

Advanced Marketing Tips to Grow Your Practice



FOSTER WEB MARKETING



The Digital Landscape Is Changing





Omnichannel Marketing

Google Antitrust

Google was found last week to have violated antitrust law by illegally maintaining a monopoly in internet search

- Security matters
- Spread out efforts
- Attention to other search engines
- Less behavior data





Omnichannel Marketing

User Behavior

- Social proof
- More scrolling
- Relationship focused
- Clear, easy, and focused messaging

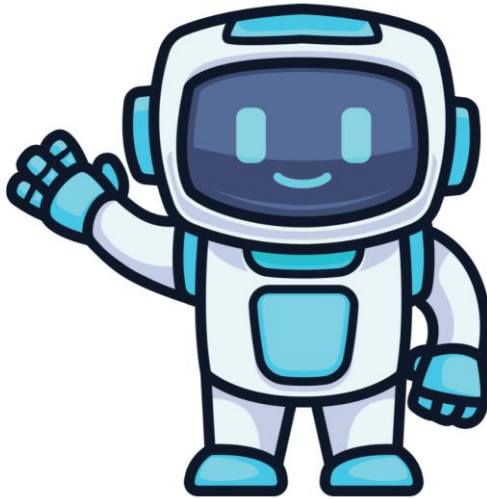




Omnichannel Marketing

Trends

- Short-form video
- Influencer marketing
- AI in marketing
- PPC
- Media buying





Omnichannel Marketing

All marketing directs to your website.

Each page of your website is like a homepage meant to convert visitors.

It is your controlled environment.





4 Pillars... & *Beyond*



Websites



Page Structure

- It helps search engines find and index all your site's pages.
- It gives search engines additional context for each page.
- It spreads authority throughout your web pages via internal links.
- It helps visitors find the content they're looking for.



Websites

Design

- Horizontal scrolling
- Minimalist
- Microinteractions
- Designs that mimic a pre-digital world (buttons, books)



Landing Pages

- Conversion-driven
- To the point
- Structure & follow-up

(Books, services, products, events)



Websites

Mobile-First

- Website design
- Voice search
- More video/graphics





Website Funnels

- User intent
- Intentional marketing
- Control



Websites

Tips and Tricks

- Less is more
- Include optimized pictures
- Video is essential
- User experience versus SEO



Websites

6 Essentials of a Great Website:

1. Clear calls to action
2. User friendly
3. Optimized content
4. Conversion driven
5. Google-friendly code
6. Mobile-first approach





Websites

StoryBrand

- Clear and simple messaging
- CTA driven
- Patient-centered narrative
- Problem/solution approach

Imagine being able to **MEET** and **EXCEED** your physical goals

BE CONFIDENT to travel without foot pain

NO MORE PAIN that makes from the sideline

Don't Let

- ... Pain in one foot spread to both feet
- ... Foot pain cause pain in your ankle, knees, hips, or back
- ... Missing Out On Doing What You Love Just Because of Foot Pain.

[Request an Appointment Now](#)

The screenshot shows the homepage of Third Coast Foot and Ankle. The header includes the logo, phone numbers for OAK CREEK (414-764-4500) and NEW BERLIN (262-821-1588), and a navigation menu with links for HOME, CONDITIONS, SERVICES, ABOUT US, PATIENTS, FREE RESOURCES, and CONTACT US. The main content area features a large image of people lying on their backs on a beach with their feet raised in the air. Overlaid on this image is the text "HAPPY FEET HAPPY LIFE" and a yellow "Request an Appointment" button. Below the image is a dark blue bar with three white checkmarks and text: "Seamless Service With Happy Staff", "Personalized Care", and "Happy Life With Happy Feet".



Content Marketing





Content Marketing

Keyword Research

- Google Ads
- Search intent
- Gaps in keywords
- Vanity vs. Long-tail





Content Marketing

Maintenance

- Redesign every 3 years
- Content audit yearly
- Campaign review quarterly





Content Marketing

StoryBrand

- Clear CTAs
- Less is more
- Problem>Solution
- Pain points





Content Calendar

- Themes and content calendar after
- Keyword research
- UX then SEO
- All content is content





Content Marketing

AI

- AI content vs. writer
- Best practices
- The future of AI SEO
- Room for error



SEO



Competitor Analysis

- Local rankings for service areas
- Keyword rankings
- Backlinks
- Domain rating
- Reviews
- Social media
- Site visibility





Mobile-First

- Responsive design
- Short-form video
- Endless scrolling
- Buttons, colors, links, font



User Experience

- Include graphics and videos
- Accessibility (ADA compliance)
- Storytelling
- Blending SEO and UX



Tips and Tricks

- Location pages
- Schema code
- Citation audit
- Technical audit





Core Web Vitals

- Visual stability
- Ease of use
- Load delays



Local SEO



Local SEO

Consistency Is Key

- Posting on GBP
- Consistent keywords and placement
- Local content





Local SEO

Google's E-E-A-T (***Experience, Expertise, Authoritativeness, and Trustworthiness***) is a key factor in organic success and SEO strategies.



