



WEBSITE MARKETING SYSTEM FOR DOCTORS

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FEBRUARY 2014
VOLUME 7, ISSUE 2

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You can always read, download and sign up for our newsletter at www.FWMDoctorNewsletter.com

WHAT DOCTORS ARE SAYING ABOUT FWM

“When I found out that Tom and Danielle were going to be right in my backyard in Houston I knew that I had to see them. Why? To wish them a wholehearted “thank you” in person. Before I started working with Foster Web Marketing in 2010 I was scrapping with every other podiatrist in my market. Now I am dominating and DSS™ is my marketing weapon of choice.”



Dr. Andrew Schneider

Tanglewood Foot Specialists
www.tanglewoodfootspecialists.com

Check out FWMDoctorSuccess.com to hear what our doctors have to say about us!

Are You Making These 3 Marketing Mistakes With Your CRM?

More and more doctors that we work with are using one CRM system or another to help streamline, organize and automate their marketing and, while we are always happy to see our clients market themselves, we have noticed some HUGE mistakes that have been made. Curious about what a CRM is? Check out page 3.



Whether it's Infusionsoft, Constant Contact, Blue Orchid or any other CRM system, mistakes have been getting made. ***Below are the most common errors that we've seen. Do any of them look familiar?***

1 Setting and forgetting. One of the best parts of a CRM is that it allows you to automate much of your web marketing. Just because you can automate your marketing, however, does not mean that you can set it up and then never check on it again. You should check on your automated campaigns at least once a month to make sure that they are still working properly, that all of the information within the campaigns is still relevant, and that all links back to your site still work.

2 Ignoring the “Notes” section. Are you documenting exactly what you talked about when you spoke to a patient? Did you jot down what they were struggling with and exactly what they needed at the time of the call? Notes put into your CRM can be a lifesaver when conversing with a patient down the road and can keep you from wasting time speaking to them about things that aren't relevant to them.

3 Not using data to create a plan. A CRM can help you build relationships with patients and acquire new patients. However, the challenge many business owners face is

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Staff Spotlight: Yung the Magnificent

It's February, the month of love, so there is no better time to announce that: We love Yung. He has a giant heart and loves this company. On a recent call, Yung was introduced as, "Our resident genius." There hasn't been a task we've thrown at Yung that he couldn't handle. He is extremely intelligent, articulate and logic oriented. And beyond this, he is one of the most genuinely kind people all of us at Foster have met.

"Yung says that he is inspired by the rest of us at Foster, but in truth we are inspired by Yung. He is an inexhaustibly positive man, one who finds inspiration in every aspect of his life. He has thrown himself into his work here at Foster, saying that his goal is to make everyone like DSS."

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What Inspires Yung?

Outside of work, Yung is inspired by food and travel. One of his greatest joys is creating a meal for friends and family and seeing how much they enjoy what he's cooked. His love of cooking is so apparent that his daughter is constantly prodding Yung to go on Food Network's *Chopped*. And though he's unsure he's ready, he won't reject the idea entirely.

The Godfather of DSS

February is also the perfect time to highlight the man I often call "The Godfather of DSS" because it's the month we launch our CRM system in DSS. Like every update we make to DSS, Yung has been instrumental in the creation of our CRM features. And I'd like to thank him, again, for his long hours and hard work on this and every task he undertakes. 🌐



Interested in joining our team? Check out www.linkedin.com/company/fosterwebmarketing to see what opportunities we have!



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



Facebook.com/DynamicSelfSyndication



Twitter.com/FWM_DSS



Our DSS Team: Danielle, Chris, and Yung

WHAT'S NEW IN DSS?

A Sneak Attack Before We Bring The Ruckus

We hit our milestone with this release and will hand it over to our full internal testing group, the first of next week. They'll be bug hunting and delivering usability feedback, so however it goes, we're all looking forward to it. From there we'll bring in a select group of clients for final testing and we'll package this thing up. Can't wait!

Enhancements:

- Major version upgrade for the rich content editor. This upgrade lays a solid foundation for easy feature enhancements in the future. For now, we've added a word counter, source view improvements and IE11 compatibility. Thanks for hanging in there IE users! [DSS]
- An SEO tweak to blog comments, per a request from our invincible in-house SEO team. [Site]

Fixes:

- 301 redirect issues. This was found to be related to the "Regenerate URL" tool on single content item edit pages. [DSS]
- Replaced the shattered wooden axles on my huge 12'x12' chicken tractor with steel ones. Sheesh, how can something seem so right at the beginning and go so wrong? [Home]

A Look Back at the Relationship Between CRM and Marketing

To truly understand why CRM systems have become a key component of any marketing plan, we have to look way back in time; back before CRMs were born and way before Marketing and CRM systems became intertwined.

The Free Lovin' 60's

The free love of the 60's permeated both the cultural landscape and the marketing world. In the early 60's marketers were going for mass appeal. Their campaign materials were sent through the mail and were very general.

