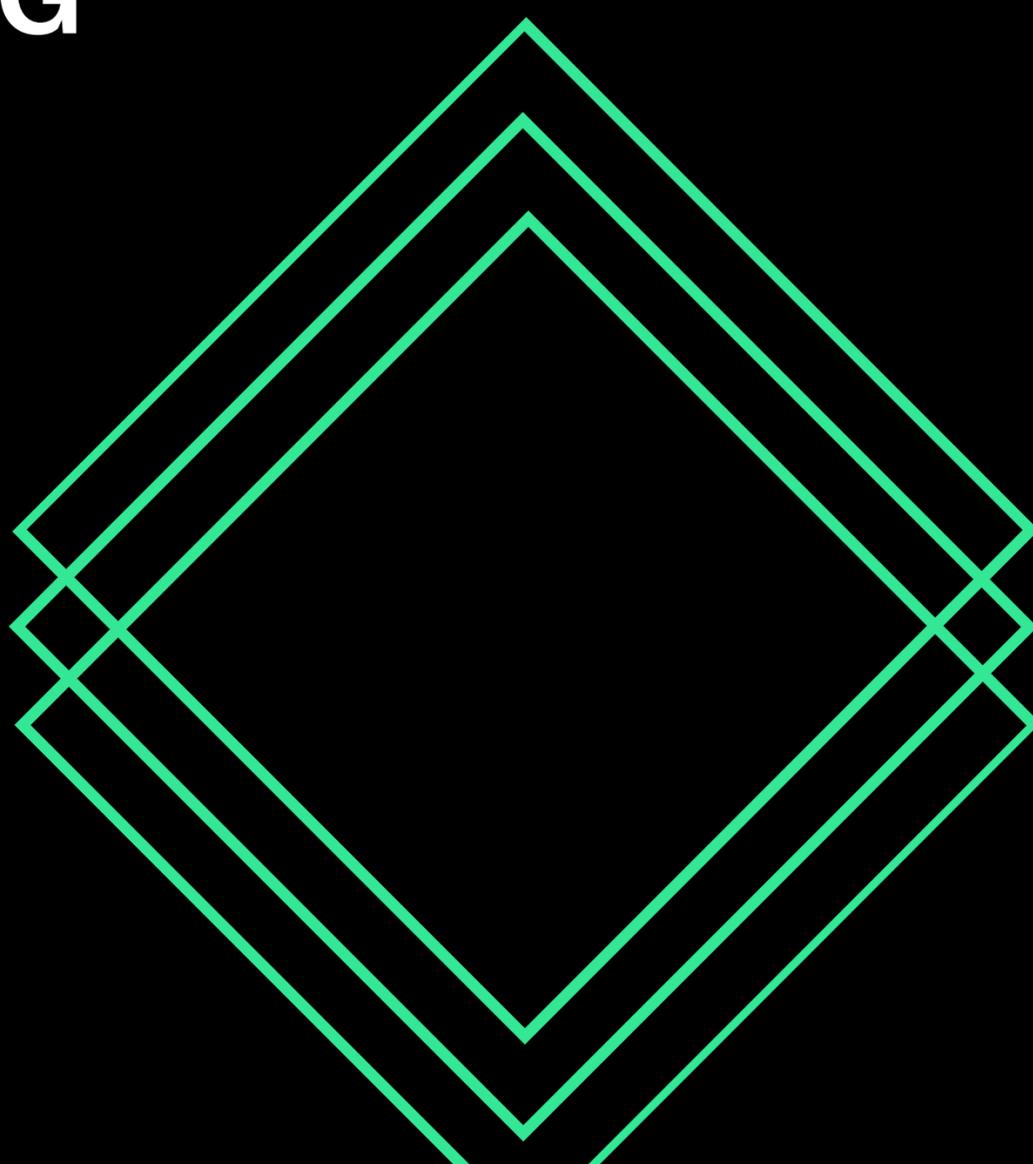
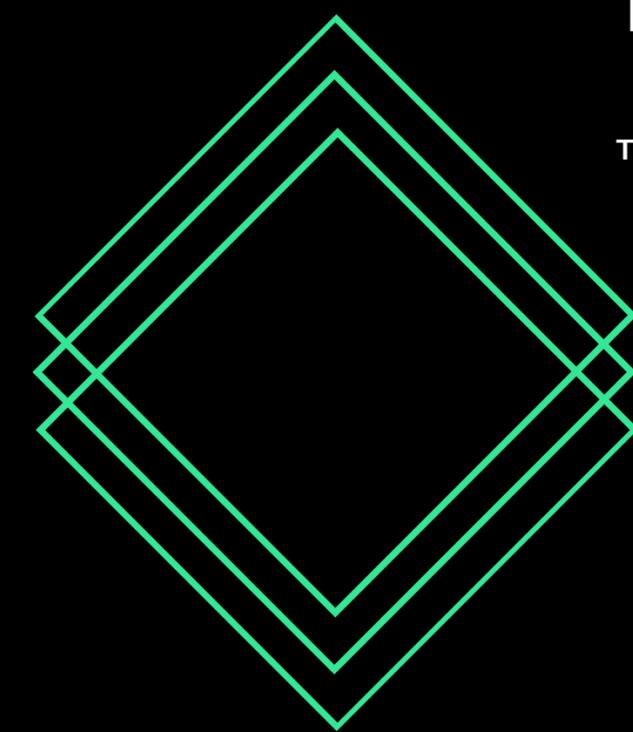




February 2021

# DIGITAL MARKETING REPORT

TOP DOCTOR MAGAZINE



Prepared by: Derek Archer  
Top Doctor Marketing Department  
Digital Marketing Services

# About You

You aren't alone. If you are finding it hard to grow your practice and reach your ideal patients when they need you most and are searching for you online, so do most doctors and especially now in the pandemic more than ever before.

