

OpenMarketing

Proposal for
Landing Page & Marketing strategy

Agenda

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3	Strategy
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Executive Overview

Our team has completed a review of your website and social media presence. Here are some areas of improvement and opportunities to pursue:

Website

Having a high converting landing page can increase the number of new leads by 65%.

Marketing Strategy

Having a strong marketing strategy will help grow your presence on social media & your city.

Social Media Presence

The opportunity of increasing your social media presence is up to 70%.

Unique Selling proposition

A USP is a precise statement that quickly tells prospects how your practice differs from the competition. Here are a few examples.

The next few slides are in-depth analysis and findings for each of the improvement mentioned above.

Website Analysis

95% of prospective patients will visit your website before they decide to you call or not.

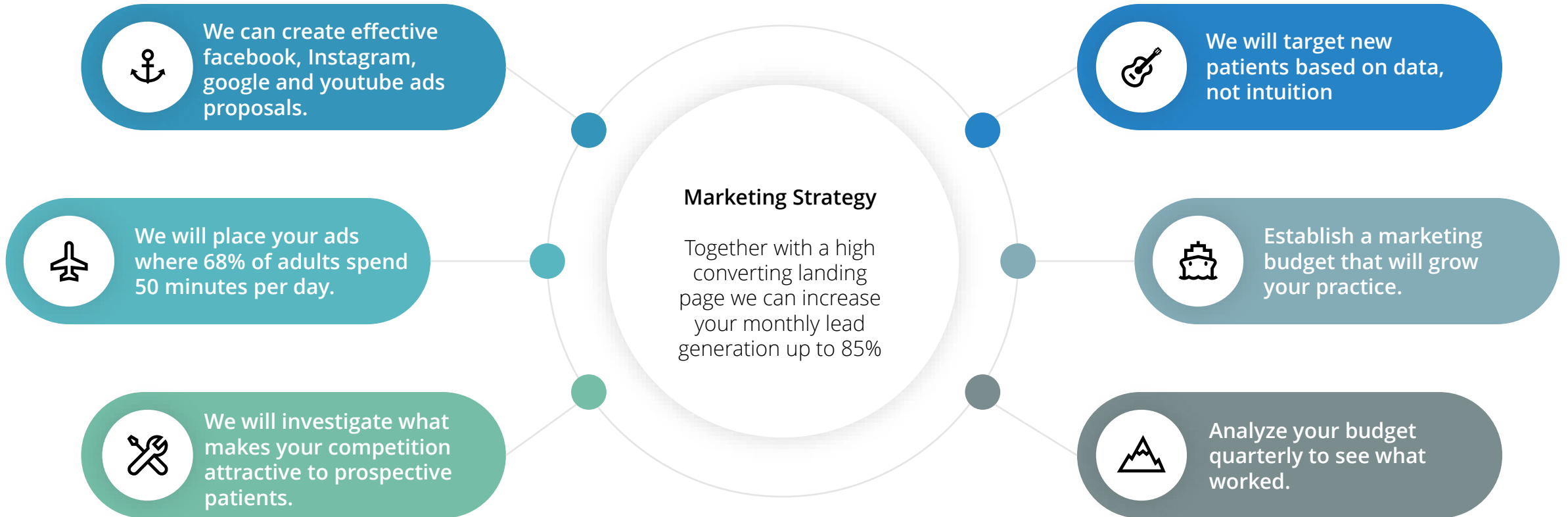
After analyzing your website we can help you change the following:

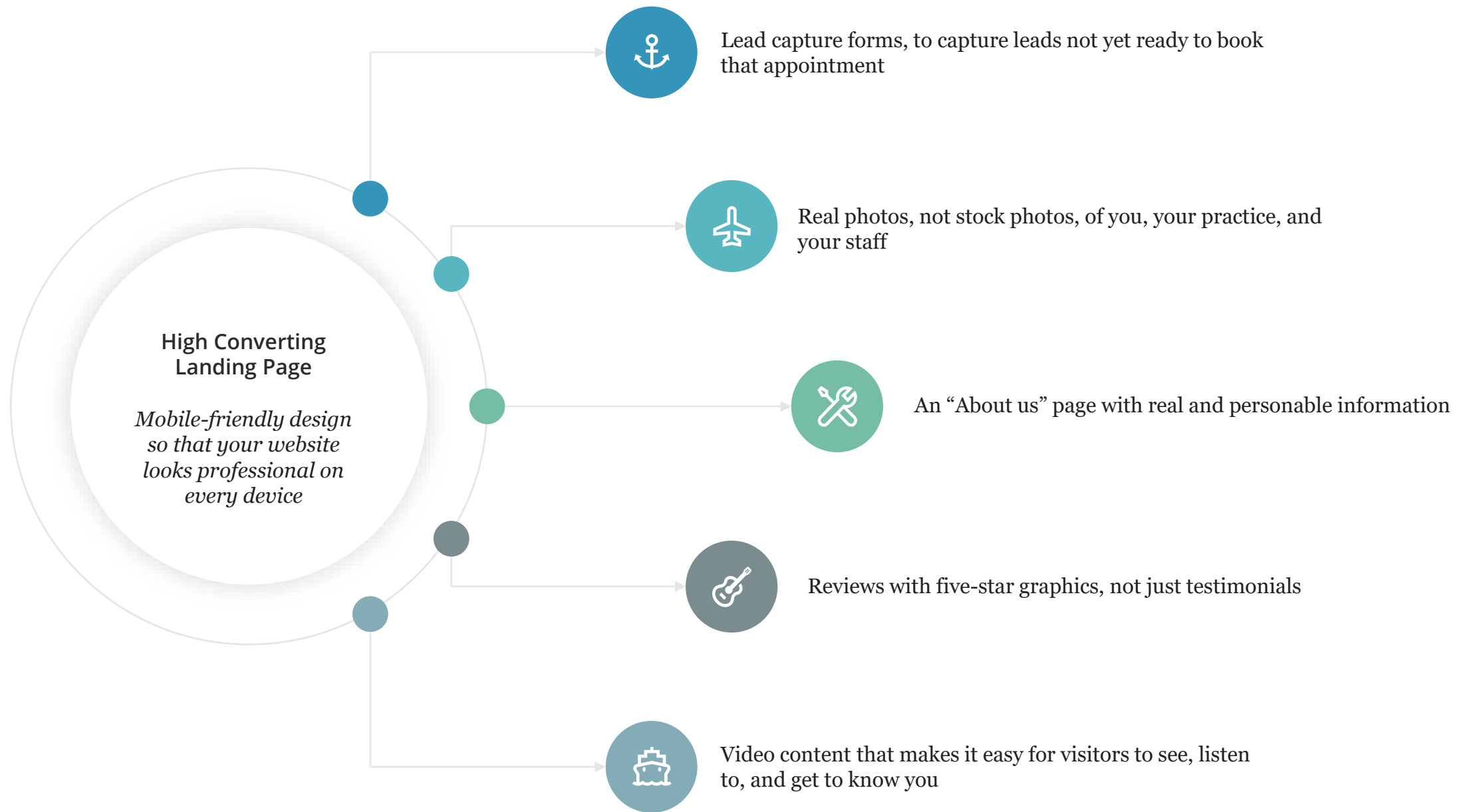
The user experience in the website is below average. Our personalized high converting landing page will help you take your website to a different level.

