

# Choose Your Plan

2018 Pricing

GET IN FRONT OF THE  
RIGHT PATIENT, AT THE  
RIGHT TIME, WITH THE  
RIGHT MESSAGE.



We're a Full-Service  
Medical Marketing Growth  
Partner for Independent  
Physicians



[InsightMG.com](http://InsightMG.com)

# Choose Your Plan



## \$750

Per Month

### Good

## \$1,500

Per Month

### Better

## \$2,250

Per Month

### Best

#### Website Solutions

New website design, build & optimization	Included	Included	Included
Search Engine Optimization (SEO)	Included	Included	Included
Website hosting	Included	Included	Included
Nightly website security backups	Included	Included	Included
Monthly website plugin updates	Included	Included	Included
Written content	2x annually	4x annually	6x annually
Visual content	1x annually	2x annually	4x annually
Landing page lead magnet	-	Included	Included
1-hour training on how to edit & update site	-	Included	Included
Step-by-step video/guide to update your site	-	-	Included

#### Online Reputation Management

Online directory profile report / overview	-	Included	Included
Online Directory profile claiming	Included	Included	Included
Online directory profile monitoring	-	Included	Included
Online directory profile review response posts	-	-	Included
Online directory profile text review program	-	-	Included

#### Social Media Coordination

Ongoing social media content creation, scheduling and monitoring	2x per week on 1 social network	3-5x per week on 2 social networks	3-5x per week on 2 social networks
1 hour training on how to update & create effective social media posts	-	-	Included

#### Additional Tools & Capabilities

Email newsletter	-	2x annually	Quarterly
Blueprint for practice growth	-	Included	Included
Brand standards manual	-	Included	Included
Digital advertising credit	\$600	\$1,200	\$3,600
Digital advertising campaign creation & management advertising credit	Included	Included	Included
Practice video shoot & edits	-	-	Included
Light graphic design	-	-	Included

#### Reporting & Analytics

Dashboard report	Quarterly	Monthly	Monthly
Metrics & measurements guide	Included	Included	Included
Custom conversion optimization	-	-	Included

#### Training & Support

1 hour strategy call	-	Annual	Quarterly
Half hour social media call	-	-	Quarterly
Half hour website / digital adv. call	-	-	Quarterly

# Frequently Asked Questions (FAQs)

## **Why do all levels include a new practice website?**

Yep, you read that correctly. As part of any package, we will design and build you a shiny new WordPress website for your practice. Why do we do that? Simply put, we know you probably need one and we won't be able to deliver at the level we want (or you deserve) unless the site is purpose-built to drive more patients from the ground up. Why don't we charge an arm and a leg for it like other agencies? Well, we aren't an agency. We're a growth partner for your practice and we see the website as an investment in your continued success and our continued relationship. Your website will be 100% custom to your practice and will be built in WordPress. Down the road, if either of us decides to end the relationship, it's YOUR website to keep, not ours. We will transfer it wherever you like and provide you full access to all the files.

## **How does Search Engine Optimization (SEO) help get more patients?**

A site without search engine optimization (SEO) is like a fish without water - it just ain't gonna work. Every site we build includes SEO on all applicable pages and posts to help your practice show up on search engines when prospective patients are searching. Additionally, all content that is created for your practice starts with SEO and is specifically created to improve your search rankings. We won't get into all the details on how the sausage gets made (unless you want to really know) but it's messy and intense. The final product plumps up real nice on the grill and is really tasty with a little mustard.

## **What is website hosting and why do I need nightly backup?**

Each site we build, we also host on a dedicated server as a value-add for clients. This ensures we can guarantee a 99.9% uptime so patients can always get to your site when they need it. Plus, you won't have to pay for web hosting ever again as long as we're partners. If something were to happen to your site for some reason, don't worry! We back up every website we host every night to ensure there's always a fresh copy available in case something goes wrong (or someone breaks something they weren't supposed to touch). Not that that would ever happen...

## **Why do you include content in your strategy?**

A website should act as your living, breathing brochure. It should change and adapt to what you need it to be, in addition to driving qualified patients to your door. We include some level of written content with every partner to ensure the website continues to evolve with content that matters to patients and search engines. Long story short, our goal is to put your practice in the right place at the right time at the exact moment when your patients are looking for you. Part of the way that we do this is by creating content to help your practice organically show up on the front page of the search engines. All content that we create for you begins with research, is written by our team of content writers and is optimized for search engines. You approve the plan and we execute based on the schedule you have chosen. Just like with the written content, visual content matters to patients and search engines too, so we make sure to include something that looks cool and works to fill those appointment slots.