Local Backlinks

- Sponsored events
- Local events
- Trusted resources (schools, health fairs, gyms)



Local SEO

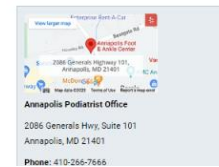
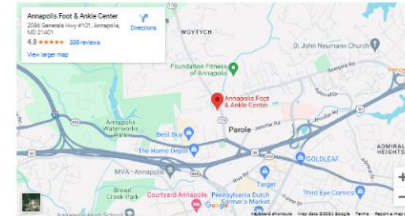
Playing in Google's Sandbox

- Add maps to the site (all pages)
- Post daily
- Reply to reviews

Our Annapolis Podiatrist Office



410-266-7666 annapolisfootandanklecenter.com



Plan Your Visit to Our Annapolis Podiatrist Office

Visit us at our main office in Annapolis. Located at 2086 Generals Highway, Suite 101, we're convenient to patients from communities throughout Anne Arundel and Calvert Counties. Our office is off Housley



Video Marketing



Video Marketing

Statistics

- 1/3 of all online activity consists of consuming videos.
- Including video on a landing page can increase conversions by up to 80%.
- If the content is presented in a video format, users have been shown to retain 95% of the information.



Video Marketing

Equipment



Camera



Microphone



Lighting



Backdrop/Green Screen



Teleprompter



Tripods



Video Marketing

- Camera
 - ▷ Phone vs. Camera





Video Marketing

- **Microphone**
 - ▷ **Good sound quality is most important**





Video Marketing

■ Lighting





Video Marketing

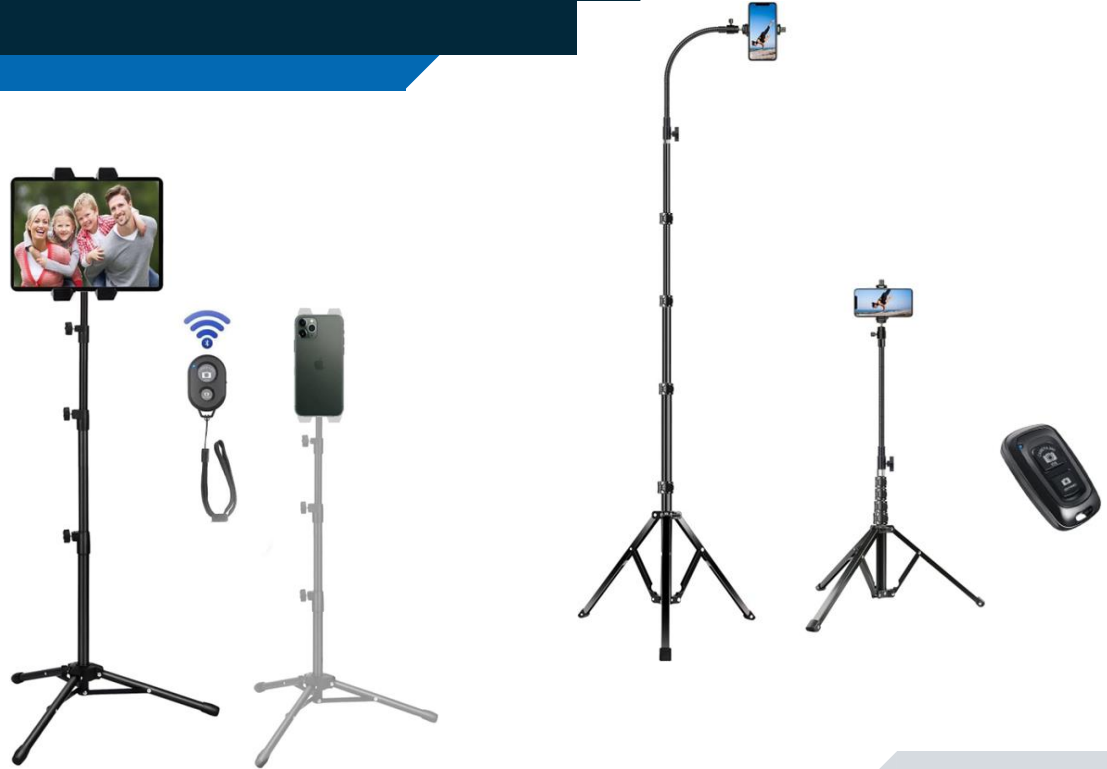
■ Backdrop/Green Screen





Video Marketing

▀ Tripods





■ Teleprompter

- •Crucial for longer videos
- •Set up on iPad right beneath the camera to make sure you have eye contact
- •Advanced teleprompters are mirrored with the camera set inside
- •Most have voice tracking so it advances as you speak



Video Marketing

■ **Teleprompter**

- for Forward-Facing Camera
- <https://videoteleprompter.com>





■ Captions

- ▶ Adds dynamic captions from machine transcription
- ▶ <https://www.captions.ai>





Video Marketing

How to Use Video

- Landing pages
- Office tours
- FAQs
- Social ads
- Explaining products



Conditions That Can Be Treated With MLS Laser Therapy



Email Marketing



Campaigns

- Use for upsell opportunities
- Recall
- Promotions/special offers
- Events
- Compliance



Email Marketing

Tags

- Diagnosis
- Interest
- Behaviors
- Characteristics



SMS Marketing

- Higher open rates (90%+)
- More immediate and direct
- Seen as more important = more conversion



Social Media



Social Ads

- Less spend than PPC
- 56% of millennial women have bought after seeing an ad
- Use for an event or offer
- Targeted reach (age, interest, location, retargeting)



Platforms

- Content cannot be the same
- Spend time where it matters most
- Use groups, pages to target audience
- Top of mind vs. engagement



Geofencing

- Local “fence” for advertising
- Cost efficient
- Focused & targeted



PPC



AI and Machine-Learning Integration

- Enhanced automated bidding strategies
- Improved audience targeting



PPC

Trends

Video advertising growth:

- Increased use of video ads across platforms
 - Short-form video content for social media
- PPC

Responsive search ads dominance:

- Google's push for more automated ad creation
- Dynamic ad content based on user signals



Measuring Success



Measuring Success

- Google Analytics
- Looker reports
- Google Search Console
- SEO dashboards



THANKS!

Any questions?

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