



# WEBSITE MARKETING SYSTEM FOR DOCTORS

PHONE (888) 430-8377 WWW.FWMDOCTORS.COM



JANUARY 2014  
VOLUME 7, ISSUE 1

## INSIDE THIS ISSUE

- Shining a Light on Our Charitable Clients This Holiday Season and Beyond 1
- Staff Spotlight: Molly McCormick 2
- What's New in DSS? 2
- If You're Not Using Call Tracking You're Missing Out 3
- The Case For the Importance of Breaking News 4
- You can always read, download and sign up for our newsletter at [www.FWMDoctorNewsletter.com](http://www.FWMDoctorNewsletter.com)*

## WHAT DOCTORS ARE SAYING ABOUT FWM

*“Right after we signed on with Tom's company, we signed a very big case. Breaking News has also helped us get exposure on the Internet, and dramatically improved our rankings and various search engine models, which has resulted in business for us.”*



**Damian Mallard**

The Mallard Law Firm  
[www.MallardLawFirm.com](http://www.MallardLawFirm.com)

Check out [FWMDoctorSuccess.com](http://FWMDoctorSuccess.com) to hear what our doctors have to say about us!

## Shining a Light on Our Charitable Clients This Holiday Season and Beyond

***We have many, many clients who give not only of their legal or medical services, but of their money and time as well. One such client is Hupy and Abraham. And their giving spirit isn't new; it wasn't manufactured as part of a marketing strategy. Charity has been a cornerstone of the firm's mission since its inception 40 years ago.***

Michael Hupy and Jason Abraham have worked hard to continue this legacy of giving. Years ago, they decided that instead of sending out holiday cards and gifts to their clients, they would redirect this money, giving it directly to local charities. In the past three years, Hupy and Abraham have given over half a million dollars to more than 100 charity organizations. These organizations range from the very large—The American Cancer Society, Feeding America and the Veteran's Assistance Program—to the small such as giving backpacks and school supplies to area children and providing holiday meals for local families in need.




***This and every year, Hupy and Abraham purchased, assembled and handed out hundreds of holiday meals for Thanksgiving and Christmas.***

This and every year, Hupy and Abraham purchased, assembled and handed out hundreds of holiday meals for Thanksgiving and Christmas. The meals included a ham or turkey and all of the fixings; enough food to feed a family of eight. They helped many local families enjoy a holiday meal! This is just one example of the numerous efforts Hupy and Abraham have not only supported, but run of their own volition.

### ***The Gift of Giving and Your Practice***

My hope is that by highlighting the giving spirit of clients like Hupy and Abraham, we can inspire others to give in their communities as well. Doing so isn't just good for the soul; it's good for brand building and local recognition. Having someone recognize your name from charity work you've done is 1000 times more powerful than writing yet another article about the importance of staying active.

We are proud to call the law firm of Hupy and Abraham a long time client. Since 2008 we have been working with them to advance their brand, expand their reach and get more of their ideal clients. 



Contact us at (888) 430-8377 to find out how you can use FWM services and consulting to build your brand, grow your business and extend your reach in your community.



## Staff Spotlight: The Marvelous Molly McCormick

*Molly is the Foster Web Marketing's Customer Service and Marketing Specialist. Molly exemplifies the word "joy". She spreads cheer everywhere she goes, lending a helping hand and listening ear to our clients and working her tail off to exceed expectations. Her background as an intern in the Web Marketing department at her alma mater, Radford University, has helped her understand our mission and deliver excellent customer service day in and day out.*

*"Outside of work, Molly continues to indulge her creative side—making cakes, painting and crafting her heart out. To Molly, there is no better feeling than working through the challenges of a project and coming out with a beautiful end-product; be that an infographic for your website or a cake for a friend's birthday."*

### A Creative, Dynamic, Visual Artist

Molly isn't just a Spreader of Joy, she is also part of our marketing team. She creates engaging infographics for our website and marketing materials. Outside of work, Molly continues to indulge her creative side—making cakes, painting and crafting her heart out. To Molly, there is no better feeling than working through the challenges of a project and coming out with a beautiful end-product; be that an infographic for your website or a cake for a friend's birthday.

### Lessons Learned From Preschoolers and Lawyers

As a pre-school teacher turned attorney marketer, Molly has been asked if she has seen any similarities between attorneys and small children. And though this question sounds more like the beginning of a bad joke, Molly proved through her response that she can answer any question with grace and wit.

"I would have to say that they are both exciting to work with," said Molly. "You never know what you're going to get when it comes to a preschooler's imagination, much like you never know what a lawyer's next big venture is going to be. Both are predictably unpredictable."

