

The background features a dark blue horizontal band with a diagonal cutout on the right side. Above and below this band are lighter blue areas. A thick orange horizontal bar is positioned at the bottom, partially overlapping the dark blue band. The text is centered within the dark blue band.

**What Do You Want Your
Website To Do?**



HELLO!

I am Tom Foster
tom@fosterwebmarketing.com



History & Intro

- The USMC is where he learned his initial technology skills while being stationed in top-secret military communications centers around the world
- Tom wisely recognized the future of the Internet and decided to go out and start his own web design company
- Tom + Rem ❤️





Digital Marketing VS the 4 Pillars



Your Controlled Environment

Your website is the hub for all of your marketing. It is your very own controlled environment.

You can maximize that power or you can waste it.

- ▷ Campaigns (after events, ads)
- ▷ Offers
- ▷ Authority
- ▷ Promotion

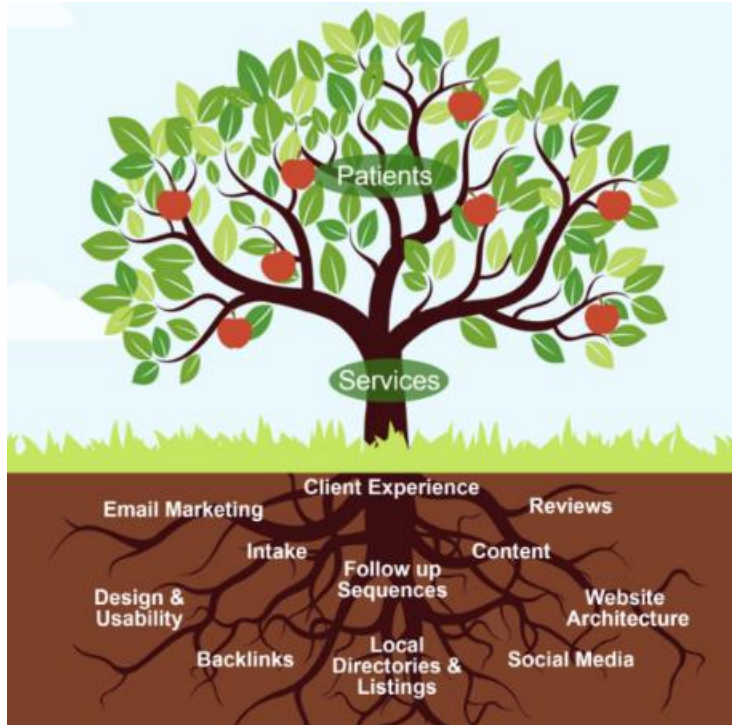


Different Approaches to Digital Marketing

1. **Business card**- used for small businesses, not looking to scale
2. **PPC**- you can spend a lot of money very quickly and not efficiently if in the wrong hands. Need optimized landing pages and funnels
3. **Organic**- you organically grow and thrive by attracting the kinds of patients YOU want
 - i. More cash pay
 - ii. More athletes
 - iii. More wounds



Build A Thriving Practice



*We build websites
meant to GROW.*



Show Websites

- Brad, Andrew, Roman Burke, Karabati, and Rem
 - Show custom panels, CTA, offer pages, video panels (Andrew)
 - Attention to detail (Brad's blue eyes)





Show Websites

NEW SITE LAUNCHING 8/24; WILL ADD CONTENT THEN

- Show rem's as completed and storybranded
- Storybrand elements:
 - Calls to action
 - 3 easy steps
 - Asking...telling them to take action

**“ These websites look amazing.
But you're website needs to do
more than just look great. It
needs to perform.**



More Than a Pretty Face


These sites are fresh, and they're built for conversion. They're built to turn visitors into new patients.


A pretty face isn't going to cut it when you want someone to pay \$600-1000 for laser treatments.



