

Connect the Clinics

# Connect the Clinics Presents: The Ultimate Marketing Guide for Healthcare Clinics

*We help dental practices get new patients.*



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# ABOUT CONNECT THE CLINICS

*Who we are, why we exist, and what we do*



# WHO WE ARE

Connect the Clinics is a specialized digital marketing agency focused on empowering healthcare practices. Leveraging our expertise in marketing technology and online visibility strategies, we've been instrumental in driving growth and profitability for healthcare providers.

Our services are tailored to meet the unique needs of the medical industry, ensuring clinics not only attract new patients but also operate more efficiently.

With years of experience and a track record of success, we are your ideal partner in navigating the digital landscape to elevate your practice.



# WHY DOCTORS SHOULD BE ONLINE?



In the evolving landscape of healthcare marketing, traditional methods like flyers, local ads, and billboards have taken a back seat to the digital revolution.


Regardless of the demographic—be it Baby Boomers, Millennials, or Generation Z—the search for healthcare providers invariably leads online. Today's successful clinics understand the critical importance of digital presence, especially on search engines like Google.

This digital shift underscores the pivotal role of strategic online marketing in ensuring a clinic's growth and accessibility to all patient generations.




Hi Sam,  
How can we assist you?

Keyword	Position
Best Dentist near me	 1
Best Optometrist near me	 1
Physiotherapist in Miami	 2
Braces in Vancouver	 1




**Your Optometric Practice** 

5.0  (732) 



■ Other Optometric Practice





■ Other Optometric Practice



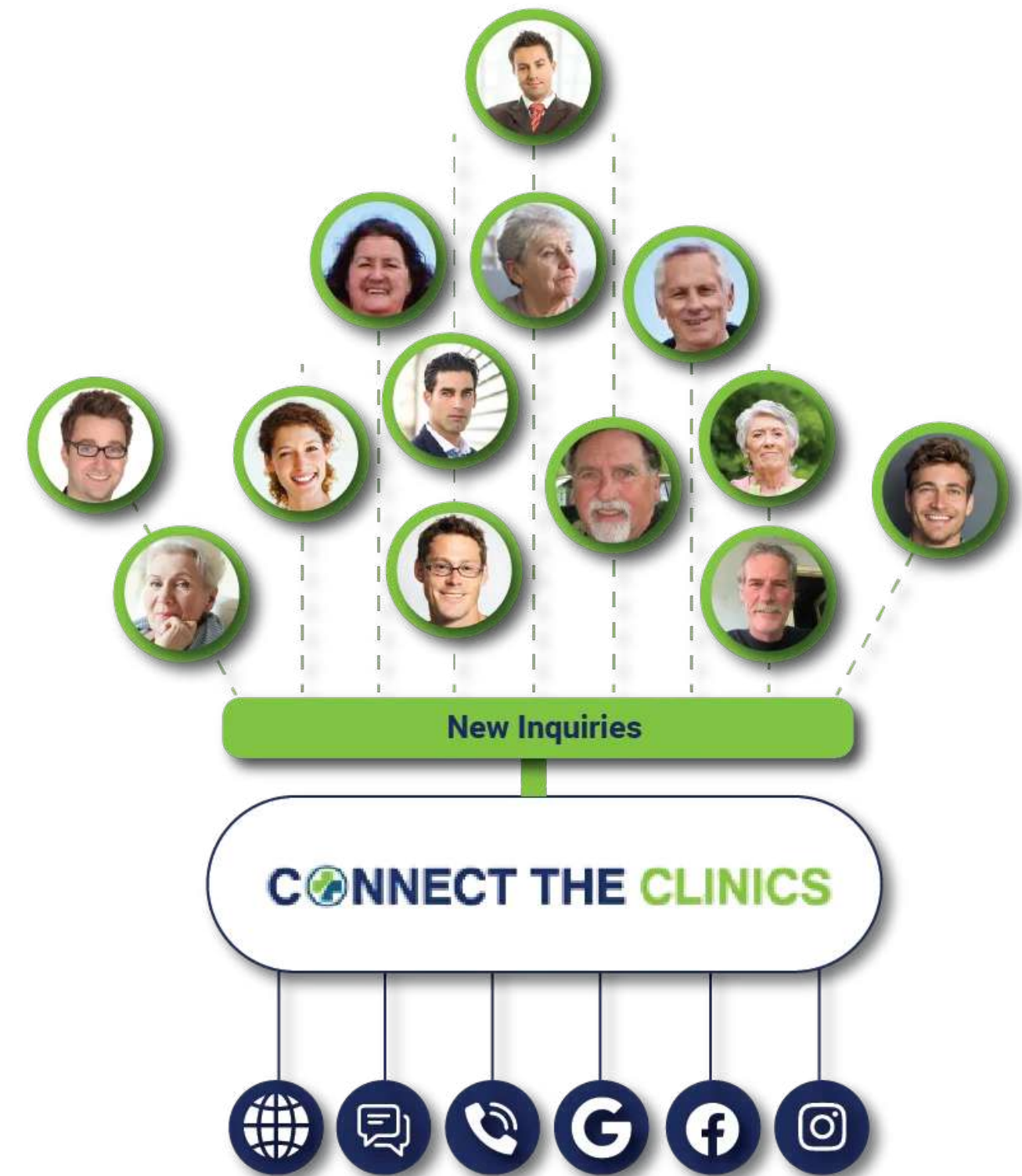


# TOP DIGITAL PRIORITIES

We believe the key to a successful online presence revolves around 2 main things:

1. Strategic Online Presence: Combine SEO, paid ads, and social media marketing to ensure your healthcare practice dominates search results and social platforms, making you the first choice for potential patients.
2. Leverage website design, live chat, and CRM integration with a focus on creating an engaging, responsive online environment that attracts, retains, and satisfies patients.