The benefits of a clear landing page include prospects instantly knowing they're in the right place, increased traffic conversion rates, and a reduced bounce rate. Landing pages are not expensive to set up, but they could mean the difference between generating lots of leads from your campaign.

Being able to measure the amount of weekly and monthly visits with tools such as Google Analytics will give us the necessary information to make great decisions for UI and for marketing campaigns.

Strategy





Goals

We want to make great things together

Initial set up

We will create a patient-focused high converting landing page with the technology integration.

Full-service marketing

Marketing strategy & review. At Open Marketing we do marketing all around. From Facebook ads, to YouTube ads to email marketing to SEO and SEM, and much more.

Results

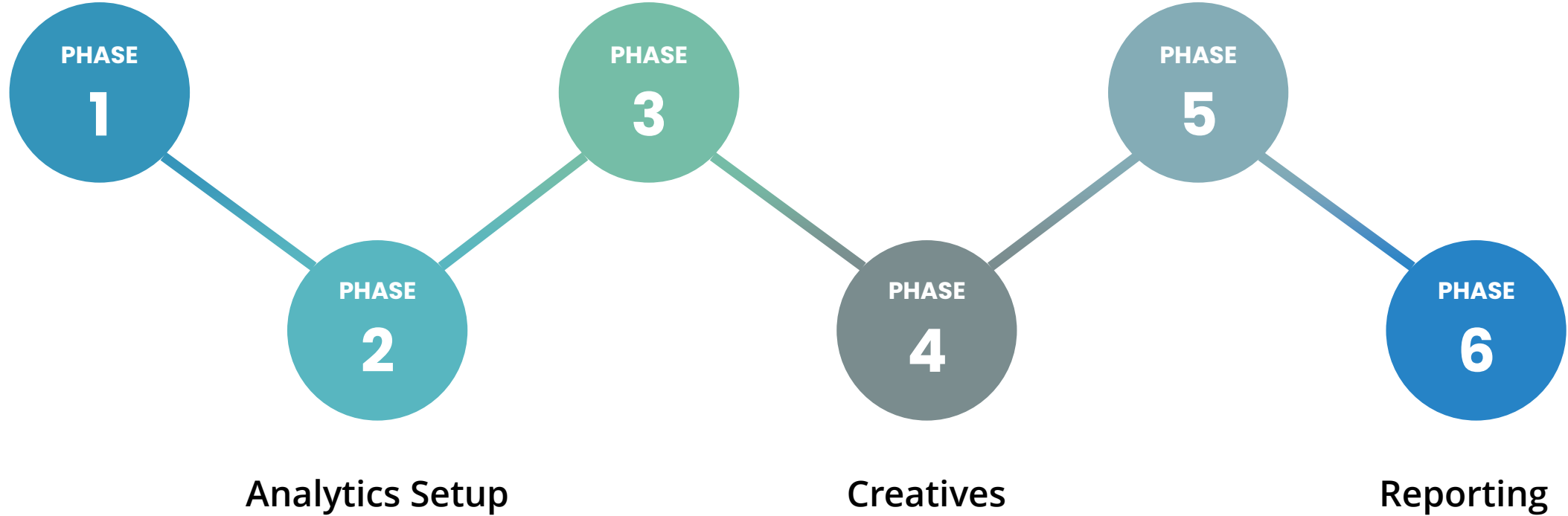
We want to help you to improve and grow your social media presence. Our final goal is to help you increase your new clients.

Deliverables

Project Planning &
Management

Landing Page Creation

Campaign Management



THANK YOU QUESTIONS?



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