

3-Minute Script Teardown

This is what Dr. Bob's days used to look like... He'd sit at his desk and get hammered by calls from different marketing agencies... All pitching their services to "help" grow his practice. These companies kept telling him he needed to do things like search engine optimization (SEO)...pay per click (PPC) advertising...blogging...social media...and even video marketing.

Introducing the problem

Dr. Bob knew these people were onto something. He used to rely mostly on referrals and word of mouth, but today, those approaches alone no longer cut it.

Still, he was having a hard time making sense of all the different digital marketing approaches, figuring out which ones were the best fit for his practice, and how much he should be paying for all of them.

Plus, he'd heard too many horror stories about physicians hiring marketing agencies, only to end up spending way too much time helping them come up with content ideas. Or even going over everything with a fine toothed comb to ensure legal compliance.

Expanding the problem / raising the stakes

Dr. Bob definitely didn't want to go THAT route...he needed to spend his valuable time running his practice and treating his patients.

This was before Dr. Bob found a solution that allows him to EFFECTIVELY grow his business through online marketing... WITHOUT all of the hassles, headaches, and wasted time and money he was afraid of. That solution is [REDACTED].

Introducing the solution

Rather than using cookie cutter approaches to promote Dr. Bob's practice, the [REDACTED] team was able to quickly get up to speed, and become an extension of Dr. Bob's own staff. They learned every aspect of his practice, understanding why he's passionate about his business, and identifying the unique value that only he can provide to his patients.

Next, the [REDACTED] team came up with a marketing plan to get Dr. Bob more prospects. The game plan included customized content creation -- like blog informative blog posts that contain the right keywords -- giving Dr. Bob more ways to help his website get found online.

Explaining the solution

The [REDACTED] team even brought its OWN legal experts to the table, making compliance worries a thing of the past for Dr. Bob.

Using all of these approaches and more, they were able to eliminate all the waste from Dr. Bob's marketing efforts... Cutting costs, increasing revenue, and helping Dr. Bob finally create the thriving practice he'd always dreamed of.

If you want to devote more time to building your business, and less time worrying about your marketing,

Call to action

fill out the form on this page for a complete marketing assessment today. **[REDACTED]** : **Be Relevant. Be Personal. Be Anticipated.**