

**1** **Analysis.** One written, comprehensive Marketing Analysis with detailed actionable items to be performed over the course of the contract. We use both the current New Patient value and either hard counts of the D0150 code or other data to platform a budget, goals for ROI, and the initiatives needed to achieve maximum New Patient acquisition based on spending limits.

**2** **Branding.** Our team will assess and edit your current brand as needed or create a brand for your practice if one is not already in place. This includes logo design (up to 15 revisions); collateral design (letterhead, business cards, appointment cards, practice brochure, intake forms, or other design as requested); exterior sign design (we will coordinate fabrication, installation, repairs as necessary, etc.) and print or digital marketing to enhance and/or promote the brand (more about this below).

**3** **Website Design.** We typically control a client's web presence during the length of the contract, so we don't have to go through a third party for revisions, updates, or additions. If your practice already has a website, we will assess its functionality, brand alignment and efficacy, and make revisions as necessary. If you do not have a website, we will design one in keeping with your brand aesthetic. Clients are responsible for domain name purchases and hosting fees. If you do not wish to manage this aspect of your site, we will handle them and invoice you for the related charges. We also provide blog posts for your website Blog page and post them on your behalf. The Client may control the editorial calendar of Blog page posts, identifying topics they want patients to see/read, so all posts are relative to the work you are doing or prefer to do.

**4** **Google Analytics.** We will set up and manage your Google Analytics page so that you (or anyone on your team) can monitor site visits and engagement.

**5** **Monthly Newsletter Email Blast.** We offer a customized email newsletter to go to patients of record so that you can stay at the top of mind. Each practice has their own editorial calendar that can be customized to its specific brand, procedures you would like to promote, education you feel your community would appreciate, or office internal options you would like to highlight. These newsletters are delivered to your list, which is updated monthly by our team, through Constant Contact. Please note; email platforms will cancel your subscription if they determine you have purchased an email list, so all emails must be organically captured by your team.

**6** **Print and Digital Marketing Design.** During the course of the contract, our team will design and submit (at the Client's request, post-approval) all print and digital media on the practice's behalf. This includes print ads, postcards, digital advertising, brochures, etcetera. The Client is responsible for all costs related to placement, and for the delivery of any risk-reduction initiatives mentioned. All designs must be approved by the Client prior to placement, in writing. Post contract, the Client owns all designs and may use them at will. PDC reserves the right to use said designs in our portfolio of work.

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**Social media management.** Our team will post on your preferred social media platforms twice per week, Tuesday and Friday. We will also place additional personal posts on the Client's behalf as requested – assuming the client has photographs or events they would like to share. Our team must be made administrators on your social media accounts to perform these tasks.

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**LED sign Management.** We create an editorial calendar of sign imagery and messages to go along with things happening in your city/area, important communication you wish patients to see, and offers (as agreed). These are given to the client for feedback/instruction and, once approved, delivered to your sign software remotely using either VPN access to your controlling laptop, or Splashtop™. Edits and suggestions are welcomed.

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**Communication.** Phone call, email, and text support is offered and encouraged; especially as we may be under deadline for placement on some projects. The client may also opt for bi-monthly calls to discuss ROI, success, adjustments, or other topics related to our marketing efforts. We reserve the right to ask for additional calls, texts, etc., to stay on deadline for impending projects.

**\* All Services are available for in-person coaching clients.**