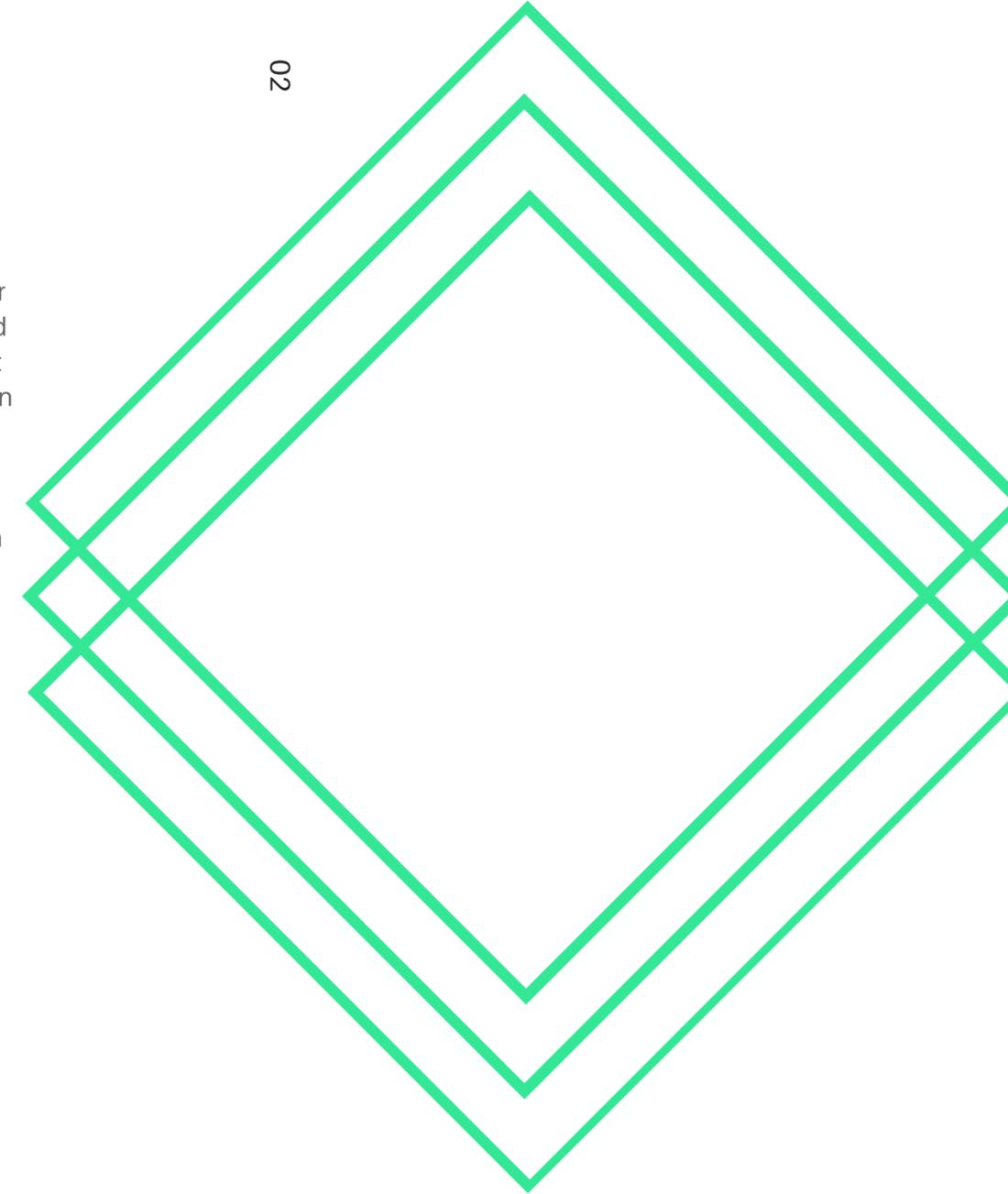
This is why Top Doctor Marketing exists. Born out of Top Doctor Magazine, our marketing department is an answer to years of listening to doctors and now responding to their requests.

You went to medical school to do what you know and love best - helping people. Let us now help you reach and help even more people through top notch marketing.

# What You Can Expect

All of our marketing starts with an audit because the best solutions are found after listening first. Our audits are comprehensive and cover website UX and UI to SEO to performance audits to social media and digital advertising.

When we've completed one of our audits, you will have a pretty clear picture of what you can do either on your own or with us as your guide to find success on your own marketing journey.



# Goals

It's impossible to reach a destination if the destination is never set. When we start with a marketing plan with you, we have to identify your top and supporting goals to form your OKRs - that is your Objectives and supporting Key Results that let us know if we've hit those objectives for you.

For most doctors, we recommend our hierarchy of marketing needs as these tend to deliver quick wins and a path to long-term results around your Objectives:

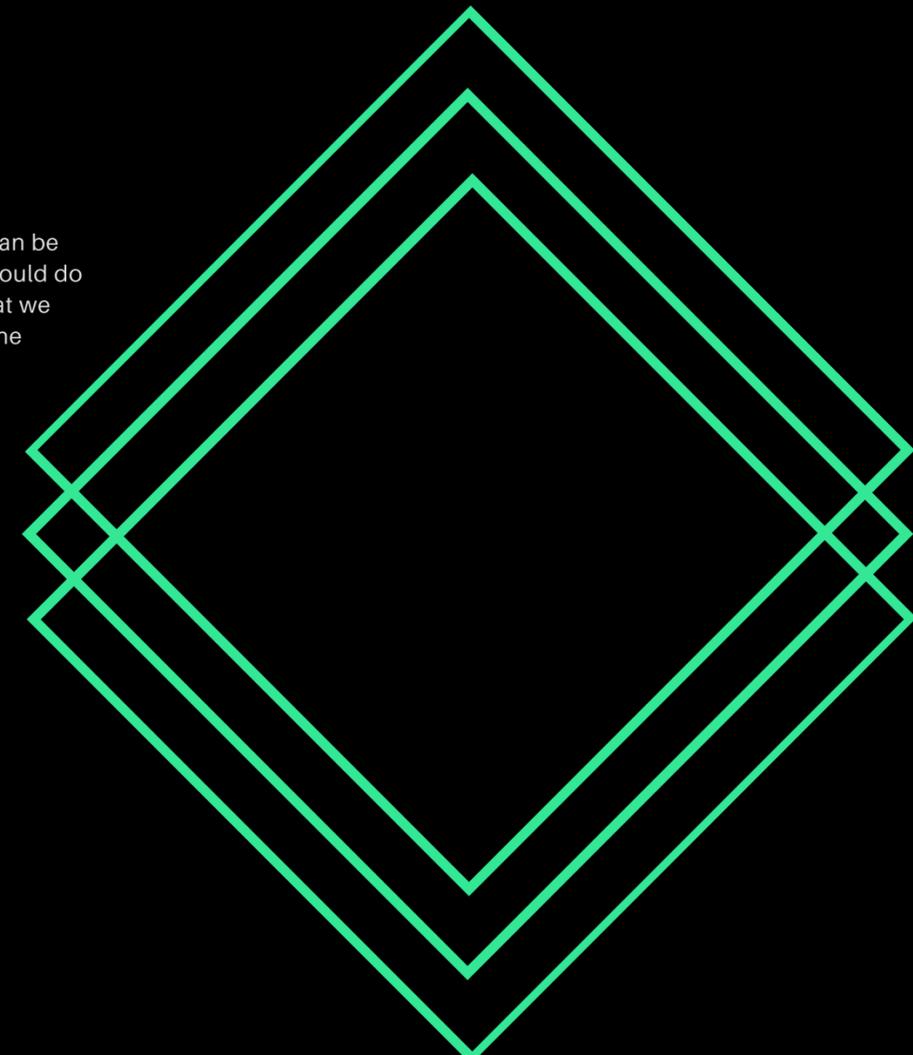
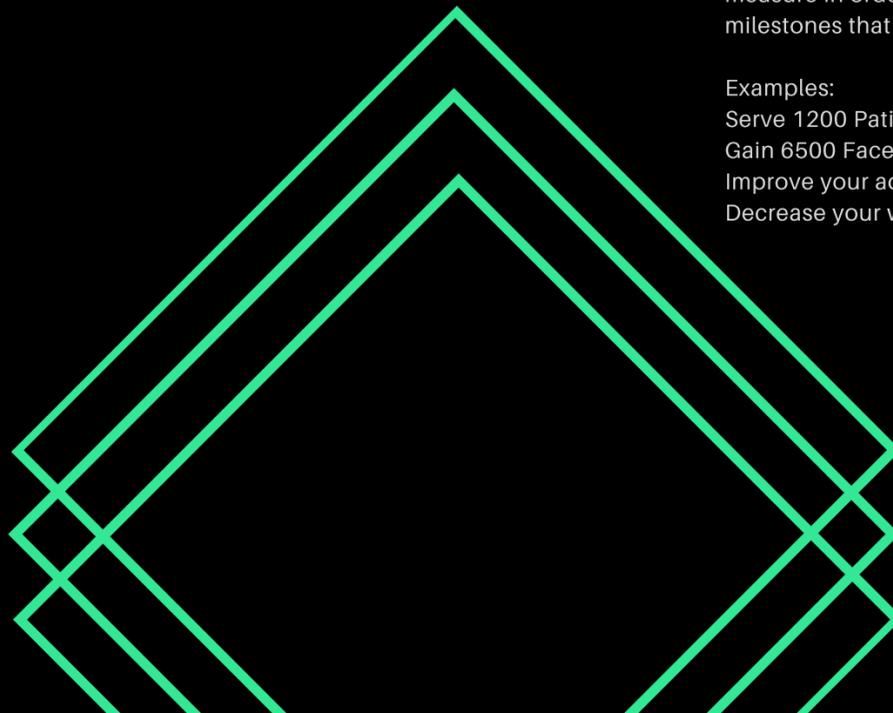
1. Referral Marketing
2. Content Marketing - Blogging & Video Creation
3. Email Marketing - Sharing the Content
4. SEO
5. Adwords
6. Social Media Paid
7. Social Media Organic

# Milestones Reached

In the digital age, the beauty at our fingertips is data. Everything can be measured and tracked so that it becomes pretty clear what you should do more of and what you should do less. These are the key results that we measure in order to inform whether or not we are accomplishing the milestones that lead to the accomplishment of your goals.