Molly relishes the opportunity work with our clients on their "next big venture", approaching new projects with a positive attitude and her trademark gusto.

We hope that you have the opportunity to work with Molly soon, as all who do enjoy the positive, professional experience she's known for. 🍪



Think you could find your home here at Foster? Check out our job openings at [www.linkedin.com/company/foster-web-marketing](http://www.linkedin.com/company/foster-web-marketing).



## 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](https://Facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM\\_DSS](https://Twitter.com/FWM_DSS)



Danielle Ruderman

## WHAT'S NEW IN DSS?

Forget that frigid vortex thing, things are getting crazy hot with FWM's strategies and DSS. We're collecting global analytics for our whole network, finalizing our next generation of sites and plotting a flood of enhancements for DSS to improve workflow. Crazy enough, we're doing all that while wrapping up an epic feature that'll make this past Christmas look lame (well...just the gift-giving part). On behalf of the whole company, I'd like to proudly announce we're in the final stages of completing our own proper CRM! This sucker is coming with full contact management, tags, campaigns with configurable sequences, email templates with attachments and a wicked form builder. Even more details are on the way, so stay tuned! If that wasn't enough, we've got a nice enhancement to the rich content editor coming very soon. That will include upgrades like auto-saving with compare/restore, IE browser compatibility fixes, image captioning and positioning improvements, embed media button, source view enhancements, word counter and more. Can't wait. :) Well, enough of my yammerin', let's get on to this release's notes.

### Enhancements:

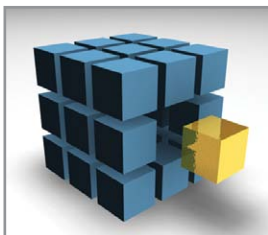
- Files uploaded through the Document Library are now renamed with hyphens instead of underscores. [DSS/Site]
- To help reduce the volume of consistent problems encountered with .mov files, we've removed all references to them on the video upload page. We now suggest our Mac users defer to the much more friendly .mp4 formatted video files for upload. [DSS]
- Updated our global Google Analytics configuration for even better reporting. We'll have to anchor our SEO team to the floor! They're going crazy with all the captured data of our entire network. We'll share our findings and insights soon. [DSS]

### Fixes:

- Adjusted the logic on service area pages so that the sub-service area box will not display when there are no sub-service areas to display. Ha! [Site]
- Fixed a bug preventing blog titles from linking properly. [DSS]



# If You're Not Using Call Tracking You're Missing Out



***You know when you spend hours upon hours stooped over an intricate puzzle, only to find that you are missing one piece? One. Stinking. Piece. It's enough to send even the most mild mannered individual over the edge.***


Truly effective marketing is a lot like a big, complicated puzzle. There are many parts, each of them building upon the other. Many of our clients have already put together most of their puzzle. They have in place: awesome website, well made video, killer content, a dynamic social media strategy and ethical SEO practices. But what they are missing is the one important piece of the puzzle that could allow them to track the return on their costly investment: call tracking.

Call tracking allows you to see very clearly if your website—the one you spent hours and many thousands of dollars building—is motivating people to call you. Call tracking will give you a very clear picture of the ROI on your website and because of this, I believe it's an invaluable tool that every professional should use.

## Why This Puzzle Piece is The Piece to Have

Call tracking is critical because it gives you the ability to see precisely where your business is coming from. Calling you is big commitment for the average patient. They aren't just reading your blog and watching your videos; they're calling to talk to you directly, to make an appointment to see you. That's HUGE! Don't you want to know why motivated these people to call you? Where they got your number? Of course you do.

So where should you start with call tracking? We suggest beginning by adding it to a unique number used only on your website. By tracking which calls are coming from your website you'll know exactly how many potential patients have been moved to call because of the information they found here. After you have this in place, you can consider adding other numbers—one for your newsletters, one for your billboards and one for your TV commercials. But first, start at the beginning and set up call tracking on a number found only on your website.

The best way to do this is to add call tracking to your new site. At Foster, we include call tracking with every new site we create. No numbers to change, no hassle, just an call tracking system ready to go as soon as your site launches. 



Be sure to like us on Facebook ([www.facebook.com/fosterwebmarketing](http://www.facebook.com/fosterwebmarketing)) to learn more about call tracking and other tricks of the white hat marketing trade.

## FAQ



Mike Knetemann

## Q: How do I get direct mail opened?

**A:** First of all, HUZAAH! While FWM is all about web marketing, we strongly believe that good old fashioned snail mail is an excellent addition to any marketing plan.