By 1963, advertisers were targeting very specific locations based on the newly adopted zip code system. In 1967, the term "direct marketing" was born and marketers began getting specific with their advertising materials. They created targeted materials based on age, gender and income. For the first time, categorizing contacts became important.

Things Get Real in the 70's and 80's

During these two decades, database marketing tools were being created and fine tuned. For the first time, there were database management systems that allowed marketers to better organize the statistics from their campaigns. At this time CRMs were just a glimmer in Marketing's eye; it would take the advent of the Internet to bring them together.

Taking it to the Next Level in the 90's

The Internet made it possible for marketers to reach their customers through email, snail mail *and* advertisements—but what would they do with all of the data they were collecting about their contacts? The answer was found in CRM tools. Juggling the data from so many channels of communication became very difficult. And so Marketing and CRMs cemented their relationship.

What could be more attractive than a system that allows you to target highly specific customer bases?



FAQ



Mike Knetemann

Q: What is a CRM?

A: CRM stands for Customer Relationship Management. In this case, we are talking about a system used to organize your contacts, keep track of appointments and send out highly targeted marketing materials.

A high quality CRM can be used to:

- 1 Automate marketing campaigns.** A CRM allows you to easily move your contacts between your preset campaigns. **Example:** If someone orders your book, they will automatically be tagged for a follow-up campaign—getting emails, letters, postcards, etc.
- 2 Provide your company with data about each contact.** It can be difficult to track your interactions with your customers or patients. A CRM makes this simple, allowing you to make notes about each of your contacts. **Example:** Let's expand on the example above. The patient has signed up for your services. The date of the interaction, the person they spoke with and the time and day of their first appointment can all be added to their "file". As their treatment continues, you're able to track your interactions with the patients.
- 3 Create reports.** CRM gives you the ability to run reports on the data collected on your contacts. These reports can be used to find trends in the activity of your contacts and track the effectiveness of different campaigns. **Example:** You run a report on all the contacts who began receiving your follow-up campaign materials after they ordered your free bumper sticker. The results reveal that there was a high opt-out rate during week four of the campaign. Knowing exactly when this happened can allow you to review the material you send out on week four and improve this portion of the campaign, thereby reducing your opt-out rate.

We hope that we've been able to help you better understand exactly how a high-quality CRM can help you better manage your contacts, your campaigns, and your life!



Did you know that our team has been hard at work creating CRM functionalities in DSS? Call us at (888) 281-8961 for any CRM questions you may have.

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FAQ



Zach Stone

Q: How does a CRM help you track contacts?

A: A good CRM system should help you:

- Keep notes on all communications with your contacts.
- Collect data from all channels of communication—email, calls, chat, etc.
- Find trends within customer data.
- Automate your marketing campaigns.
- Set up alerts for meetings or appointments.
- Share contact information with your employees.
- Effectively track the lifetime of each contact with your company.

Basically, CRM should make your life easier. It should be a simple to use clearinghouse, full of the information you need to help you take advantage of every interaction with your patients.

A CRM Without People is Bound to Fail

While the automated tasks CRM allows for are awesome, without humans any CRM system is bound to fail. It's neither effective nor possible to run a successful CRM based campaign without someone writing the content to be sent out, evaluating leads and placing customers—both current and potential—into the right category. A CRM is about collecting data, and making the most of it, so you need to understand each aspect of your CRM system and be able make the data you collect work for you.



At Foster, we have created a killer CRM system and have the people needed to make the most of this powerful tool. Why not make this your best year ever? Call (888) 281-8961 and let us show you just how easy keeping track of your contacts can be.

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Are You Making These 3 Marketing Mistakes With Your CRM?

using the data that is in their CRMs and using it to enhance their marketing. Are you measuring and reacting to what is being opened? You should be! Use the mountains of data that can be found in your CRM to spend more time replicating what is working and less time rehashing what hasn't landed you a single patient.

Are you making any one of these mistakes? If so, don't panic! While going back and editing (or even rewriting) follow-up sequences or campaigns can sound daunting, the time spent fixing different aspects of your CRM and putting in place CRM use protocols will both streamline your marketing and make things such as your automated marketing campaigns more profitable (and isn't that the point?). 🎯



You may have heard it through the grapevine and the rumors are true: Foster Web Marketing has developed its very own CRM that is a part of DSS™! If you would like to get a demo of this incredible and brand spankin' new piece of marketing software, give us a call at (888) 281-8961!

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A Look Back at the Relationship Between CRM and Marketing

And Their Current Relationship Status?

It's clear that CRM and Marketing are in it for the long haul. Years ago they merged, so that now it's impossible to create an effective marketing strategy without CRM.

CRM allows businesses to carefully and effectively track each of their contacts, customers and clients. With this information organized and automated, delivering personalized, highly targeted marketing materials is a simple matter.

CRM + U 4-Ever

What could be more attractive than a system that allows you to target highly specific customer bases? That automatically sends your campaigns out to highly targeted audiences? That helps you easily track every interaction you have with each of your contacts? Not much! 🎯



To get a sneak peak at our very own, brand spanking new CRM system, call us up. Our team would love to show off our sexy, sleek, easy to use CRM.

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