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

WHAT DOCTORS ARE SAYING ABOUT FWM

“The reason I selected Foster Web Marketing was because of Tom Foster. He is a very dynamic, involved, caring individual, and he’s got a great company. I’ve seen some of his previous websites for other physicians and they’re just unbelievable for information and content.”



Dr. Bruce Calligaro
WayneFoot.com

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



by *Buster Tate*,
COO of Foster
Web Marketing

The Business of Running a Business:

Part Three: Converting Your Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Into Action

In part two of our series on “The Business of Running a Business,” we discussed the critical elements of strategic planning and the requirement to assess the current status of each element of your business, set goals with metrics for each business element, conduct a gap analysis between the current status and your goals, and make a plan of action to close the gaps. The preceding words are simple to write; however, completing this task as described is not an insignificant effort—but is well worth the investment in time.

“Plans are only good intentions unless they immediately degenerate into hard work.” —Peter Drucker

Once you have completed your SWOT analysis, you should prioritize the order in which you proceed by using the Pareto principle (commonly referred to as the 80/20 rule) to increase your probability of success. If you are not familiar with the 80/20 concept, you should consider reading *The 80/20 Principle* by Richard Koch. The essence of the 80/20 principle states that you will derive 80% of the benefit, in this context, of your strategic plan from 20% of the tasks identified in your gap analysis. Identifying the tasks with the highest ROI of your time will give you clarity in the prioritization process.

With a well-curated plan of action in hand and the metrics you developed during the gap analysis to quantify success, you are ready to move toward your stated goals. With the completion of each task, the creation of a new process, or the outsourcing of responsibilities, you must maintain a “trust but verify” discipline throughout. If you set up a practice policy or hire someone to provide you with a service, you must be able to verify through measurement or reporting that expectations have been met. We speak with doctors in all types of practices from every corner of the country and hear example after example of surprised disappointment that they hired someone to perform a task, only to find out months later that it was not done or was done poorly.

I knew a wise, old Sergeant Major of the Marine Corps who would tell his troops, “You can’t expect what you don’t inspect.” If you give your team, including vendors, tasks or instructions and assume they are doing what you have asked without checking, you are burning money.

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Happiness May Be at the Tip of Your Fingers

by Karen Hoff

Karen Hoff, Foster Web Marketing's Happiness Director and Customer Service Manager, shares her tips for increasing happiness.

What does happiness look like when it comes to your business? At Foster Web Marketing, I like to spread happiness by going above and beyond for our clients. I genuinely love to see our clients succeed, so offering help where I can is a way to encourage their success.

How do you spread happiness across your patient base? Do you offer free consultations? Do you take care of the little things that can make their lives easier, even though it's not your "job"? Sometimes something as simple as checking in on a patient can make a huge difference. I can relate to this, and I am sure many of you can as well.

One method of coming up with ways to increase happiness is to just ask—a simple concept that many businesses forget. Survey your patients as they walk out the door; don't let them get away without collecting data to improve your services. We have gotten some great ideas for our services and software directly from client surveys and suggestions!



What does happiness look like when it comes to your business?

Another way is to have some friends or consultants go through the paces with your business. Have them come in as "regular" patients, go through the entire process, and

report back with the results. Did they feel the love? Did they feel like they wanted to come back or, better yet, refer everyone they know? If not, you have some work to do.

Lastly, watch your employees and listen to the calls that come in. If you do not currently have call tracking on your site, which includes recording and reporting in DSS, contact us! This is one of the best ways to analyze your customer service, and you have the ability right at your fingertips!

I hope you find happiness in taking these actionable steps; maybe not all at once, but even small, incremental improvements help! 🌍



Great customer service is how we keep our clients happy! **Karen and Kyle comprise our customer service team, and they are available from 8 a.m. to 8 p.m. EDT!** Take advantage of our extended hours and awesome service.



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)



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

We have a few awesome new features in the CRM form builder! You can now collapse and expand the assigned columns, making it easier to focus on which contacts are receiving what information! We've also added a cool new option: when you add a new field to a form, and you give the field a Group Label, it changes the name at the top of that form module to that label so you can better identify it on the list of fields you have added. (Don't you love it when we make things easier for you?)

With the addition of the contact or campaign counter for each tag, you can see exactly how many people are assigned to a tag. This new feature is available on several modules through the CRM, and will show you the impact that assigning or removing a tag will have on that item, whether it be a contact, campaign or newsletter. We've also added a filter option for the source of the contact on the contact search page. This allows you to easily group and search for specifically targeted users!

If you need help using any of these awesome new features, call Karen or Kyle in our Customer Service department at **844-531-4797**.

Google My Business: 3 Critical Steps to Rock Your Google+ Presence

by Jamie Kelly

More people are using search engines find reputable doctors than ever before. Google My Business, which is designed to help your business get found on Google, is a critical piece of your web presence.

Because it's new to Google, it can be frustrating to try to navigate alone. These 3 easy steps will help you set up your profiles, claim your listing, and—most importantly—make your profile awesome!