Examples:

- Serve 1200 Patients a Year
- Gain 6500 Facebook Followers
- Improve your advertising CTR to 3%
- Decrease your website's bounce rate by 20%

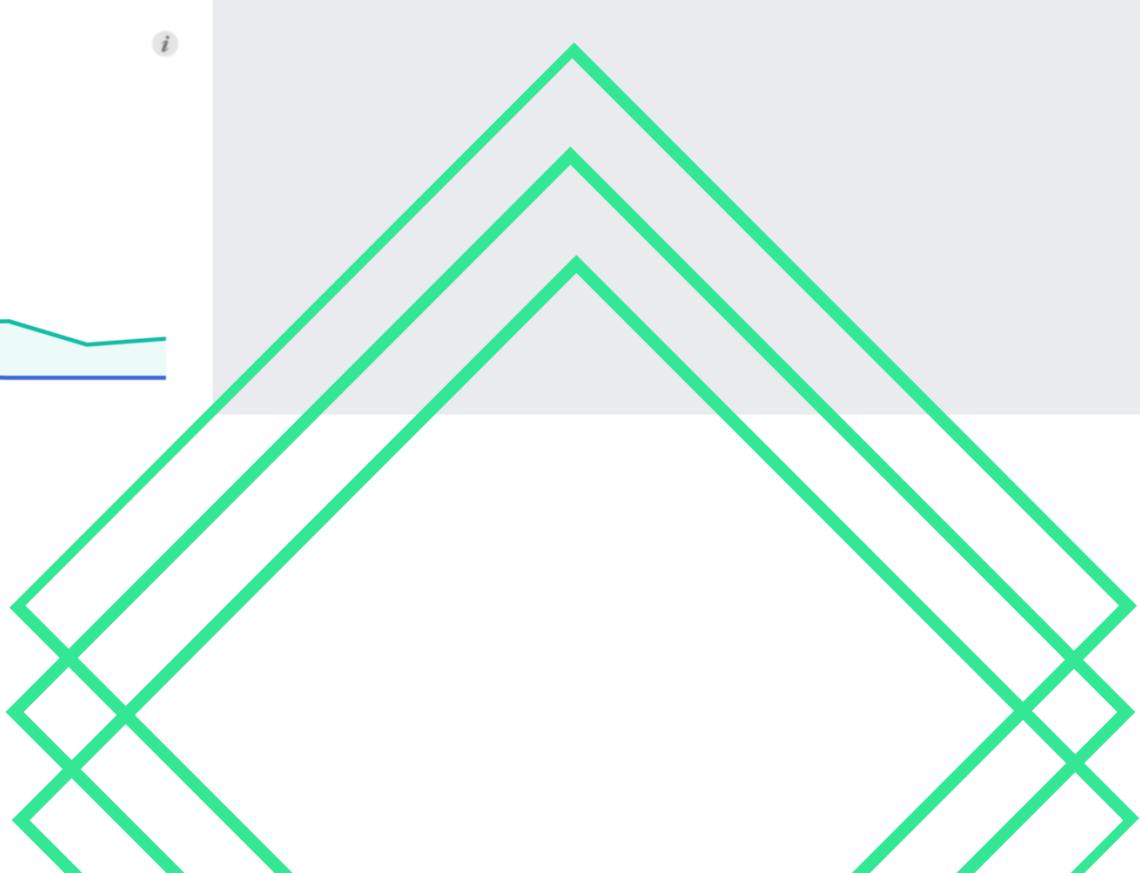
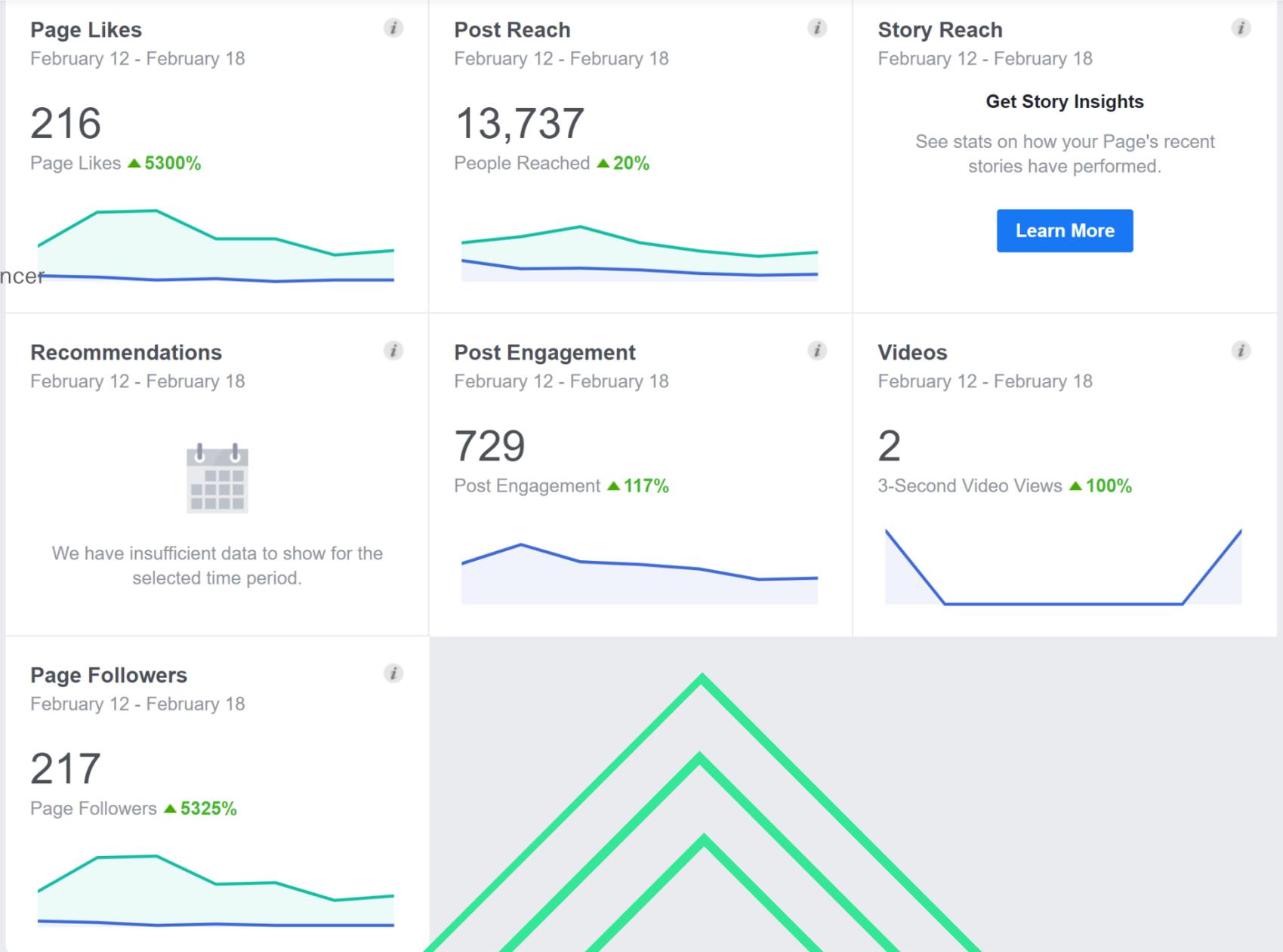


