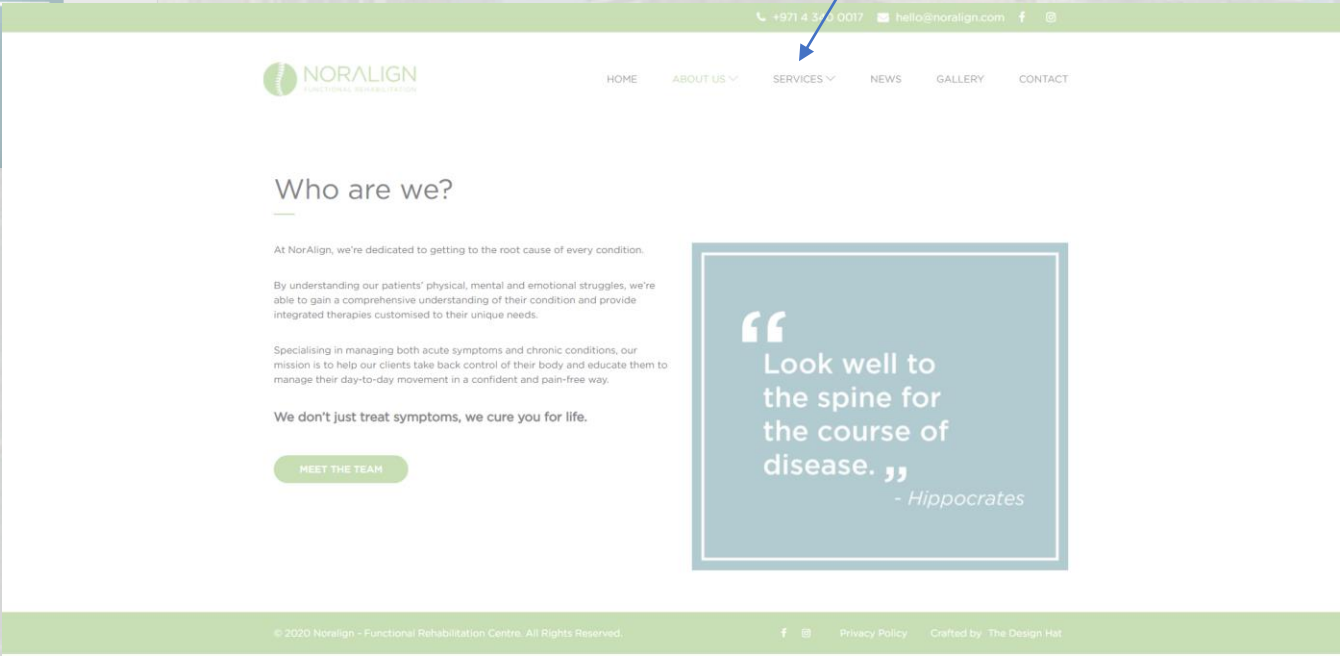


# Improve website performance



Current

Suggestion + why!





# Stronger, Every Day. Functional Rehabilitation Centre

Whether you're struggling with a long term injury, impaired by a disability, are a professional athlete or simply want to feel healthier in your body, we'll ensure you gain back the strength, confidence and freedom of movement you deserve.

DISCOVER

*Quick website Audit of the Noralign*

## Results for noralign.com

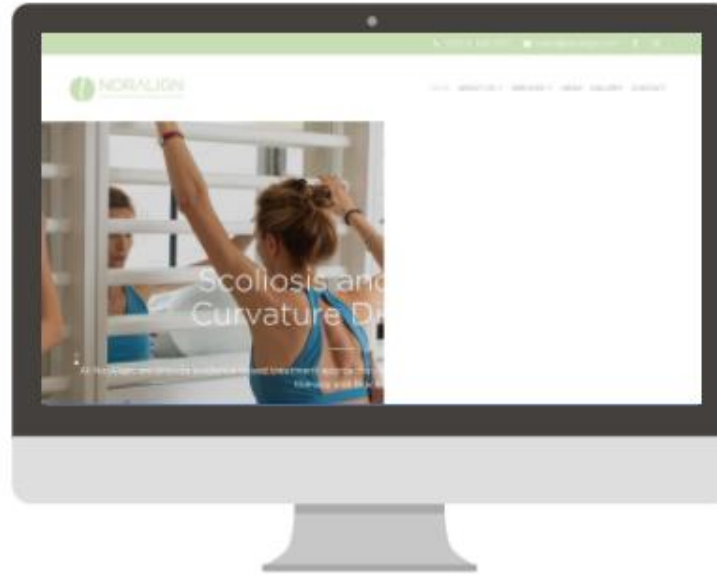


Your page could be better

Number of recommended improvements: 16

Report Generated: 11 October 9:32AM

[Refresh Results Now](#)



SEO



Usability



Performance



Social



Security



# Website Performance



# Media Plan example

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SEO												
AdWords												
SMM												
YouTube												

## SEO fees

Regular fees = 5,000 AED per month

For the first 6 months 4,000 AED per month

After 6 months 4,500 AED per month

# Recommendation

- Engage in ongoing Search Engine Optimization (SEO)
  - Awareness it will assist you in being found when patient are looking for your services.
  - Consideration it will help you to get positive feedback in the research loop
  - Purchase it will increase the amount of inquiries and conversions
  - Post purchase experience it will support you in:
    - convincing more potential patience to use your service and
    - for existing patience to remember you positively
- Use selected platforms like:
  - AdWords it will assist in get quickly inquiries during “slow” periods
  - Social Media ppc widen your reach, receive inquiries and help loyalty
  - YouTube to widen your reach and and create a positive image
  - Newsletter after a certain time to e.g. broadcast quarterly newsletters to assist with loyalty and to bring patient back



DANKE!

THANK YOU!

MERCI!

GRAZIE!

GRACIAS!

DANK JE WEL!