1 Proper Account Architecture – If you don't already have one, set up a personal account to serve as the master account for both the practice profile, as well as the practitioner profile.

a Personal Profile: You're not obligated to use your personal profile for social interaction, but you do need it to control your other accounts.

b Practice Profile: This is the profile for your medical practice. Use the name of your business—nothing else. Remember, Google is all about consistency, and if your business profile does not match your business name, it's inconsistent.

c Practitioner Profile: Each doctor is allowed to have what we call a "practitioner profile." It should NOT be used as a personal profile, but as a way to represent yourself as a business.

2 Claiming Listings – If you already have a business profile on Google (search via business name, address, or phone number), CLAIM IT! Do not create a new profile if it already exists. If not, create one!

3 Make Your Profile Shine – The most important thing to remember is NAP: Name, Address, and Phone Number. These things must always be consistent. It sounds simple, but "Street" is not the same as "St."

a Categories: Google My Business allows you to select multiple categories that help searchers find your practice. Pick the most specific ones, and add as many secondary categories as are relevant to your practice (e.g., if you are a podiatrist, don't simply select "doctor").



These 3 easy steps will help you set up your profiles, claim your listing, and—most importantly—make your profile awesome!

b Linking Back to Your Website: Use this opportunity to send users to pages other than your home page. For practitioner profiles, send users to your bio page! For the practice profile, send users to the location page.

c Photos and Videos: These items actually increase your authority in the eyes of Google, and they create a better user experience. You can sync your YouTube channel to automatically populate on your profile.

d Details Make the Difference: Include information about parking, office hours, payment options (Google actually provides checkboxes for this!), or even which insurances you accept.

e The Virtual Tour: This option is exclusive to Google My Business and, quite frankly, it rocks. You can show users a tour of your office, which is always helpful if it's hard to find, or if you want to show potential patients that you operate in a clean and welcoming environment. FWM shoots on-site video tours of many of our clients' offices; for more information about this and other video services, visit www.FWMNews.com.

f Insights: The Google My Business dashboard includes an "Insights" feature that tracks data so you can measure how your local listing is performing. 🌐



Google My Business can seem daunting or overwhelming at first glance, but with the right guidance you can use it to get a leg up on your competition. Call us at **844-531-4797** if you need help setting up your Google My Business profiles!

FAQ



Laura Johnson

Q: What is a “vanity URL” and what’s the best way to use it?

A: A “vanity URL” is a unique, short and memorable web address (domain name) used for branded marketing that is forwarded to a page on your website. By directing users to an easy URL, you increase the likelihood that they’ll follow through to the page.

When should you use them? Vanity URLs should be used when running a specific campaign. For example, we are running a campaign for our Marketing Boot Camp (Sunday, October 26, 2014 from 9 a.m. to 5 p.m. ET) and have purchased the domain name www.FWMBootCamp.com. It is easy to remember, easy to type into your browser, and much more visually appealing than a link with slashes, hyphens, and numbers. We also have tracking set up in GoDaddy, so we know how people found this link. (We use Google’s URL builder to create trackable URLs.)

You can purchase a vanity URL from any number of domain-hosting websites, but we definitely recommend GoDaddy

for ease of use when it comes to forwarding. Once you’ve purchased your domain name, go into “forwarding” on GoDaddy, and forward the new domain to the page that you’d like visitors to be redirected to when they type it in.

Example: We have www.FWMBootCamp.com set up to forward visitors to http://www.fosterwebmarketing.com/reports/dss-and-internet-marketing-bootcamp.cfm/?utm_source=bootcamp&utm_medium=marketing_blast&utm_campaign=vanity_url. (Notice the tracking information at the end of the URL!)

Make sure you buy a domain name for each marketing campaign, so you can determine if your flyer, billboard, radio ad, or newsletter actually brought you traffic.

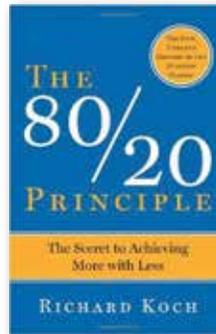


Vanity URLs should be used when running a specific campaign.

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The Business of Running a Business: Part Three: Converting Your Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Into Action

When you make a decision to formalize your business planning and consider resources available to assist your effort, keep in mind that shortcuts rarely work. There are countless books, software programs and consultants available to assist with your business planning. Following in the footsteps of others can prevent you from making a critical mistake or leaving out an essential step; however, you must not be seduced by promises of quick or easy solutions. Taking a strategic look at your business, setting goals, and executing the plan require clarity of vision and discipline. If you are a solo practitioner or the managing partner of a practice, strategic planning and business plan development are not tasks you can delegate.



If you are not familiar with the 80/20 concept, you should consider reading *The 80/20 Principle* by Richard Koch.

The essence of the 80/20 principle states that you will derive 80% of the benefit, in this context, of your strategic plan from 20% of the tasks identified in your gap analysis.

I know that the brief words I have provided in this newsletter are inadequate to facilitate the creation of a well-reasoned business plan. My purpose in presenting this information in such a condensed manner is to spur your thinking, and to refocus those doctors who get overwhelmed with fighting the urgent issues of the day and never take the time to get back to the fundamentals of business. 🌐

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”
— Vince Lombardi



If you need help setting up your vanity URL, you can call our awesome Customer Service team at **844-531-4797**.



You can find more information including *The 80/20 Principle* at www.FWMnews.com.

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