Discover how our comprehensive guide can transform your practice's digital strategy—dive in now and see the difference!







# DECODING THE GOOGLE CODE

*Unlocking the pros and cons of paid ads, local map rankings, and organic SEO*



# UNDERSTANDING GOOGLE SEARCH

## Google Ads

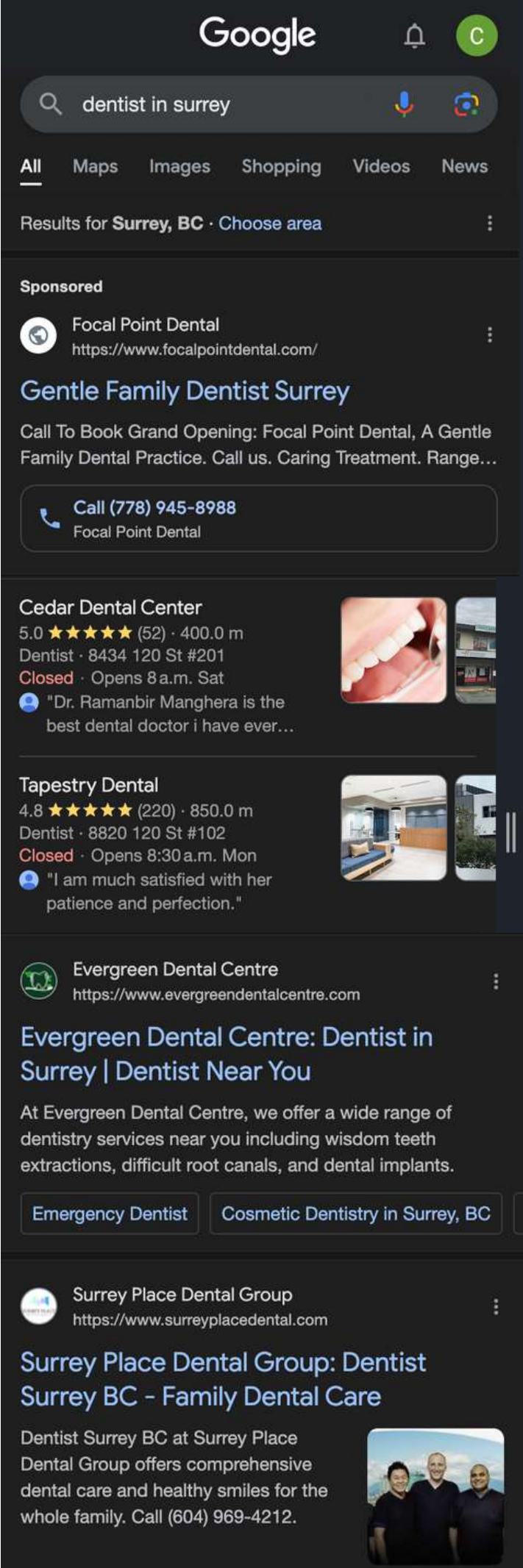
With Paid Ads, your clinic appears right where patients are looking, ensuring immediate visibility. Use this direct approach to quickly attract new patients by appearing in targeted search results

## Google Business Profile

Your Google Business Profile acts as your clinic's digital storefront, making a strong first impression on local searchers. Keep it updated with hours, services, and photos to stand out in local searches.

## Search Engine Optimization

SEO is your foundation for sustainable online growth, helping your clinic rank higher in search results. By optimizing your site with relevant healthcare keywords and quality content, you attract more organic traffic and establish a trustworthy online presence.



