



# WEBSITE MARKETING SYSTEM FOR DOCTORS

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



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## WHAT DOCTORS ARE SAYING ABOUT FWM

*“Foster Web Marketing has a great software called Dynamic Self-Syndication. Through DSS, I can do half the work and get two to three times the results.”*



**DR. BRANT GIBSON**

Mountain West Foot And Ankle Institute  
[www.UtahFootDoc.com](http://www.UtahFootDoc.com)

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

## Content Marketing Mistakes YOU are Making



*You're posting new content on your website regularly—and you're making certain that it's unique, interesting, and relevant. However, you simply aren't seeing the returns that you expected from your content campaign. What are you doing wrong?*

*Here are some of the most common mistakes that we see clients making when they post content:*

- 1 You aren't talking to your ideal patient.** Before you write a word, ask yourself, “Who is my audience?” Knowing your audience—and what your audience wants—is key to attracting the kind of patients you are looking for. If you aren't focused on your ideal patient, you won't get your ideal patient.
- 2 You are talking about yourself.** Have you ever gone on a bad date where the other person just goes on and on about themselves? No one likes when it's all about YOU, and this is true of your readers, too. Patients want to get their questions answered and find information—they don't want to hear about how great you are.
- 3 Your content isn't easy to read.** No one wants to read a dense block of text displayed in a tiny font. Use subhead, lists, and short paragraphs so that readers can easily locate the information they are searching for.
- 4 You are ignoring trends and breaking news.** Want to make both
- readers and search engines happy? Keep track of trending topics as well as current events in your field. Write about anything that you can make relevant to your business.
- 5 You aren't going social with your content.** You've written your content, but are you making sure that people read it and share it? Be sure to post your articles on Facebook and Twitter—and to have buttons on the same page as your article so that readers can pass on the link when they're done.
- 6 You don't have a big-picture plan.** We see so many clients who are writing their hearts out but who aren't taking time out to plan and strategize. What do you want your website to look like in a year? What are your goals? How is your content converting visitors to patients?
- 7 You aren't measuring your results.** You are sure to analyze every other aspect of your business, why aren't you taking more time to look at what content is working and what content is falling flat? Measuring your results and changing your strategy to improve those results is at the heart of every successful content marketing plan. 🌐



Need help with your content? We can teach you how to make your content work for you – or we can write your content for you. Call our team today at (888) 430-8377 to learn your options!



## Staff Spotlight: Ariel Fleischer

After completing a successful internship at Foster, Ariel Fleischer officially joined the Foster Web Marketing team as a Public Relations and Marketing Specialist in April 2013—and everyone is excited that she's become a permanent fixture.

Ariel spends her days in the office working on all things related to PR and marketing, from writing social media updates to handling breaking news, to sending out press releases. When she has time to spare, she is sprucing up the company's databases and learning about the newest trends in online marketing.

Originally from Kentucky, Ariel traveled to Virginia to attend George Mason University, where she majored in Tourism and Events Management. She gained knowledge both inside the classroom and out—she worked as an advisor and was public relations vice president of her sorority. Since she is a people person and a planner, she has always gravitated toward jobs and activities related to event planning, public relations, and communication.

After moving to Virginia to attend college, Ariel fell in love with the state and decided to stay. She loves exploring Washington, DC, with her friends and roommates, whether she is getting a cup of coffee, checking out a new restaurant, or attending a happy hour.

*What does Ariel love most about her job?* "My favorite part of my job is all the people I work with, and how willing everyone is to teach me new skills. I love growing as a specialist."

*What does Ariel like most about Foster Web Marketing?* "I like that we are education based—we are willing to teach our clients everything we know. I also like that everything we produce is made in the USA."

*Where can you find Ariel after work?* "I love baking and cooking new recipes. I like to explore Pinterest to find new recipes. I love going into DC—there's a big difference between what my life was like in Kentucky and what it's like here."

*Ariel spends her days in the office working on all things related to PR and marketing, from writing social media updates to handling breaking news, to sending out press releases.*

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Think you could be an asset to our team? Check out [www.linkedin.com/company/foster-web-marketing](http://www.linkedin.com/company/foster-web-marketing) to see if we are hiring!