# Real Benchmark Examples

Grow your social media with us by leaps and bounds in reach and engagements and followers. It's like having your own personal influencer always talking you up in public.

We can manage growth for you with both organic and paid promotions on your favorite platforms:

- LinkedIn
- Instagram
- TikTok
- Twitter
- Facebook
- YouTube



# Real Benchmark Examples

Improve Your Website Performance and Go from...

GO FROM THIS...



Latest Performance Report for:  
<http://thechurchillcenter.com/>

Report generated: Fri, Feb 19, 2021 6:23 PM -0800  
Test Server Location: Vancouver, Canada  
Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0

GTmetrix Grade ?

<b>E</b>	Performance ? <b>43%</b>	Structure ? <b>92%</b>
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Web Vitals ?

LCP ? <b>4.0s</b>	TBT ? <b>0.5s</b>	CLS ? <b>0.23</b>
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To THIS...



Archived Performance Report for:  
<https://topdoctormagazine.com/>

Report generated: Mon, Feb 15, 2021 2:34 PM -0800  
[View latest report »](#)  
Test Server Location: Vancouver, Canada  
Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0

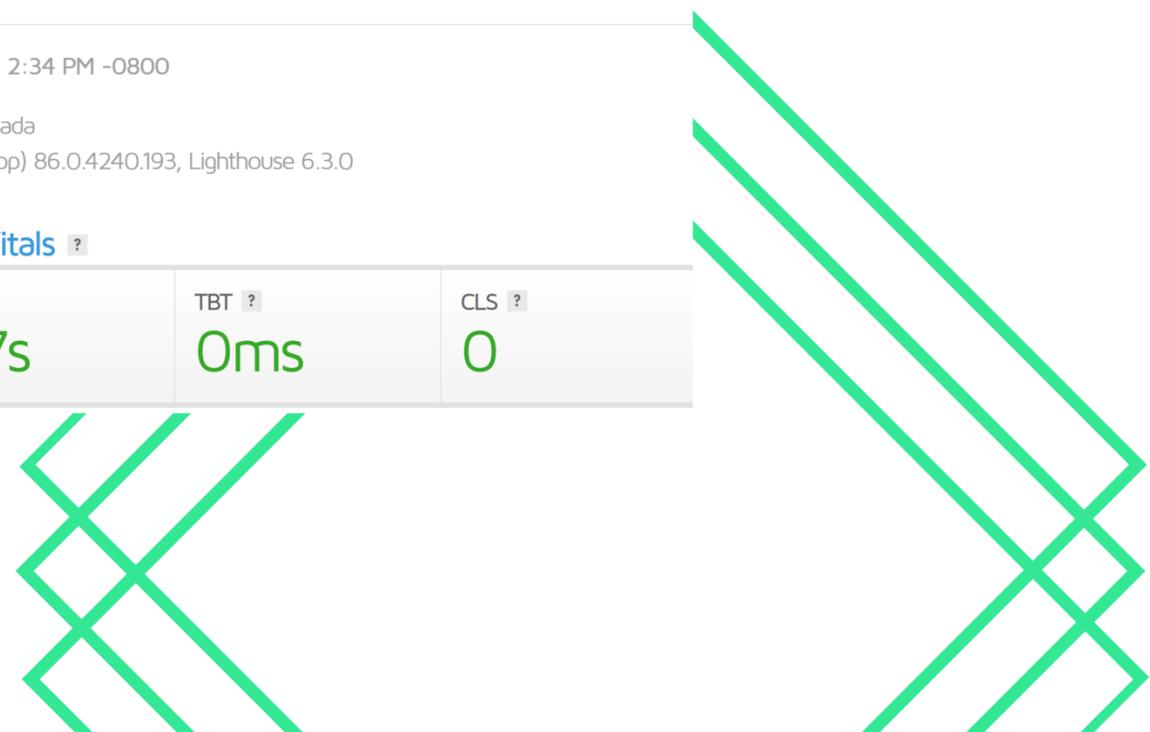
GTmetrix Grade ?

<b>A</b>	Performance ? <b>99%</b>	Structure ? <b>91%</b>
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Web Vitals ?