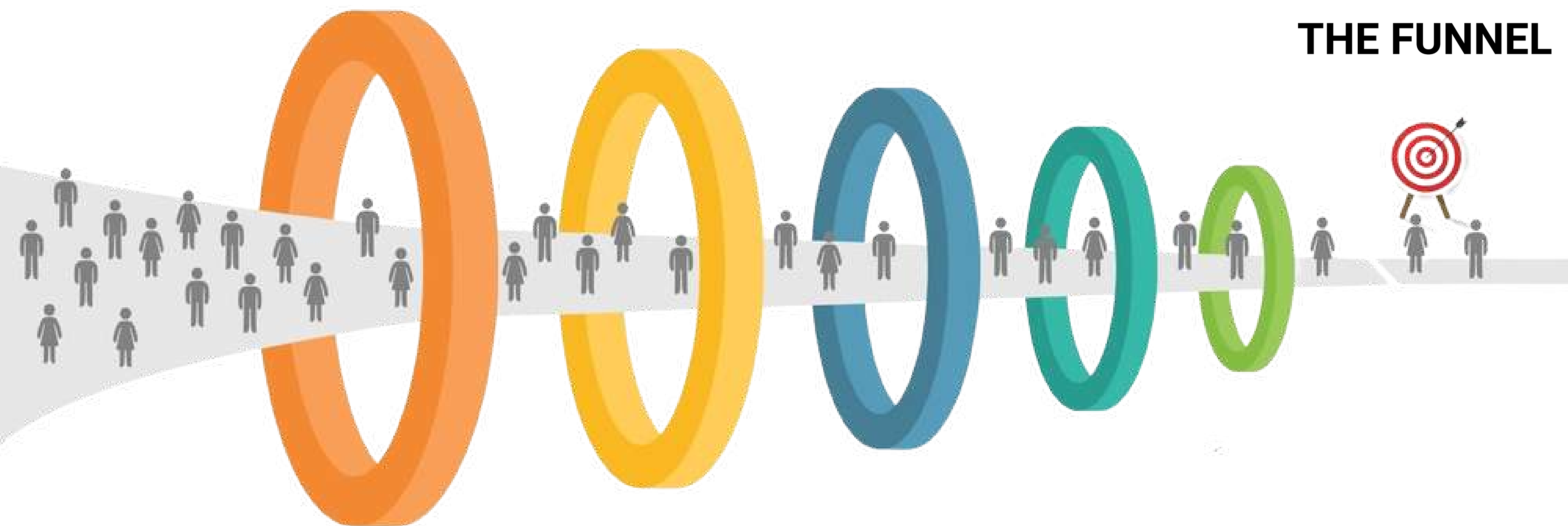
Paid Search Ads

GBP Ranking,  
Local SEO

Organic Search  
Results, SEO



# THE FUNNEL



## Awareness

**Action:** Understanding Patient Needs

**CTC:** Addressing Patient Concerns Quickly

## Search

**Action:** Patient Seeks Relief Online

**CTC:** Secure Top Search Rankings for Your Clinic with Our SEO

## Evaluate

**Action:** Patient Evaluates Options

**CTC:** Showcasing Your Successes with Reviews and Patient Stories

## Contact

**Action:** Patient Reaches Out

**CTC:** Seamlessly Connecting with You Across All Platforms

## Convert

**Action:** Patient Books an Appointment

**CTC:** We Ensure your Team Provides a Great Booking Experience



## ONLINE / DIGITAL

Expense

ROAS

\$  
Google Paid Ads

\$  
Google Paid Ads

\$  
Facebook Ads

\$  
Facebook Ads

\$  
Social Media

\$  
Social Media

\$  
SEO

\$  
SEO

## OFFLINE / INTERNAL

Expense

ROAS

\$  
Print / Publishing

\$  
Print / Publishing

\$  
Referrals / WOM

\$  
Referrals / WOM

\$  
TV / Radio

\$  
TV / Radio

\$  
Postcards

\$  
Postcards



## SELF AUDIT

\$  
Total Marketing Spend

\$  
Total New Patients

\$  
Total Customer Acquisition Cost





# OUR SERVICES & SOLUTIONS

*Explore how CTC drives patient growth and enhances online visibility*



# OUR SERVICES



## SEO

Boost clinic's search rankings with tailored SEO



## SOCIAL MEDIA

Connect with patients on popular Social Media platforms



## REVIEWS

Enhance reputation with managed positive Reviews



## LIVE CHAT

Engage visitors instantly with Live Chat



## PAID ADS

Boost clinic's search rankings with tailored SEO



## WEBSITE DESIGN

Design patient-centric websites that convert



## REFERRALS

Drive growth through patient Referrals program



## CRM

Simplify patient interactions with our CRM



# SEO

## WHY

SEO leads boast a 14.6% close rate, far surpassing traditional advertising.

## HOW

Our SEO strategy increases your site's visibility and attracts targeted traffic.

## FEATURES

- Research and implement targeted keywords to attract relevant visitors to your site.
- Enhance your website's structure and build quality backlinks for higher search engine rankings.
- Optimize your Google My Business listing and local citations to dominate local search results.