Real Data = Real Results


 **338**
Total Leads
↑ 19% from 283 (Prev 30 Days)
VIEW MORE +

 **18.13K**
Total Users
↓ 16% from 21,517 (Prev 30 Days)
VIEW MORE +

 **1.86%**
Conversion Rate
↑ 41% from 1.32% (Prev 30 Days)
CALCULATED BY LEADS / USERS


 **183**
Total Leads
↑ 42% from 129 (Prev 30 Days)
VIEW MORE +

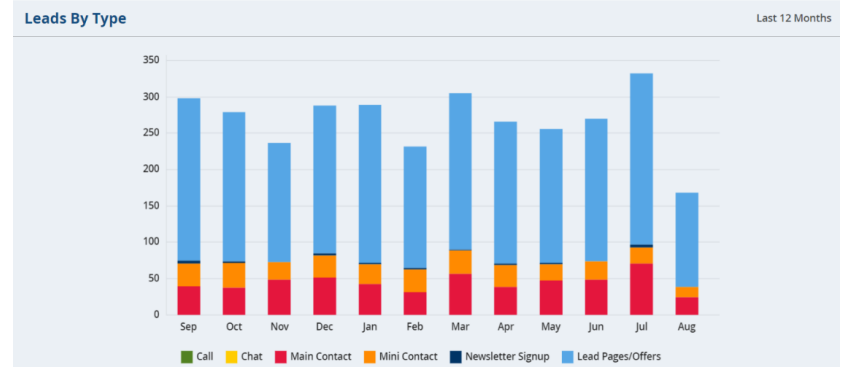
 **15.26K**
Total Users
↑ 7% from 14,284 (Prev 30 Days)
VIEW MORE +

 **1.2%**
Conversion Rate
↑ 33% from 0.9% (Prev 30 Days)
CALCULATED BY LEADS / USERS

 **128**
Total Leads
↑ 10% from 116 (Prev 30 Days)
VIEW MORE +

 **5,055**
Total Users
↓ 1% from 5,104 (Prev 30 Days)
VIEW MORE +

 **2.53%**
Conversion Rate
↑ 11% from 2.27% (Prev 30 Days)
CALCULATED BY LEADS / USERS



A person with dark hair, seen from the back, is looking at a wall covered in various design sketches, photos, and diagrams. The sketches include flowcharts, wireframes, and hand-drawn illustrations. The person is wearing a light-colored sweater with dark horizontal stripes. A blue banner with white text is overlaid across the middle of the image.

How Do You Get This?



Digital Marketing Essentials



SEO (mechanic under the hood)

- Technical- you need to make sure code is up to date, speed
- On page- H2's, links to relevant content,
- Off page- reviews, links



Content

- Keywords- what questions are your patients asking, how are they asking google?
 - ▷ Competitors- why are they beating you...are they saying the right things in the right way?
- What's the user experience? Does your heel pain page highlight your advanced treatments (prp and lasers)
 - ▷ If you want to treat more heel pain using PRP...you need to have an article with the title PRP Treats Heel Pain
- Do you have CTA's- direct and transactional
- Is the page designed and coded for Google?



Local

- almost 80% of local searches on phones convert to direct purchases
- GBP
- Local citations
- Your website and office pages (screenshot of a great office page; nespecialists)

“

The results I have gotten are simply amazing. My practice is consistently ranked number one on Google and I receive at least one new patient a day from my website.



Dr. Peter Wishnie

“

Outstanding company with top notch service. They really care about your success. I have worked with a number of different companies in the past and none can compare to Foster Web Marketing. Thanks guys!



Dr. Thomas T. Pignetti

“

Great service from website design, SEO, PPC ads, and more! I have greatly enjoyed working with the Foster Web Marketing team, especially John and Craig, and look forward to seeing continued positive results for our podiatry office. They do not disappoint!



Sophie Rath

“

Foster marketing is wonderful. It has been a great experience working with them to build my website. The site looks amazing. Their knowledge and expertise is top notch and I would recommend them to anyone.



