



## **'FALL' INTO SUCCESS - YOUR PRACTICE'S SEASONAL GUIDE!**

As summer winds down and we approach the busy fall season, now is the perfect time to prepare your podiatry practice for the influx of patients. In this edition of our newsletter, VMD Services is dedicated to equipping you with the tools and insights to thrive this season. Whether you **NEED** to optimize your website, maximize your social media presence, utilize pay-per-click advertising, or spruce up your email marketing, our team has got you covered! Dive in, explore, and let's make this fall season explode with patient volume!

**Be sure to check out VMD Services current promotions!**





# 5 Ways You Can Prepare for Fall Now!

**1. Revamp Your Website for Fall - or Risk Being Overlooked.** Typically, your website is the first thing patients see and take it from us - first impressions matter. It is important that your site is up-to-date, fast-loading, and SEO-optimized so current and potential patients have the best possible experience.

**2. Harvest Strong Patient Relationships - Before They Withers Away.** Podiatrists who prioritize enhancing and fostering strong patient relationships can significantly boost loyalty and retention. Our marketing strategies not only help you implement these changes, but also encourage patients to return for future care. We drive both loyalty and positive reviews, helping your practice grow through repeat visits and patient feedback.

**3. Fall Promotions: Rake in New Patients or Get Left Behind.** The busy fall season is the perfect time to boost your patient numbers, and combining a well-executed referral program with our Integrated Local Solutions system is the way to do it. Without the right promotion, you could miss out on valuable new patients. Our ILS platform helps you generate more reviews, enhance local listings, and attract high-quality leads, ensuring your practice stays ahead.



**4. Falling for Foot Care - but is Your Content Engaging?** Autumn is a fantastic theme for content, but creating it can be a challenge. Are your blogs and social media channels captivating your audience? Does your SEO performance prove that? Sharing tips on foot health, fall footwear, and DIY foot care recipes can attract and engage patients, but only if done right. Let us handle your autumn content strategy, so you can focus on what you do best - caring for your patients.

**5. Festive Fall Newsletters - or Just Another Email?** Newsletters are a powerful tool to reconnect with former patients and keep your practice top of mind, but they can get overlooked in a busy inbox. As the premier marketing agency specializing in patient newsletters, we craft visually appealing, content-driven newsletters that tackle the specific concerns your patients face. Our newsletters are designed to not only inform, but also guide patients back to your practice for additional treatments.

**6. One Last Tip Before You Go. Stay connected - or Risk Losing Touch.** Following up with patients is crucial, but are you doing it in a way that truly keeps them connected? Customized emails, text messages, and post-visit follow-ups not only keep your patients engaged but also ensure they stay loyal to your practice. With VMD Services tailored approach, your patients will remain committed to your practice, reducing the risk of them seeking care elsewhere.



# Harvest Your Practice With Google Ads

As a podiatrist, you understand the importance of precision - whether it's diagnosing a condition, performing an operation, or developing a treatment plan. But are you applying the same level of precision to your marketing? If not, it's time to consider the power of Google Ads.

## Are You Using Google Ads Yet?

Imagine your practice being the first name patients see when they search for foot and ankle care online. Google Ads makes this possible. Unlike traditional advertising, where you might cast a wide net with little return, Google Ads targets patients actively searching for your services. This means your ad appears only when it matters most - when potential patients are looking for the exact expertise you provide.

## Partner with VMD Services: Your Google Ads Experts

Here's the best part: As a Google Ads-certified team, we specialize in maximizing your return on investment. With our deep knowledge of the platform, we can help you get the most out of your ad spend, ensuring your campaigns generate more clicks, attract more patients, and fuel your practice's growth. Our team's expertise in Google Ads means we know how to fine-tune your strategy for optimal performance. Get in touch with us today and let us make your Google Ads work harder for you! Read further to learn more about an exclusive Google Ads offer!



Check out how VMD Services can help you with your Pay-Per-Click Advertising today!





## 'Fall' For Our Special Offers

### **Fall Into A Fresh Look**

Ready to cozy up your online presence this fall? Our fully customizable, personalized websites are here to help. Starting at just \$4,000, you can 'leaf' the outdated design behind. As a token of appreciation, we are offering FREE hosting for the first two months! Reach out to learn more!

### **Carve Out Success - With A Customized Full-Service Marketing Plan**

It's time to keep patients falling in your waiting room! Our customized marketing plans, specific to your practice, start at just \$1,200 and are designed to meet your unique goals and needs. Whether you're looking to spice up your online game or grow your overall patient base, we've got the perfect plan to help you fall into success.

## Google Ads

### **Fall Into Savings**

Google offers an exclusive promotional credit for new clients, giving you up to \$500 in ad spend credit. When you open a new account and spend \$500 within the first 60 days, Google will match that amount with a \$500 credit, doubling your budget! This offer allows you to significantly increase your ad exposure at no additional cost, helping you attract more potential patients and maximize your return on investment right from the start!

**Get started today!**