# PAID ADS

## WHY

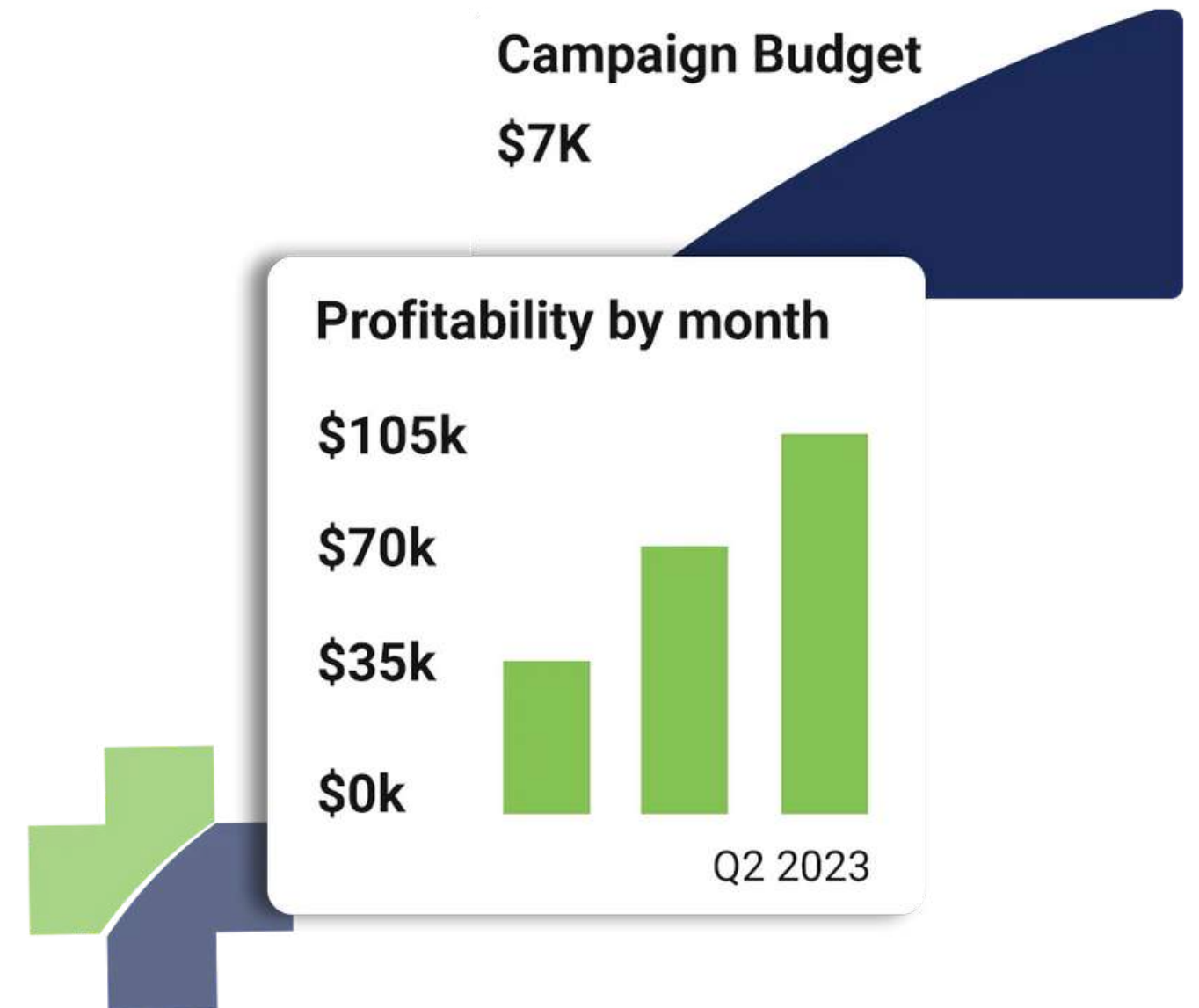
Paid advertising fast-tracks lead generation, directly reaching potential patients when they're most likely to convert.

## WHY

We craft highly targeted ad campaigns focused on capturing qualified leads, optimizing every click towards generating patient inquiries.

## FEATURES:

- Develop ad campaigns specifically designed to generate leads, using compelling calls-to-action and landing pages optimized for conversion.
- Utilize advanced targeting options based on demographics, interests, and behaviors to reach individuals actively seeking your services, ensuring higher conversion rates.
- Monitor campaign performance in real-time, adjusting strategies as needed to maximize lead generation and reduce acquisition costs, ensuring you get the most out of your ad spend.





# SOCIAL MEDIA

## WHY

41% of consumers are influenced by social media in their healthcare decisions.

## WHY

We engage your audience with strategic social media content to build community.

## FEATURES:

- Craft engaging, informative content that resonates with your audience and promotes your clinic.
- Actively interact with your audience, responding to comments and messages to build relationships.
- Use social media analytics to track engagement and refine your strategy for better results.



# WEBSITE DESIGN

## WHY

75% assess a company's credibility based on its website design.

## WHY

Our custom web design enhances user experience and clinic reputation online.

## FEATURES:

- Ensure your website looks and works perfectly on all devices, from desktops to smartphones.
- Design an intuitive site structure that makes it easy for visitors to find information and book appointments.
- Create content that not only engages visitors but also improves your site's SEO performance.