***Now, to your question. There are several things you can do to increase the chances that your snail mail or post cards will make it past the recycling bin. To help make your direct mail offering more appealing I suggest that you:***

- 1 Include envelope copy.** This is a "stamp" located on either the front or the back of the envelope. "Do not bend. Photos included." is one example, but there are hundreds of others. To determine the best envelope copy for your local market test these headlines and see what works best.
- 2 Give a heads-up.** Be sure that you let the recipients of your postcard or letter know that it's coming. The most common way to do so is to send out an email or post it on your Facebook page. "There is something awesome coming to your mailbox. Keep an eye out for it!"
- 3 Make it unique.** We recently got a promotional item in a cardboard tube. Inside was a literal silver bullet and marketing materials about how the company's services offered a silver bullet effect. Intriguing! Make it interesting and you have a better chance of making an impression.
- 4 Steer clear of the bill look.** What comes in the mail most often these days? Bills. Make sure that nothing about your direct mail looks or feels like a bill; unless you enjoy wasting your money.
- 5 Give them what they want.** And what do they want? Free stuff! This could be a free offer or a coupon from a local business. Most people have a favorite coffee shop, restaurant or book store, so approach the business owner and ask if they'd be interested in offering an exclusive coupon to put in your direct mailings. And again, let people know it's coming via email or social media. "An awesome coupon is coming your way. Look for it!"



If you haven't taken advantage of direct mail yet, now is the time. Snail mail appeals to a variety of demographics and can help round out even the most effective web marketing plan. Email our team at [info@fosterwebmarketing.com](mailto:info@fosterwebmarketing.com) to get help kick starting your direct mail campaign.



# The Case For the Importance of Breaking News



***There is a tool in our belt that we love using. This tool is exacting, effective and, when used at precisely right time, it has the power to turn the average professional into a media darling.***

This tool is our Breaking News Blast, and we recently used it to help California personal injury attorney Brian Brandt bring attention to an important case he successfully took to trial. Brian was representing a young woman who, four years earlier, lost most of her family in a terrible accident with an illegally parked semi truck. The case was a big one not just for Brian, but for the accident survivor, and, thanks in part to our help in spreading the news about the case, others in a similar situation.

The power of a Breaking News campaign is its ability to quickly disseminate the information people are looking for. Once we get the go ahead to begin a Breaking News campaign it only takes our team 48 hours to have the entire campaign up and running. This includes: 1 press release, 1 breaking news spokesmodel video, 1 news item, 1 blog post, 1 FAQ, 1 landing page to capture contacts and social media blasts for each piece of content.

With Brian we followed this protocol and quickly created quality content and video to go along with his case. This has had the desired effect—it drove up site traffic and helped show others in similarly tragic situations that there is hope.

## **Breaking New For Doctors**

Attorneys aren't the only professionals who can make the most of a big news story. Examples of breaking news packages for physicians include building a media blitz around: an athlete who successfully recovered from an injury, a celebrity who underwent plastic surgery and the rising popularity of vampire dental work—if you're into that kind of thing. These campaigns can be highly effective and help position the physician as an expert in their field; landing them on both local and national news.

**"To make the most of breaking news, you have to be ready at the exact moment the news breaks"**

## **Are You Ready For a Game Changer?**

To make the most of breaking news, you have to be ready at the exact moment the news breaks or, in this case, before your big case goes to trial. You need to be monitoring every major news outlet, looking for the freshest news stories.

But who has time to scan the web, looking for the next big story? We do. At FWM we also offer Breaking News Alerts. This service is available to clients and non-clients alike. And the best part? It's totally free. 🌐



Just visit our site and search for breaking news alerts to sign up for this fantastic, free service or visit [www.BreakingNewsForLawyers.com](http://www.BreakingNewsForLawyers.com) to set up your free breaking news alert.

**WEBSITE MARKETING SYSTEM  
FOR DOCTORS**

Page 4

FOSTER WEB MARKETING | 10555 MAIN STREET | SUITE 470 | FAIRFAX, VIRGINIA 22030

TOLL FREE: (888) 430-8377 | DSS: (866) 448-8999 | FAX: (703) 997-1309 | [WWW.FWMDOCTORS.COM](http://WWW.FWMDOCTORS.COM)

The *Killer Website Marketing System for Doctors* Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit [www.FWMDoctorNewsletter.com](http://www.FWMDoctorNewsletter.com)

Design and publication by Zine Graphics & Print ([www.zinegraphics.com](http://www.zinegraphics.com)). Copyright © 2013 by Foster Web Marketing.