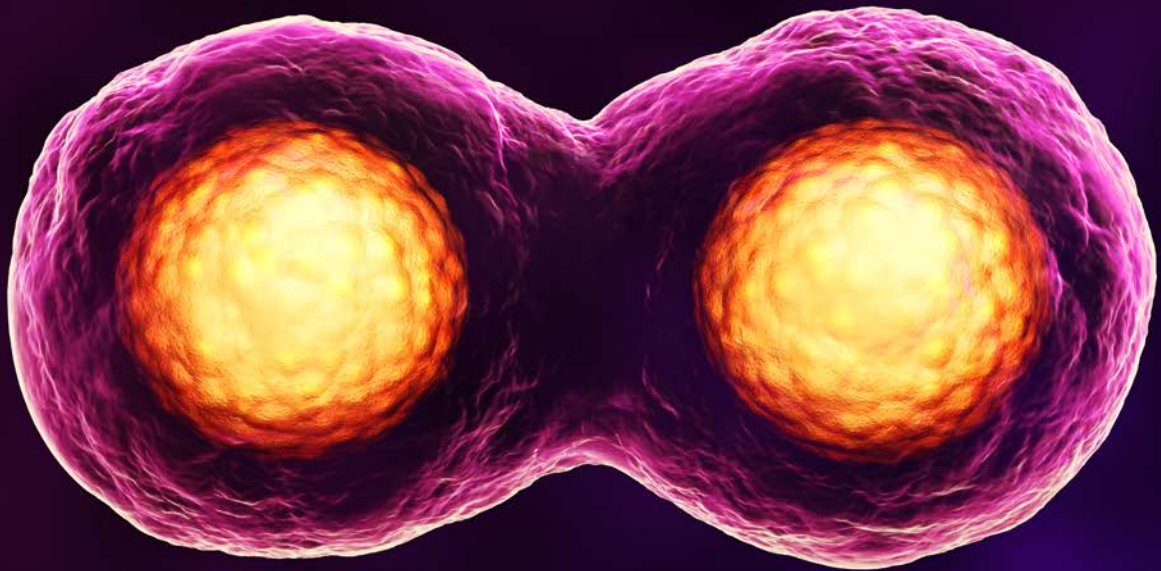


Rapid Growth Marketing System for Medical Practices



How to Find New Patients
and Grow Your Practice

What would you do with 75% more leads?

How would your practice's financial outlook improve if your patient bookings **doubled** or even **tripled**?

We've been able to increase the number of patient leads for medical practices by as much as 75% while at the same time lowering the cost per lead by an amazing 80%, using the exact system contained in this step-by-step guide.

Our Rapid Growth Marketing System is designed specifically for outpatient medical practices and uses a combination of social and pay-per-click advertising enhanced by A/B testing, email automation, and retargeting ads.

Here is the **step-by-step plan** we use to get these results and dramatically grow practices like yours:



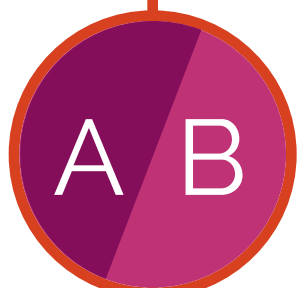
Target Your Ideal Patients

Reach Your Audience with Facebook Ads



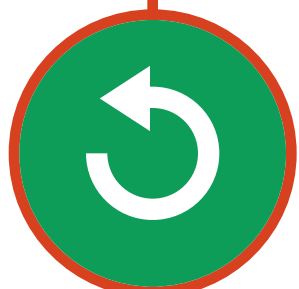
Attract the Hottest Prospects

Use Strategically Optimized Google Adwords Campaigns



Increase Conversions

Test and Optimize Your Lead Funnels



Close the Loop

Remarket and Nurture Your Prospects Using Retargeting Ads and Email Automation

On the next page you'll find out how each step in the system works to **drive patient leads**.

Target Your Ideal Patients with Facebook Ads

- Find and target relevant diseases, conditions, and demographics using Facebook's powerful tools.
- Build Facebook "audiences" based on current site visitors, conversions, and lookalikes.
- Test and refine ad images and copy to discover what speaks to potential patients.
- Send Facebook visitors to "soft-selling" informational blog posts rather than sales pages.



Facebook ads appear directly in the user's timeline, as well as in the right hand rail (sidebar), on desktop computers, tablets, and mobile devices.

Attract the Hottest Prospects with Google Adwords

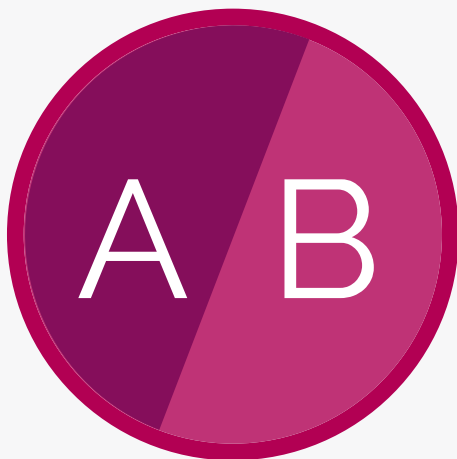
- Start with analysis of competitor campaigns and learn from top advertisers in your space.
- Create highly segmented campaigns, ad groups, and keyword lists and begin testing.
- Experiment with messaging and ad copy directed at specific segments within your campaigns.
- Create specialized landing pages to improve visitor experience and increase conversion rate.



Google Adwords ads appear at the top and in the right sidebar of the search results. Users that click on ads have high intent and are closer to making a decision about where to go for treatment.

Increase Conversions by A/B Testing Your Funnels

- Test ad creatives in both Facebook and Adwords, always testing new ideas against your winners.
- Create variations of landing pages with alternate headlines, copy, images, layout, and styling.
- Experiment with placement of credentials and affiliations to help build trust.
- Split test key elements on your conversion pages - contact forms and lead capture pages.



A/B testing or 'split testing' is done by sending 1/2 of your visitors to an alternate page where one or more elements is different. A/B testing can increase your conversion rate by 50% or more.

'Close the Loop' with Retargeting and Automation

Use platforms like Adroll and Adwords to retarget visitors to your key pages (landing pages, blog posts, contact forms) who have not yet converted into leads. Those visitors can then be shown targeted ads on display network websites as well as on Facebook.

Set up email automation sequences with Mail Chimp or Infusionsoft (there are many options) to nurture leads who contact you but do not immediately book an appointment.



98% of visitors to your website are not ready to take action on the '1st touch'. Retargeting ads and email automation allow you to establish a connection with prospects so you remain top of mind.

Need Help?

Implementing this marketing plan can have a dramatic impact on your lead volume and your bottom line. It is the fastest method we have found to attract highly qualified leads and to grow your medical practice.

If you have any questions or would like help in implementing such a plan for your practice, give us a call or email us for a complimentary consultation.

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