LCP ? <b>0.7s</b>	TBT ? <b>0ms</b>	CLS ? <b>0</b>
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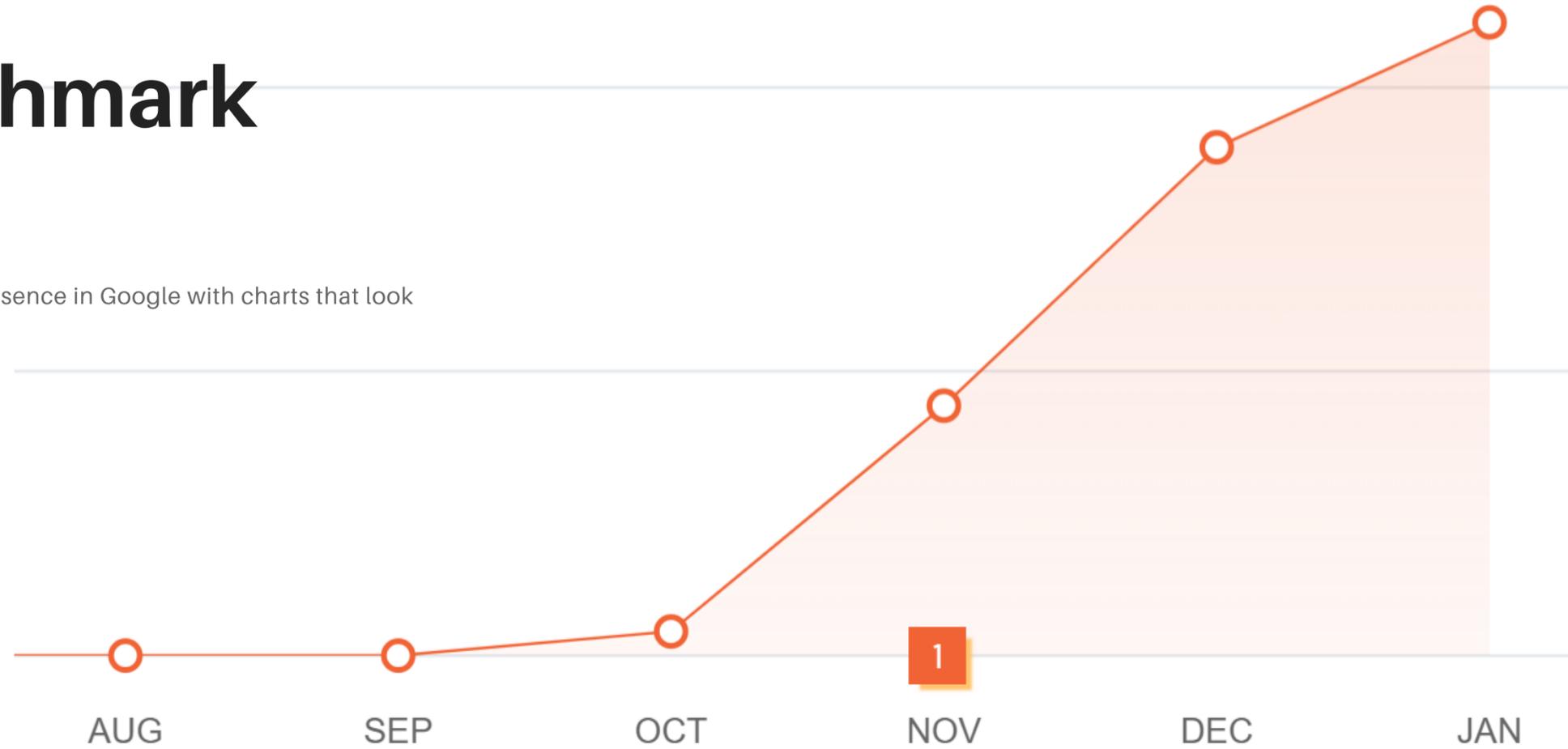
Website performance is very important for people to stick around long enough to find the valuable information you've prepared for them on your website. Things like page speed and bounce rates make a difference in keeping people coming back, again and again, to experience your brand online.



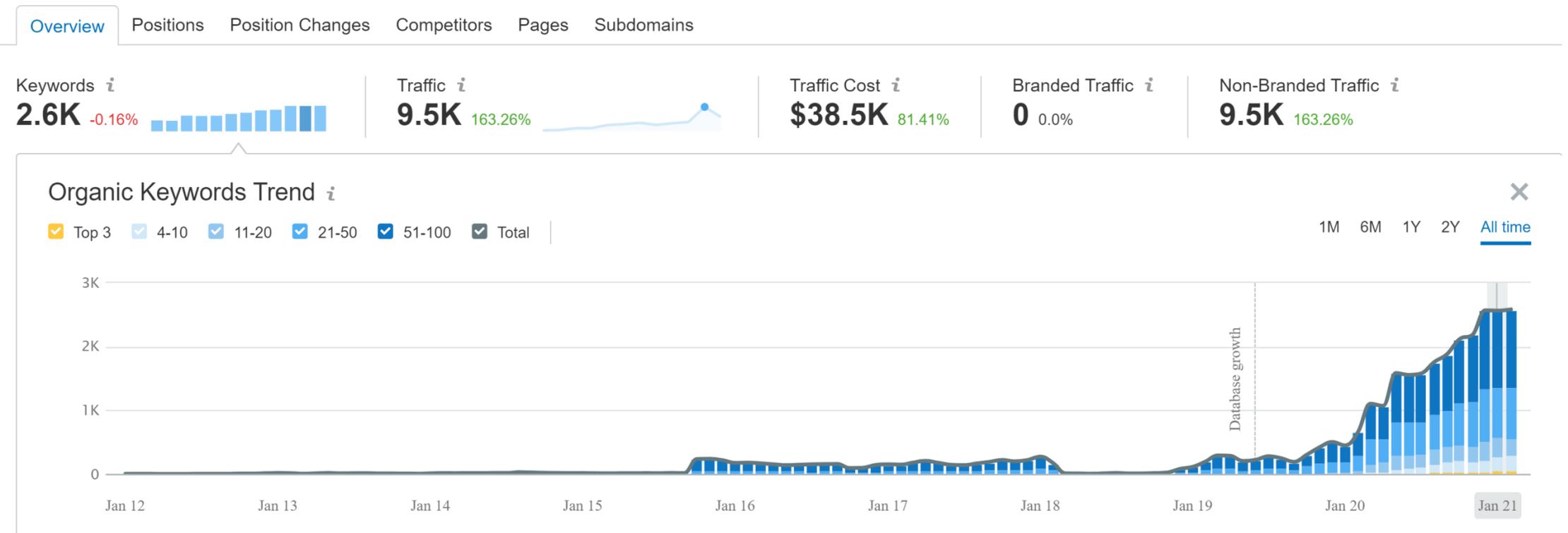
# Real Benchmark Examples

Grow your SEO organic search presence in Google with charts that look like this:

*LIKE THIS...*



*AND THIS...*

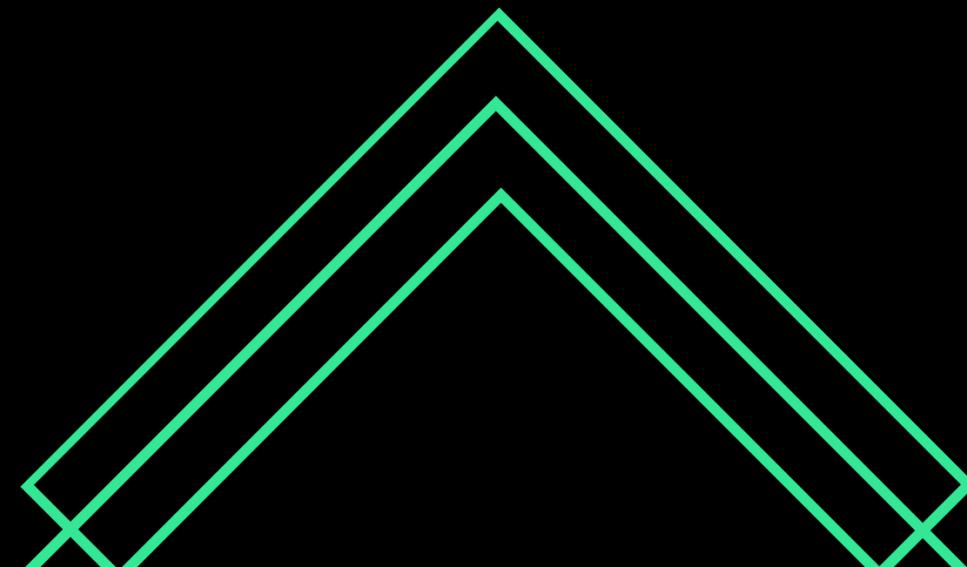
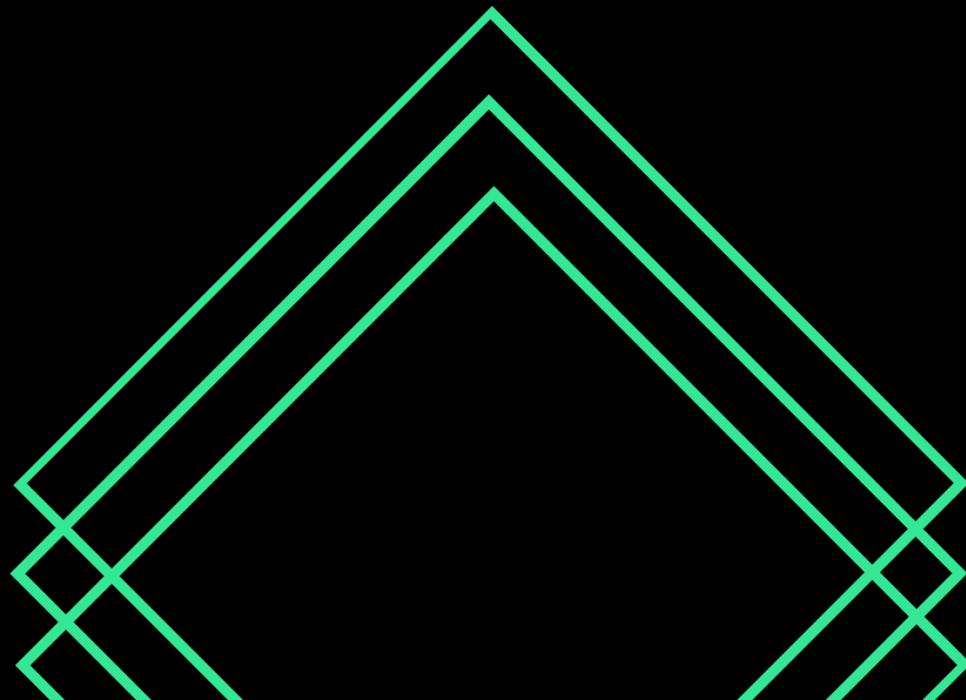