Dr. Ibrahim Haro

“

I just opened a new practice in NYC and I knew I needed to go to the BEST team for amazing service! Foster delivered in so many ways and their team built a first class web page and has been there to help me every step of the way! If you are looking for the best in the game then I def recommend FOSTER!



Dr. Brad Schaeffer

“

Foster Web Marketing has elevated my website. Now my website not only represents my practice but also generates new patient visits and continues to improve my SEO. Their software and knowledge are top notch...but their people are even better. Foster Web Marketing is excellent!



Dr. Ripepi

“

The FWM team is knowable, kind and takes the time for their customers. Each person I have been introduced to along the way has been extremely helpful but also honest on what improvements I can make- then they assisted me to get the job done.



Christiana Malacara

“

**I have a friend who
can help...**



What Makes Us Different?

- Podiatry focused
- We strategize so your digital marketing can be maximized throughout all of your marketing pillars
- On-team IT support (Yay Toby who many have worked with)
- On-team developers- make changes as needed everyday to keep your site up, fast and attracting visitors



All-In-One Digital Marketing Suite

Tools To Help You Grow

- CRM (emails, campaigns)
- Social media scheduler with built in AI
- Local Listing Sync to manage your local SEO
- Text/email review generation

Expert Support

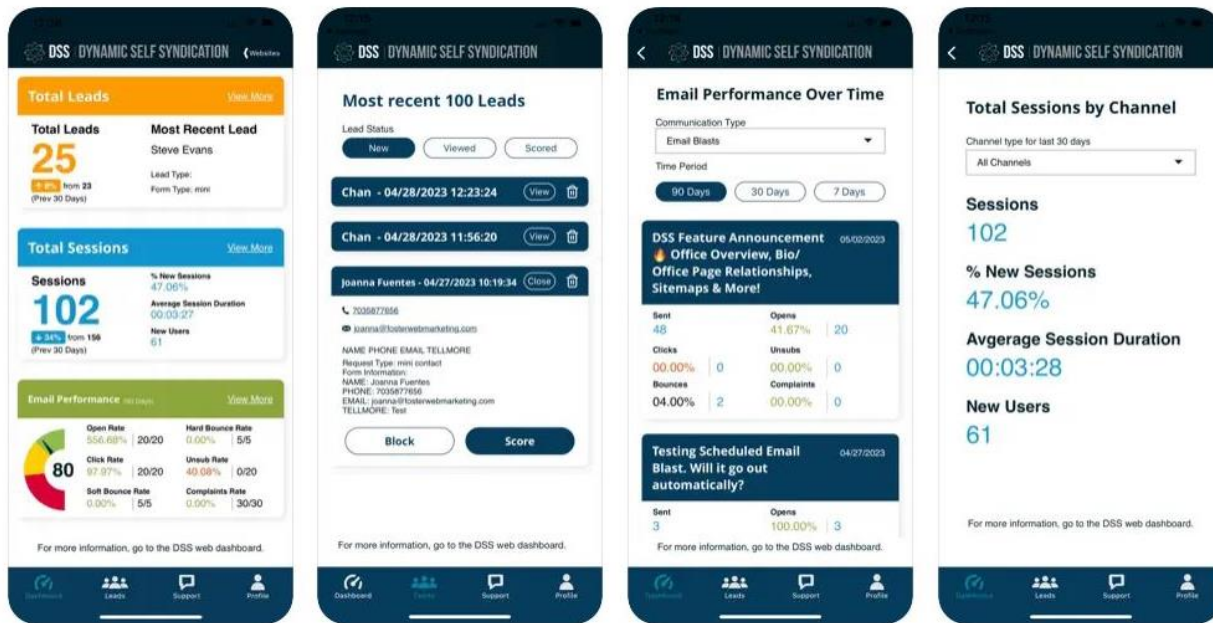
- Content writers
- IT support
- Video publishing synced with YouTube
- Book writing services
- PPC creation & management

Introducing the Brand-New DSS Mobile App

Lead and performance tracking is the key to keeping new clients in your pipeline and new profits rolling in. Download the new DSS app today to gain instant access to the most important tracking features of DSS, right on your phone or tablet.



