

Thank you for submitting our form!

Here are the details you sent us:

**First name:** Diane

**Last name:** Erne

**Organization Name:** The Foot Nurse

**Address:** 6731 Northwest 81st Court

**Enter your email address:** [diane3602@gmail.com](mailto:diane3602@gmail.com)

**Phone Number:** [9543250030](tel:9543250030)

**Assistant's Name:**

**Assistant's Email:**

**Assistant's Phone:**

**How would you paint success for your company in the next 6 -12 months?:** - Sell to 200 people

**What type of products or services do you offer?:** - Services: footcare services, ingrown, nails, nail clipping, anything related to foot care, orthodontics, nail bracing, caliscorns, cracked feet/heels, curled nails, nail fungus, diabetic-related issues

**Who are your clients, customers or audience?:** - Mostly elderly, diabetics, disabled, neuropathy issues

- Aged 60 and up, 50s

- Men and women

**What is their geography?:** - South Florida

- Broward and Palm Beach

- Eventually go into Miami

**What are their preferences?:** - Clients like the nail care services -- comfort care, need-based service related to health

**What mode of product or service delivery do they prefer?:** - Mobile

**How have you tried to reach/market to them?:** - Haven't

**What new changes do you want to make to your marketing strategy?:** - SEO

- Social media (Facebook, Instagram)

- YouTube

- Website

- Radio marketing

**What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?:** - No marketing/advertising

- Holistic, foot reflexology, deals with overall health/wellness

- Partnership with a franchise called Foot Solutions, offering custom orthotics

**What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?:** N/A

**Years In Business :** Startup

**Who are your competitors?:** Foot Nurse CA

Foot Care Nurse Ca

**1st Competitor Website?:** <https://www.thefootnurse.ca/>

**2nd Competitor Website?:** <https://www.thefootcarenurse.ca/>

**Website in your industry that you like?:** <https://footsolutions.com/>

**OPTIONAL: Another website in your industry that you like?:**

**What do you like about these websites?:** - It comes off as a big company

- Aesthetics

- Flow of the website

- High end, professional

**Your Company Marketing Budget for next 12 Months?:** \$1K - \$5K

**What marketing services are you interested in trying?:** SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, LinkedIn Advertising, Google Adwords, Google My Business, YouTube Ads, Facebook Ads, Facebook Marketplace, Instagram Ads, Social media advertising, Public Relations/Press Mentions, Affiliate Marketing, Door To Door, Website Design, Podcast Marketing, Other