# REVIEWS

## WHY

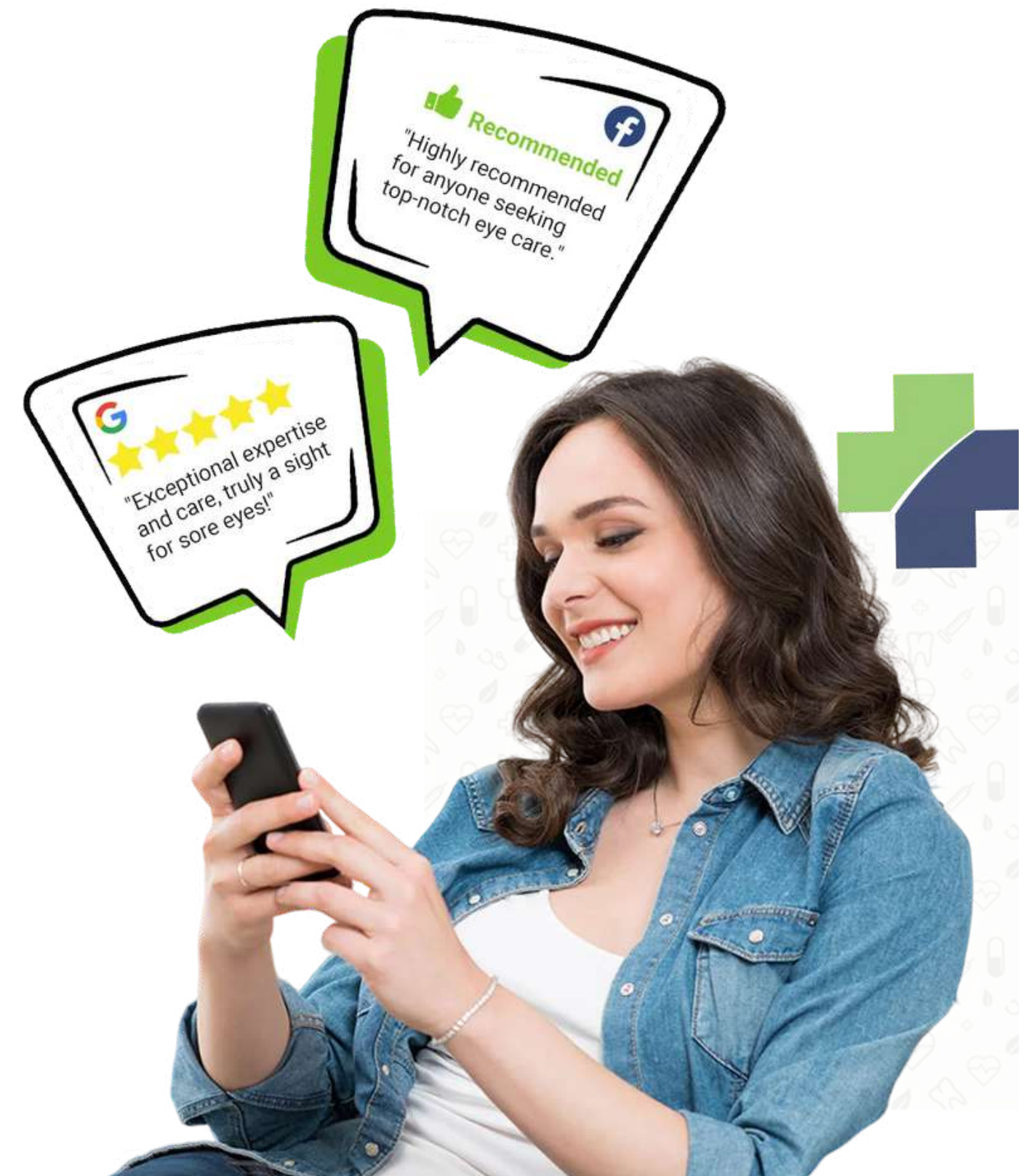
84% people trust online reviews as much as personal recommendations.

## HOW

We amplify your positive online presence through proactive review management.

## FEATURES:

- Manage all reviews from different platforms in one place for easy monitoring and response.
- Automatically solicit reviews from satisfied patients, increasing the volume of positive feedback.
- Receive instant notifications about new reviews to engage promptly, thanking patients or addressing concerns.



# REFERRALS

## WHY

Referrals are 4 times more likely to convert, making them a high-value patient acquisition channel.

## WHY

We implement a structured referral program to turn satisfied patients into powerful advocates.

## FEATURES:

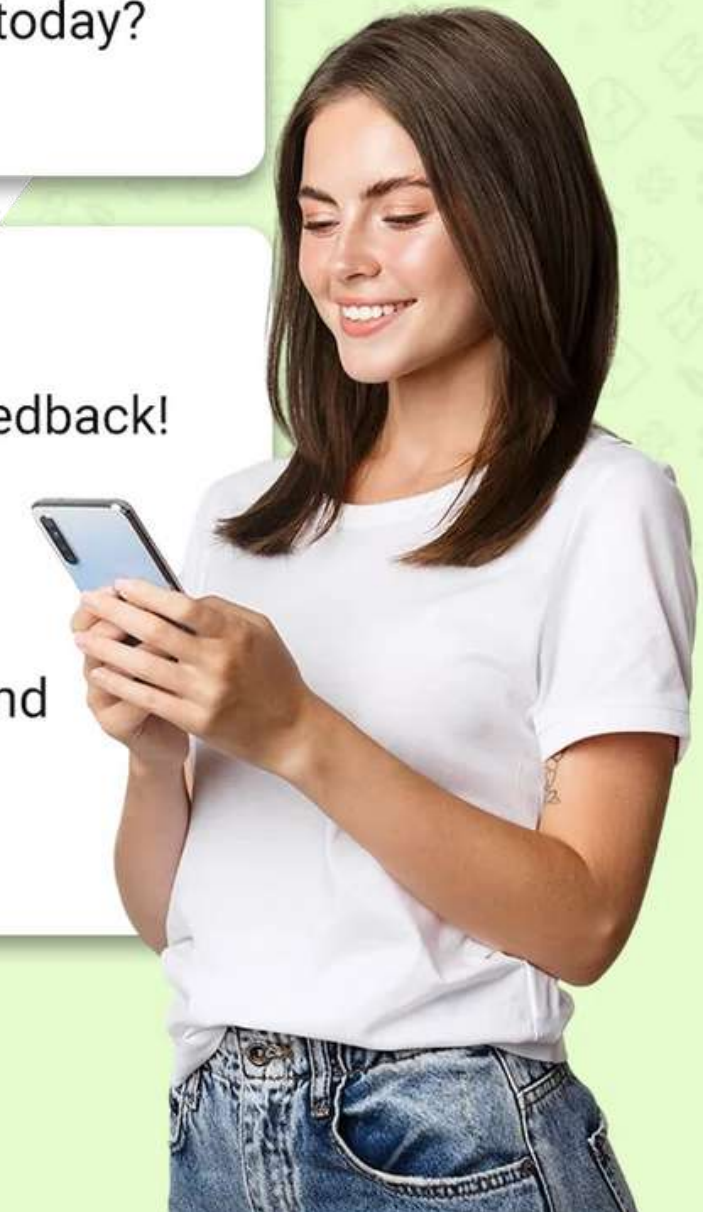
- Incentivize patients to refer others by offering rewards that motivate sharing, enhancing program participation.
- Easily monitor referrals, participation rates, and reward redemption, ensuring the program's effectiveness and transparency.
- Provide seamless tools for patients to share referral information, making it effortless for them to introduce your clinic to potential new patients.