Make New Patient Appointments From Anywhere





Come Talk To Us-

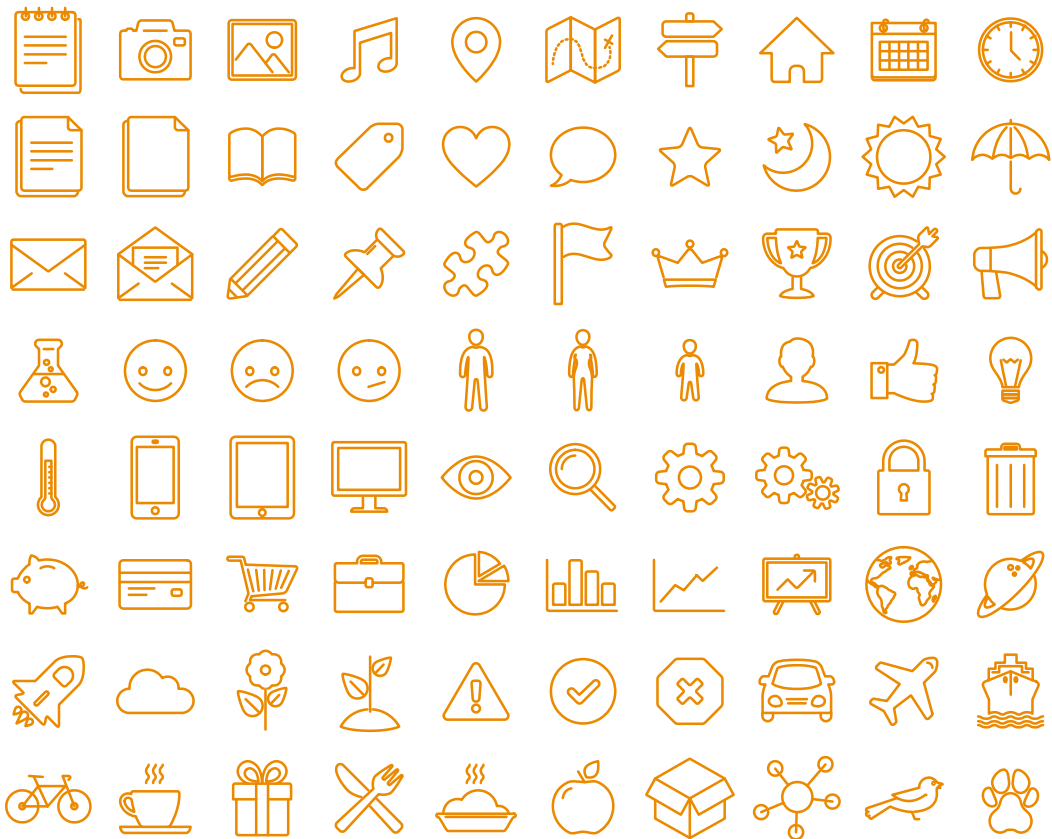
We can show you real data, real numbers on how we're different and how we help so many of you succeed and grow.



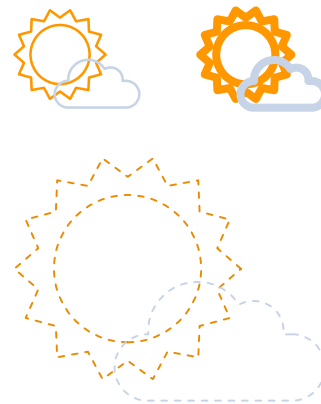
THANKS!

Any questions?

You can find me at
tom@fosterwebmarketing.com



**IGNORE THIS SLIDE, IT JUST STORES THE ICONS
AND WILL BE DELETED PRIOR TO THE
PRESENTATION**



BONUS GIFT

(AS PROMISED)



5 Things to do to your website TODAY to get MORE and BETTER patients

BONUS GIFT

(AT THE END)