## 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://www.facebook.com/DynamicSelfSyndication)



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



Danielle Ruderman

## WHAT'S NEW IN DSS?

We've added some wild new features, enhancements and fixed a couple of bugs! **Review the lists below for the full score.**



### Features:

- Added a search content table to the bottom of the edit newsletter page. Easily search for the specific items you want to link to in your content and click the item title or action icon to auto-magically add a link to the rich content editor. See the power tip for more details. [DSS]
- Incorporated "OAuth2.0" client login and authorization protocol for better compatibility with Google accounts. Beep-beep squirk-squirk [:] Yes, we are a bunch of nerds. [DSS]

### Enhancements:

- Major style and usability update of the support ticket popup window. [DSS]
- Clarified the power tip for the "Link" field on edit office page. [DSS]
- Added an "embedded video" round, blue badge on video library search page to help identify...well, err, embedded videos vs the regular uploaded videos. [DSS]
- Removed the "landing page" identification from 404 pages so visitors receive the full site interface. [Site]

### Fixes:

- Responsive styles and layout registering correctly on devices. [DSS]
- Style fix for bullets on address blocks on office detail pages. [Site]
- Form validation on the edit video page. [DSS]
- Live page link on offices search page. [DSS]
- Category listing and navigation on overview pages. [Site]
- Disclaimer display logic on results and testimonials sections. [Site]
- Section title display logic on blog overview page. [Site]

# Connect with Patients Personally Through YouTube Comments

***In November, YouTube finally unveiled its new commenting section.***

The more readable format has a ton of new features that make it a huge improvement over the old system, including:

- *Google+ integration that allows you to see comments from people in your circles first.*
- *Better comment sorting that puts notes from celebrities, video creators, and friends on top.*
- *Sorting options that give you the opportunity to read the most recent comments.*
- *Threaded replies, which organize conversations and make navigation easier.*
- *Comment moderation tools that give video creators the power to flag comments, delete comments, or ban users from their channel.*

What does the new YouTube comments section mean to you, your business, and your online marketing efforts? Now is a great time to get busy using this feature to your advantage. Here's how:

- **Manage your comments sections.** Remember you have control over what people say about your videos. Flag spam, delete abusive and negative comments, and ban users that repeatedly cause trouble. However, remember that constructive arguments and well-thought-out criticism can engender conversation (and more hits, shares, and likes).
- **Comment on other people's videos.** YouTube is not just a place to post your own videos; it is a social media platform and a community. One of the best ways to get more views and channel subscribers is to watch other relevant videos and post thoughtful comments.
- **See what your friends are saying.** If you link your YouTube account with your Google+ account, you will be able to see your friends' comments on videos – and have the opportunity to respond. The new comments system should make it easier to keep in contact with people you already have in your circles.
- **Respond to posters on your own videos.** Now that conversations are threaded, it is easier for users to follow exchanges between commenters. Use this to your advantage by leaving thoughtful replies to questions, comments, or even negative feedback.

Far too many doctors post their videos on YouTube and then forget about them. It is vital that the time, effort, and money you put into your videos aren't wasted. Just spending a few minutes per day commenting on YouTube (or having someone else do it) can do wonders for your online marketing campaigns. 🌐



*What does the new YouTube comments section mean to you, your business, and your online marketing efforts?*

*Now is a great time to get busy utilizing this feature to your advantage.*

## FAQ



Jenna Wright

**Q: Should my YouTube and Google+ page be connected?**

**A: Yes, you should absolutely link your Google+ business page with your YouTube profile.** Generally, linking your business' social media accounts saves you time and better connects you with your followers. Specifically, linking your Google and YouTube profiles can help you better utilize both platforms.

Recently, YouTube revamped their comments section to make it easier to follow, easier to moderate, and easier to connect with friends and family. However, you cannot take full advantage of many of the features if you do not connect your Google+ business page with your YouTube profile.

For example, if you connect your two profiles, you will be able to see YouTube comments made by people in your Google+ circles before all other comments. In addition, you will also be able to see who is posting public YouTube videos by looking at your Google+ feed.

**How do you connect your profiles?** Go to the advanced account settings in your YouTube account and click on "connect with a Google+ page." The username you choose will become your new YouTube channel name, so consider picking your business name. Your YouTube comments sections will now be affected by your Google+ profile, and whenever you post a public video on YouTube, it will show up on your Google+ page.