Hi Kamelia,  
How was your experience today?  
<https://bit.ly/review>



Hi Kamelia,  
Thanks for your positive feedback!  
We're delighted to hear  
that your last visit was  
very beneficial to you.  
Click this link to recommend  
us to your friends  
<https://bit.ly/ctcreferrals>





# LIVE CHAT

## WHY

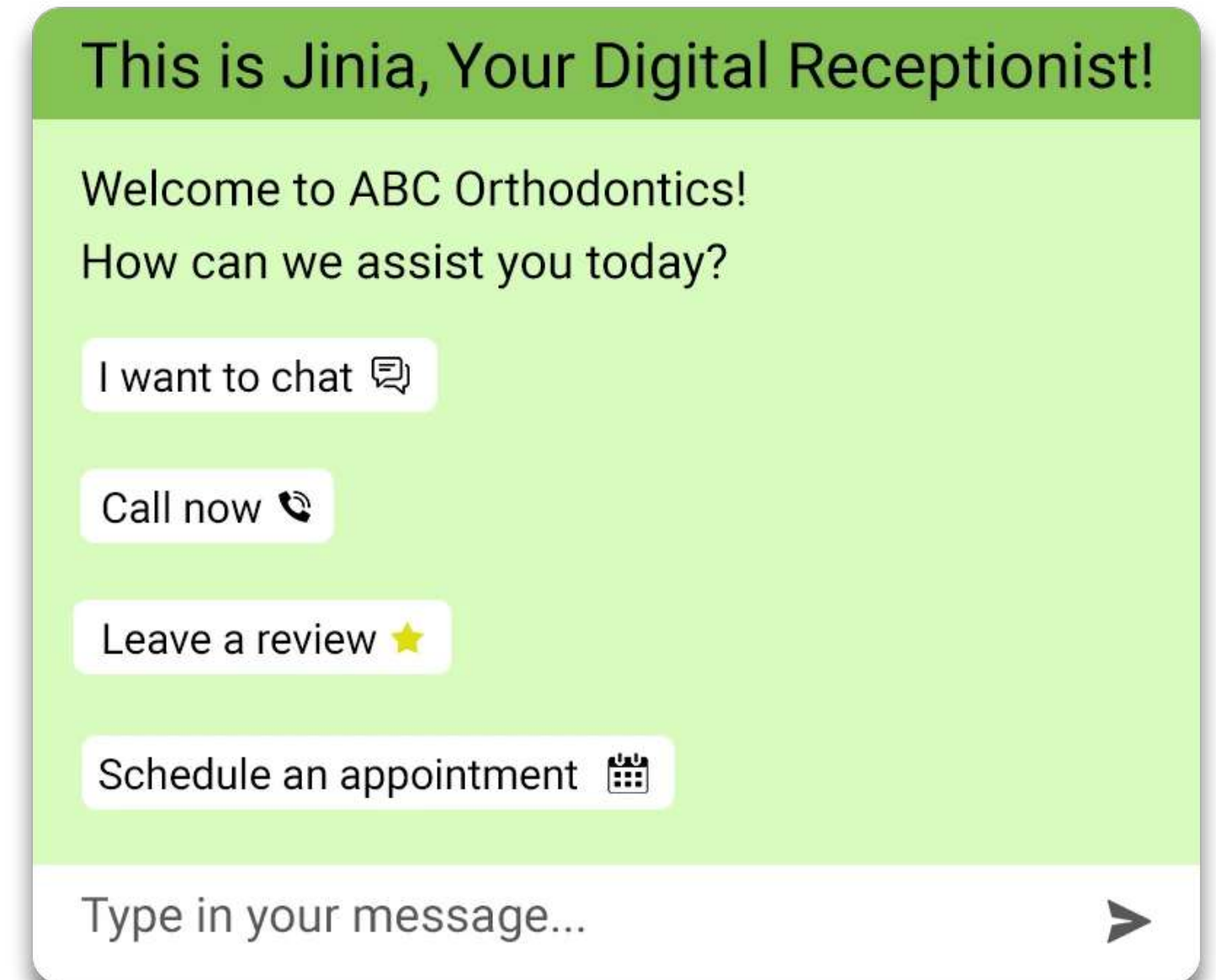
Live chat can increase conversion rates by 45% with instant support.

