



**WE SIMPLIFY YOUR
MARKETING
SO YOU CAN RUN
YOUR PRACTICE**

DONE-FOR-YOU MARKETING SERVICES

CHOOSE YOUR PLAN

	GOOD \$900/month	BETTER \$1,800/month	BEST \$2,700/month
WEBSITE SOLUTIONS			
Custom and mobile-responsive website design, build & optimization (Up to 10 Pages)	-	Included	Included
Appointment request forms	-	Included	Included
Search engine optimization (SEO)	-	Included	Included
Website hosting	-	Included	Included
Nightly website security backups	-	Included	Included
Monthly website plugin updates	-	Included	Included
Written articles (blogs)	-	4x annually	6x annually
Practice video	-	-	Included
Landing page lead magnet	-	Included	Included
ONLINE REPUTATION MANAGEMENT			
Reputation management system	Up to 3 Listings	Up to 6 Listings	Up to 10 Listings (Additional subscriptions extra)
Online directory profile report / overview	-	Included	Included
Online directory profile claiming (Top 5 platforms)	Included	Included	Included
Online directory profile monitoring (Top 5 platforms)	-	Included	Included
Online review response system	-	-	Included
Online review generator	-	-	Included
SOCIAL MEDIA COORDINATION			
Ongoing content creation, posting and monitoring on one social network (Such as Facebook, Instagram, or LinkedIn)	1x per week	2x per week	3x per week
YouTube account creation & ongoing management	-	Included if needed	Included if needed
Digital ad credit for paid distribution of selected existing content	-	\$600 annual	\$1,200 annual
ADDITIONAL TOOLS & CAPABILITIES			
Email marketing newsletter	-	1x annually	2x annually
Annual strategic content plan	-	Included	Included
Light graphic design for included marketing materials (Additional design available at hourly rate)	-	Included	Included
REPORTING & ANALYTICS			
Marketing analytics dashboard report	Quarterly	Monthly	Monthly
Metrics & measurements guide	Included	Included	Included
Custom conversion optimization	-	-	Included
TRAINING & SUPPORT			
Dedicated account manager	Included	Included	Included

InsightMG.com

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About



We simplify your marketing so you can run your practice and focus on providing the very best patient care possible.

Since 2006, our team of expert healthcare marketers has spent every day working inside of medical practices just like yours to help attract and retain patients and employees.

Everything we do is designed to grow your practice and provide measurable, easy-to-understand results while protecting and enhancing your online review reputation.

What People Are Saying

"The team at Insight has consistently helped us rank on the first page of Google which has resulted in a measurable increase in patients throughout all of our locations."

– **Kevin J.**
Executive Director, Orthopaedic Practice

"I think a partner like Insight Marketing is helpful because as the environment changes, your team can keep up with that because you're experts at that as opposed to us who are better at treating the patients."

– **Dr. Maneesh G.**
Cancer Specialist

"Insight Marketing Group is amazing – always making sure we stay relevant and progressive in all marketing efforts. They are on target every time making sure that we are on top of our advertising game."

– **MaryAnn S.**
Executive Director, Pulmonary Practice

Additional Customizable Services



Paid Digital Advertising



Video Production



Employee Recruitment and Retention



Email Marketing



Social Media Advertising

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