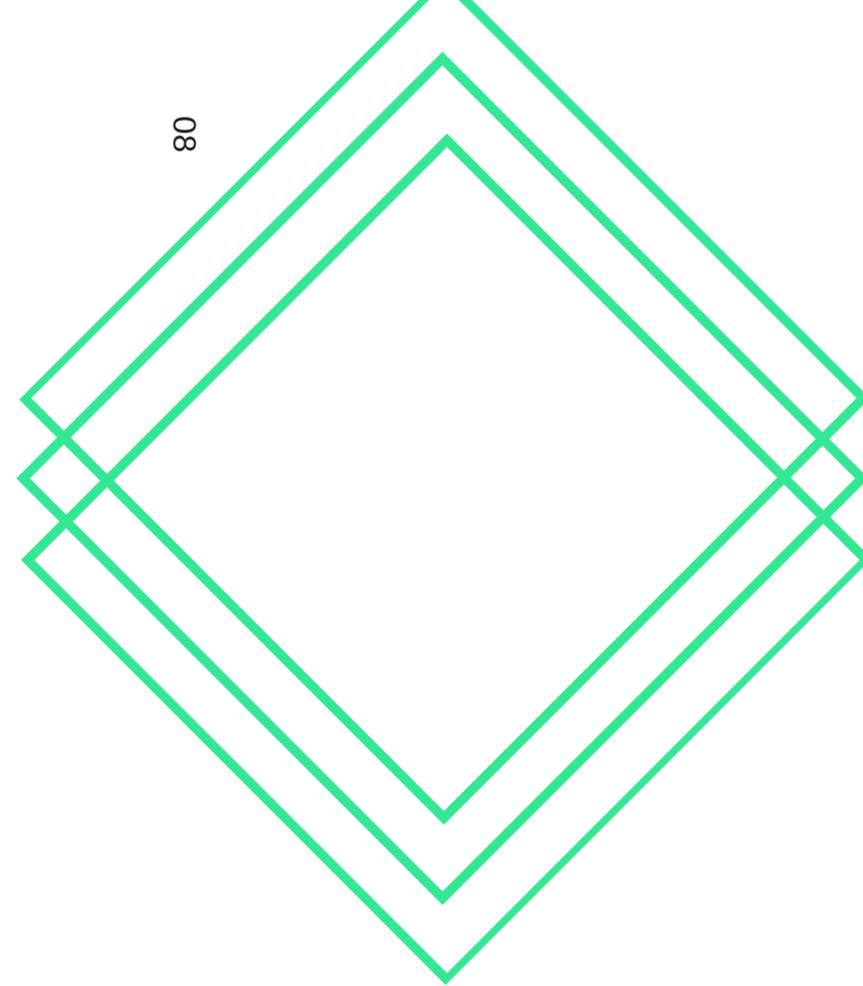
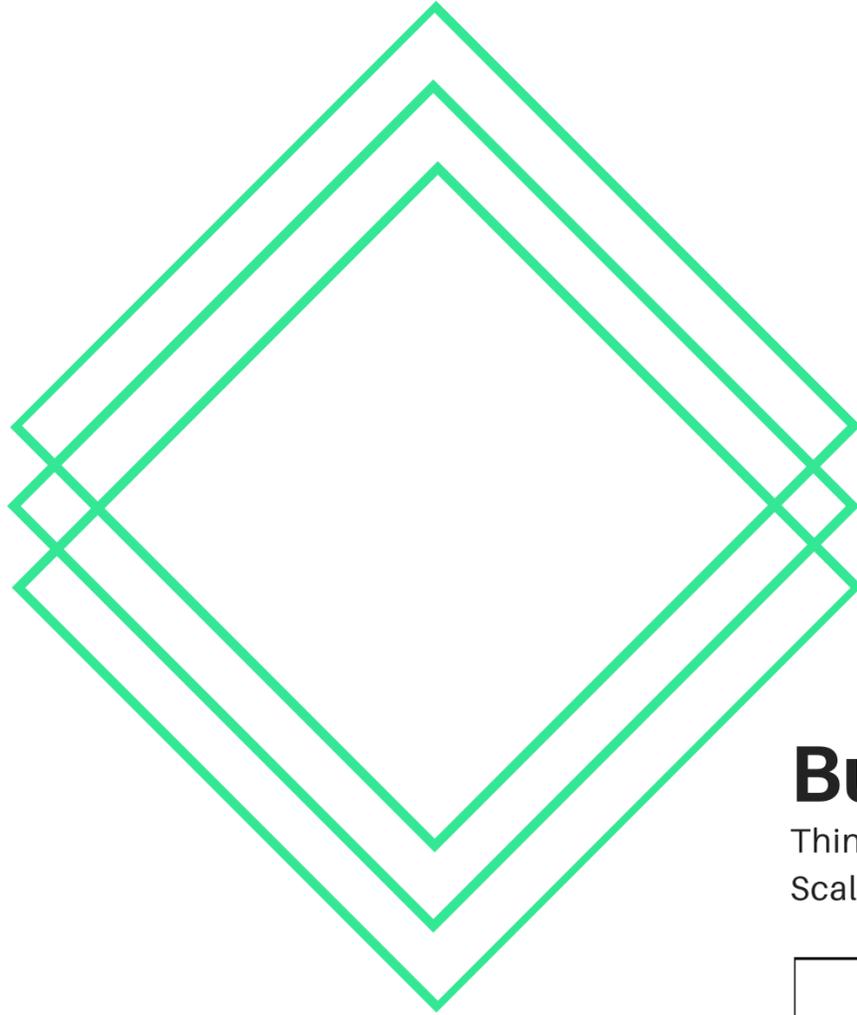
# What People Are Saying

You don't have to take our word for it though.\*

*"Top Doctor Marketing helped me not only save my business but grow it during the pandemic." - Dr. Rolf P., Austin, TX*

\*Not all marketing results are created equal and marketing doesn't guarantee results, but in the digital age and the experience that the Top Doctor Marketing team brings from years of working with doctors is a pretty solid bet for any marketing campaign.





## Budget

Think of us as your own marketing department.  
Scale and grow with us.

<b>Getting Started</b>	\$3,000 mo
<b>Accelerated Growth</b>	\$5,000 mo
<b>Exponential Growth</b>	\$8,000 mo
<b>Unlimited Growth</b>	A La Carte Packages

# Future Growth

Ready to Get Started?

The Top Doctor Marketing Team is eager to start your first audits and determine winning strategies to help you grow and reach your ideal clients today.

**Call 855-904-1047**

**Corporate Headquarters:**  
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East Coast Main Office  
308 Crowell Lane, Lynchburg, VA, 24506

60