## **How does a landing page lead magnet help my practice?**

Have an area or ancillary service of your practice you really want to focus on? We'll build a landing page lead magnet to generate qualified leads and potential appointments to your location.

## **What is a brand standards manual and why do I need one?**

Think of it as a brand identity guide for your practice that outlines how to use your colors, fonts, logos, etc., for EVERY vendor you'll EVER work with. You're investing all this time and energy into branding your practice and you want to protect your investment, right? Whether you're printing a banner, ordering a magnet or if one of your doctors hires his cousin's sister to create a new brochure for your practice, you can give her a copy of your brand standards manual and she can use it as a guide to get your colors correct without asking 100 questions you don't have time to answer. If you're ready to step up your marketing game, you need some brand standards.

## **What does Online Reputation Management (ORM) include?**

We're going to run your NPI, license number and a few other goodies through our software to pinpoint every place on the internet where there's a profile about you and your practice. We'll then go in and make sure your information is correct and up to date on these sites. This includes verifying that your headshot is current, making sure your specialties are there, checking your insurance listings, etc. If you choose a plan that includes monitoring, then we'll let you know anytime somebody reviews you online, good or bad. We monitor over 100 websites for online reviews and generally we see whatever pops up within 24 hours. If you decide to go all-in with our top plan, then we'll actively manage your reviews, work with your staff to provide timely responses to negative reviews online and even get them removed (when possible).

We can even include a nice widget on your website to showcase all your 4 and 5-star reviews. Finally, for those with the top plan, we'll give you the option of participating in our custom solution for getting more positive reviews from your patients while addressing the negative ones before your patient feels like going to Facebook and sharing how long they had to wait or how they didn't feel like the doctor spent enough time with them. In other words, we'll actively work to engage the patient and encourage them to post a happy, visible response that will boost your overall reputation; and if they weren't happy, we give them a place to vent without damaging your public ratings.

## **What if I already have somebody in my office doing social media?**

It's great if you have somebody in your office already doing social media. Our social media program will not conflict with yours. Our social program can serve as an all-in-one solution for your social presence or it can compliment what you might already be doing. In fact, for some plans we even include the opportunity to have your in-office person discuss ideas, strategy, tactics and implementation with our team to make sure the best social content is going out.

## **What the heck is a digital advertising credit?**

Just like the traditional advertising world, it takes money to make money in the digital space. Rather than us come to you down the road and tell you that we need \$100 for this or that to run an ad on Facebook or drive traffic via Google AdWords, we just include it up front. We'll apply your digital advertising credit across whatever media it's going to take to help you achieve your goals. No matter where we focus these dollars, you'll receive detailed reports so you can see what's working and what's not so that, together (remember, we're partners in success), we can make adjustments.

# About Insight Marketing Group

We're all about helping you attract and retain more patients without creating additional headaches and responsibilities on your already full plate.

Sounds pretty good, right?

Since 2006, we've been providing full-service medical marketing solutions to independent specialty practices (and only independent specialty practices) of all shapes and sizes.

Our mission is to help you solve problems big and small using data-driven strategy and creative ideas that produce measurable results.

We're a small, dedicated team who understands what you do and how to best showcase the benefits and outcomes you offer patients.

Along the way to showcasing these successful patient benefits and outcomes, we help you build superior customer and clinical experiences by establishing meaningful, consistent healthcare brands.



## Get Started Today

[InsightMG.com](http://InsightMG.com)



## The Insight Difference

### **WE DELIVER.**

Our clients stick around because we are highly responsive and we deliver results. Our job is to anticipate your needs and provide you the strategy and tactics necessary to attract and retain more patients.

### **WE CARE.**

When you become a client, we take the time to understand your practice, your culture and your patient experience. Our clients are long-term because we become an extended part of their family and they become part of ours.

### **WE'RE SPECIALIZED.**

We only work with medical practices across a handful of specialties. Our niche is practices with 12-20 providers but we've also been known to deliver great results for single provider offices too.