If you need more help navigating YouTube or using Google+, we can help. Contact us through [www.FWMdoctors.com](http://www.FWMdoctors.com) or give us a call at (888) 430-8377.



Do you need social media help, a YouTube primer, or help with online video? We can help with all three. Call us today at (888) 430-8377 and embrace video marketing!

# Getting In the Media: Your Brand Is the Most Important Thing

**Nationally Recognized and Board Certified Attorney Brian Beckcom had one of those good problems.** Over two years ago, the Houston-based maritime injury attorney signed up a case that he never imagined would have such a tremendous impact on his practice and his life.

The story surrounding the case has captured the imagination of the country—and a “loosely fact-based” version of this story has just recently been turned into a major Hollywood release, *Captain Phillips*, starring the great Tom Hanks. The movie version of the story is based on the book written by the real Captain Richard Phillips (who Tom Hanks portrays) about his ordeal on board the *Maersk Alabama*, his subsequent kidnapping, and eventual rescue by the US Navy SEAL Team.

Longtime FWM client (since 2007) Brian is representing nine of the crewmembers featured in the drama *Captain Phillips*. As the movie neared release, Brian and his firm were bombarded with calls from media outlets across the globe. He wasn't quite prepared for the reaction of the media once they got wind that the movie's version of the story might not be quite accurate. He was inundated with phone calls from various press outlets asking for opinions and getting sound bites. He started seeing his own quotes on websites everywhere.

When *Good Morning America* rang, he realized he was in over his head.

He knew how to win the crewmembers' case, but he didn't know how to convert his office's explosion of media attention into meaningful results. He also was most concerned about someone saying something that could possibly damage the case. He needed immediate PR and media help. He called Tom Foster.

## What does a Foster media blitz look like?

Within hours of Brian's call to Tom, the media blitz ball was rolling. Fast action

is crucial when a case garners national or international attention, and in the days that followed, over a dozen team members at Foster were making certain that Brian's opportunity to benefit from the spotlight didn't pass him by.

Although each media blitz is unique and tailored to the situation and the practice, **Brian's blitz has included:**

- 1 Creation of online press kit, talking points, retargeting ads, and shared media list
- 2 Custom social media daily to promote the case
- 3 Partnering with in-house marketing team to handle media inquiries and website updates
- 4 Creation of custom content, press releases with super-fast turnaround time
- 5 Editing of videos shot in VB's green screen studio (that was set up by Tom and Jim), with less than a day turnaround time
- 6 Super-fast website design updates to promote the case and A/B split testing of design changes to maximize user engagement and take advantage of huge traffic spike
- 7 Hosting Brian and one of the *Maersk Alabama* crew members in the FWM office for a day to shoot video & capture the crew member's experience on camera
- 8 Broadened marketing efforts to go after other pirate-related cases (e.g. the Nigerian pirate attack)
- 9 Expanded marketing efforts to capitalize on a new Greyhound case

## That sounds nice, but let's talk return on investment

Before the dust had even settled, the results were hard to ignore. Brian's web traffic soared and his phone started ringing. His story appeared in over 40 publications



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across the country and he was featured on multiple national television shows. His website's homepage bounce rate dropped to a startlingly impressive 39 percent—evidence that his SEO was working and that search engine users were finding the exact information that they were looking for.

Perhaps most surprising was the call that Brian received just days after the movie's release: a victim of the recent Interstate 80 Greyhound bus accident in Pennsylvania found VB's website through an organic search. When she saw he was representing the *Captain Phillips* crew, the injury victim started dialing. The law office signed the case on October 18—a week from the movie's release date. With just this bus accident case, the media blitz may well have paid for itself.

## Don't get ready—stay ready

One of the reasons that Beckcom's media blitz was so successful is simple: his firm already had a great marketing plan in place and was ready to take on an unexpected explosion of interest. Their social media accounts were ready to roll, their website was ready to handle increased traffic, and they were familiar with how marketing campaigns worked. They even had an in-house video studio to churn out YouTube clips in hours. 🌐



Are you ready for a big case, or a sudden media explosion?

If you want to get ready and stay ready—or if you suddenly find yourself in need of lightning-fast PR services—call us today and ask for the blitz.

**WEBSITE MARKETING SYSTEM  
FOR DOCTORS**

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