## WHY

We implement 24/7 live chat for real-time engagement and lead capture.

## FEATURES:

- Offer round-the-clock support to answer patient questions anytime, improving satisfaction and conversion chances.
- Tailor the chat widget's appearance to match your clinic's branding, providing a seamless user experience.
- Track chat interactions to understand patient needs better and optimize your service offerings.



# CRM

## WHY

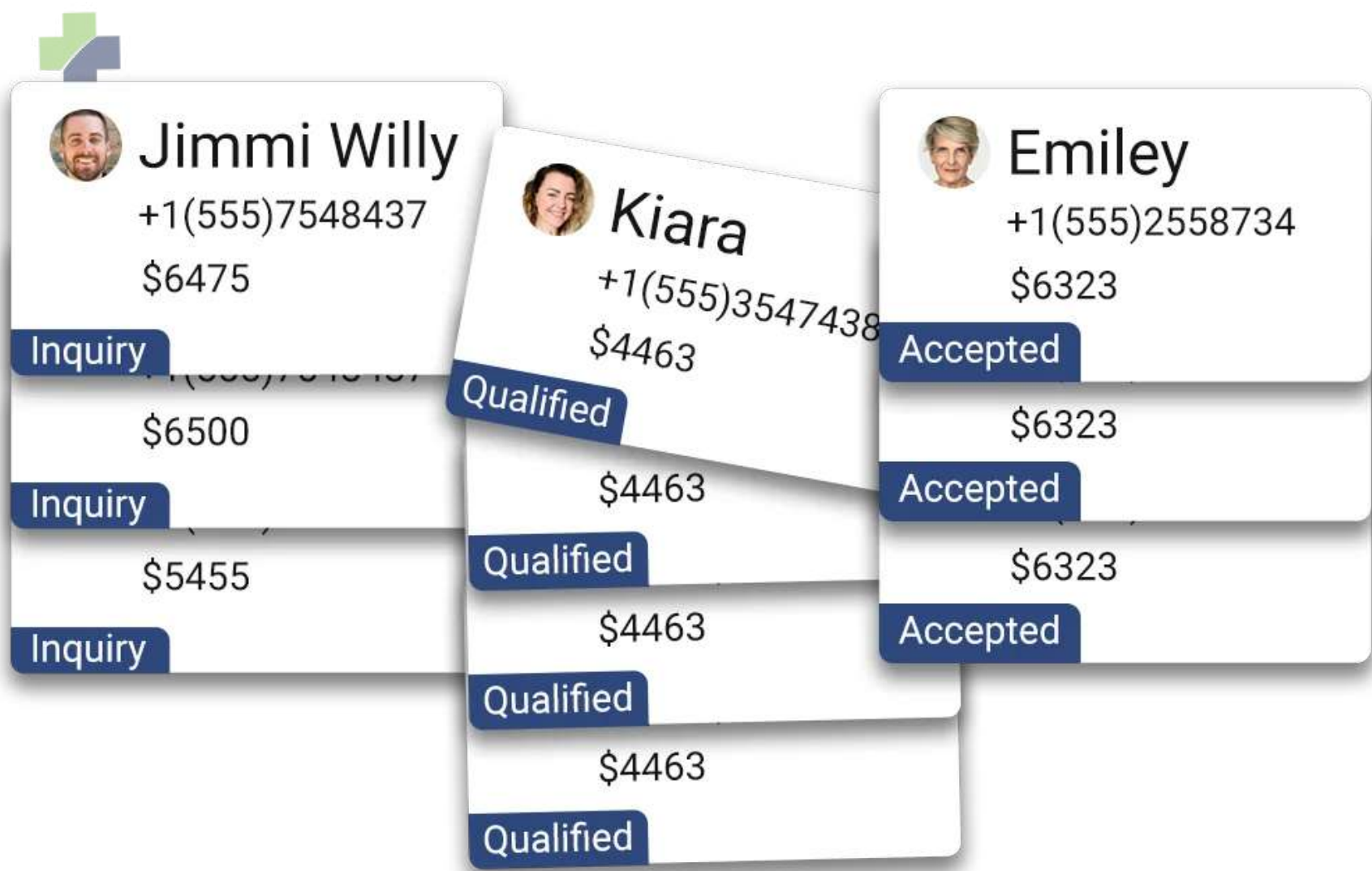
A CRM system can improve patient retention by up to 27%, driving long-term engagement and loyalty.

## HOW

Our CRM solutions streamline patient communication and management, nurturing relationships to maximize retention and satisfaction.

