

TAA DOWNLOAD

Advanced Techniques for Practice Success

THE Aesthetic Academy™ 2014

February 15 - 16 • Four Seasons Hotel • San Francisco, CA

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RE-STATEMENT OF TOPIC

Reasons For Failure Practice Manager Headaches

- Marketing Budget Running Amok
- Staff Not Doing Marketing Job
- Branding Challenges
- Faulty Planning



Six Major Google Initiatives That Change the Future of SEO

1. '(Not Provided)'
2. Page Ranking Has Gone.
3. Hummingbird
4. Google+
5. Authorship
6. In-Depth Articles



The Internet Is Google

- **Organic Search**
- **Mobile**
- **Social (Google+)**
- **Ad words (boost - Safety Net)**



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Organic Google Performance Requires

A ISR Action Plan Includes

- Smart SEO
- Great Mobile
- A Social Media Platform
- Well designed Internal Marketing



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Mobile Facts

- **!!!!!!** More Mobile Device Users Than the Size of US Population!
- **49.7%** of Mobile Users Have Smart Phones (**110** million people in the US)
- **78%** of Mobile Devices Run on Android
- **6%** of Mobile Devices Are On iPhones/iPads
- **16%** All the Rest!



The Manager's ISR Jobs

- Convincing the Doctor the Internet is Important
- Monitoring Internet Marketing Results
- Handling Doc's "Fire Calls"
- Creating New Content
- Monitoring Web Search Positions
- Managing Social Media Metrics
- Internet – Internal Marketing Integration
- Maximizing SEO Marketing Support
- Review Site Offensives
- Controlling Internet Marketing cost
- Investigation of New Changes
- Training Staff to work the Internet System

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INTERNET WORK ASSIGNED

	DOC	Manager	Int & SM Coord	INT HOST	CONSULT
1. SEO - Organ.Results Original Content Gen.					
Text	✓	✓	✓		
Images	✓	✓	✓		
Videos	✓	✓	✓	✓	
2. Electronic Mail Advertising					
Market planning		✓	✓	✓	?
Copywriting			✓		?
Landing Page design			✓	✓	?
List building			✓		
3. Reputation Management					
Set up		✓	✓	✓	?
Success story Procurement	✓	✓	✓		
Posting			✓		?
4. Pay-Per-Click					
Promotional Landing Pages design		✓	✓	✓	✓
PPC Management		✓	✓	✓	?
Posting and Hashing			✓		?
4. Social Media Management					
Management		✓	✓	✓	✓
Posting and Hashing	✓	✓	✓		?
5. Referring Site Traffic monitor					
Supplies and Vendor		✓	✓		
Vigilance and negotiation			✓		
Purchased			✓		
6. Lead Management					
E-mail					
Phone Inquiries					

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Take Five Key Steps to Ensure Your Future!

- You and the Doc Get On Board With Your Internet Responsibilities
- Start Your ISMRM Plan
- Bench Mark Key Internet Mktng Programs
- Demand More Support From Vendors
- Hire a Full Time Internet/SM Coordinator



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