## FEATURES

- Keep all patient data organized and accessible in one place, enabling personalized communication and targeted marketing.
- Set up automated appointment reminders, follow-up emails, and personalized messages to keep patients engaged and informed.
- Gain insights into patient behavior and preferences, allowing you to tailor your communication and services for maximum effectiveness.







# CLIENT SUCCESS STORIES

*Exploring success stories, how clients thrive, and what it means for you*



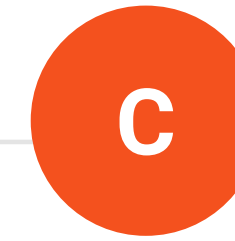
**Dr. Emily Foster**

I'm blown away by the expertise of this digital marketing agency! Thanks to their tailored strategies, our clinic's online presence skyrocketed. In just a few months, ... [more](#)



**Hasan Raza**

Connect The Clinics has been our go-to for digital marketing, and we couldn't be happier with the results. Their team takes the time to understand our clinic's unique needs ... [more](#)



**Dr. Charlotte Green**

I can't thank Connect The Clinics enough for their outstanding work. We've seen a significant 40% increase in online engagement and a 25% rise in appoin ... [more](#)



**Aarav Patel**

Our clinic has experienced a noticeable 35% uptick in website traffic and patient engagement since working with them. Their team goes above and beyond to ... [more](#)



**Rohit Sharma**

Working with Connect The Clinics has been an absolute pleasure. They took the time to understand our clinic's goals and delivered a tailored digital marketing strategy ... [more](#)



**Jaswinder Singh**

I'm incredibly impressed by the impact Connect The Clinics has had on our clinic's digital marketing efforts. Their team is knowledgeable, responsive, ... [more](#)







# OUR APPROACH

*Understanding our process, typical strategy, and next steps*



# TYPICAL GAME PLAN

Each practice is unique, but we also suggest the following steps:

- **Build a Solid Foundation:** Start by creating an exceptional website, ensuring clean and consistent listings across all platforms, and actively collecting high volumes of 5-star reviews each month.
- **Level Up with Paid Ads & SEO:** With a strong foundation in place, it's time to elevate your marketing efforts. Implement targeted paid advertising and SEO strategies to reach prospective patients actively searching for a dentist in your area.
- **Integrate Social Media:** While we typically don't recommend social media as a standalone strategy, it can complement your overall marketing approach when integrated with paid ads and SEO. To consider adding social media, ensure you have a marketing budget of at least \$3500, with a minimum investment of \$2500 allocated to paid ads and SEO."

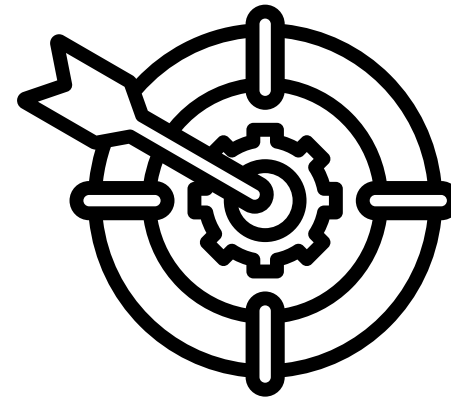




# WHY PRACTICES CHOOSE US...



**No Contracts**



**Helathcare Focused**



**Data Oriented**



**Transparent Pricing**



**One Stop Shop**



**Monthly Reporting**

# Our 5 fundamentals of working together on your digital marketing...

**Long-Term Vision:** Marketing isn't just about quick wins—it's about sustainable growth. Our strategy considers both short-term gains and long-term success, ensuring your practice thrives in the marathon of healthcare marketing.

**Internal Excellence:** While we drive new leads externally, internal excellence is paramount. Your commitment to exceptional patient care and openness to our operational suggestions are crucial for lasting success.

**Track, Analyze, Optimize:** Success stems from continuous improvement. We meticulously track and analyze every aspect of your campaigns, optimizing strategies to maximize results. Transparent reporting ensures clarity on patient flow and budget allocation.

**Strengthen Weak Links:** A chain is only as strong as its weakest link. We identify and address system inefficiencies, bolstering your marketing efforts to enhance patient conversion rates and overall performance.

**Collaborative Partnership:** Digital marketing thrives on collaboration. Your input and insights are invaluable for crafting tailored campaigns and optimizing your website. Open communication fosters a seamless journey toward marketing success.





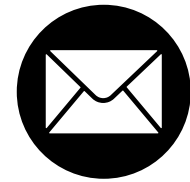
# CONTACT US: LET'S CONNECT

*Initiating contact, our approach, and what's next*

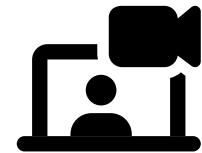
# SCHEDULE A ZOOM MEETING WITH AVNEET JUNEJA, OUR CEO.



[236-869-3005](tel:236-869-3005)




[info@connecttheclinics.ca](mailto:info@connecttheclinics.ca)



<https://calendly.com/connecttheclinics/30min>





Thank you for reviewing this presentation.  
Should you have any inquiries or wish to delve  
into crafting your tailored strategy for  
progress, feel free to reach out. Let's connect  
and pave the way forward together.

**C**  **nnect the Clinics**

Avneet Kaur Juneja  
CEO - Connect the Clinics