



FOSTER
WEB MARKETING

WEBSITES, SOFTWARE AND MARKETING FOR DOCTORS

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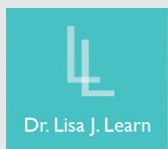
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You can always read, download and sign up for our newsletter at fwmnewsletter.com

WELCOME TO THE FAMILY!



We are very excited to welcome
Dr. Lisa

Learn and her practice to the Foster Web Marketing Family! Dr. Learn is a cosmetic and reconstructive surgeon based in Fort Lauderdale, Florida.

Dr. Learn understands the importance of answering the most frequently asked questions, and putting patients' minds at ease. Check out her website at www.DrLisaLearn.com!



Tis The Season to Maximize Your Holiday Marketing

The holiday season is more than just upon us; it's everywhere you look! There typically is an abundance of events this time of year, ranging from parties and celebrations to charity drives and award ceremonies.

Use these events as opportunities to improve, brand, and market your practice! Holiday events can give your staff a sense of camaraderie and strengthen employee relationships, and (if the festivities involve a charity event) can create a sense of wellbeing and giving.

To effectively promote an event, follow these four steps and make the most of this opportunity:

- 1 Plan.** It is best to do this early in the year—but no matter when you start, you'll need to have a plan. Inform your staff about the event, the times, locations, and designate an employee as the point of contact between your medical office and the event coordinator. Determine how you will tie the event into a holiday theme, if the connection is not already apparent. This is a fun and easy way to get creative, and because it is a trending topic, it will generate interest.
- 2 Promote.** Before it takes place, start promoting the event on social media. Provide information about when and where the event will take place, and encourage your audience to join, donate, etc. Tag the charities, businesses, and people involved in these posts in order to reach a wider audience. Share the information in your print and email newsletters; you can even add event details to your email signature.
- 3 Public Relations.** This is an excellent opportunity to get your medical office in the press. Holiday events are often widely reported, and by sending a press release to media outlets, you may just grab some attention. If you do make it into the news, share it on social media to create even more hype!
- 4 Post.** Create content about the event and post it to your website! Be sure to include some background information on the organization you choose to support, how you are involved, and details about the event.

During the event, be sure you have someone taking photos and videos. Post these to social media, and be sure the correct businesses are tagged. Use this opportunity to get quotes from attendees and team members, so you are able to write up new content once the event has concluded.

Once the event is over, post content to your website to recap and share why your medical practice's participation was such a positive experience for everyone involved. Taking the time to express your gratitude is just as important for your audience as it is for your staff! Be sure to review the effectiveness of the event with your staff, and determine if you reached your goals.

The holidays can be incredibly busy, but you can successfully market your practice by taking advantage of these opportunities to give back and celebrate. As you follow these steps, the promotion will come naturally!



Learn more about how to promote your medical practice through events and social media at FWMnews.com.



Karen's Customer Service Corner

by Karen Hoff

Question: I have a CRM (Customer Relationship Management) system. Now what?

Answer: If you are a client of ours, you have probably heard about the new built-in CRM system we offer. This system is ideal for smaller practices that need a simple, easy-to-set-up system to take care of some of the marketing work. But now that you have it, how do you set it up in DSS?

Happiness Director to the RESCUE!

To set up your DSS CRM, follow these four easy steps:

1 Tags. Create tags for your campaigns. The tag links everything together. Keep it simple: for example, if you have a book about heel pain, call the tag "Heel Pain."

2 Email Templates. Create the series of emails you want to send to anyone who asks for that book. Each request will trigger an immediate "thank you" email with the book link, if you have that option set up in DSS. Your first email should be along the lines of, "Have you had a chance to read the book yet? Do you have any questions? Here is another offer or related link you might be interested in."

3 Campaigns. Create the campaign. Title it ("Heel Pain Campaign," in our example), select the emails you created, and set the time span in which they will be sent out (3 days, 10 days, 15 days, and so on). Tag the campaign!



*Happiness Director
to the RESCUE!*

*To set up your DSS CRM,
follow these 4 easy steps.*

4 Forms. Tag the form the user will fill out; in our example, you would apply the tag "Heel Pain" to the offer order form.

That's it! Once you do the initial setup, the system does the rest. Prospective patients who fill out a contact form on your website will magically receive your awesome tips, advice, and interesting content items! 🌟



If you need help, please contact Customer Service at (888) 883-9719 or email tickets@fosterwebmarketing.com. Want some tips on best practices? Check out www.FWMnews.com for more info!



Having a professional, modern website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

It's been three years since our Chief Marketing Officer, Danielle Ruderman, started the DSS Users' Group, and we've grown from a six-person audience to hundreds of registrants! These live, open-forum webinars are free to clients, provide a way to share information about DSS, and show clients how to get the best results based on proven methods.

So how do YOU benefit? The goal is to give you the information you want. Most recently we covered some advanced features in DSS, how to utilize keyword research, content strategies, and Google's algorithm update. All of these topics were suggested by clients. *Our clients are the driving force behind this awesome monthly educational program. We use this one hour a month to educate you on the best marketing practices and how you can apply them using DSS.*

We are excited to announce that Karen Hoff, our Happiness Director, will be taking over the management of our users' groups moving forward. She would love to hear your questions, suggestions, and feedback in order to better serve your needs, so please reach out to her via tickets@fosterwebmarketing.com or (888) 883-9719. Keep an eye out for your next email invitation—we send these to all of our clients! The DSS User Group is always the first Thursday of every month at 3pm Eastern Time. Sign up by going to DSSUsers.com. You'll be notified every month about upcoming User Group meetings!



The Five Syntax Errors That'll Get Your Content on

THE NAUGHTY LIST

Our very own cranky grammarian, John Prager, recently wrote an intriguing article on "peculiar, yet common, usage errors." The five coal-worthy errors highlighted here could compromise your reputation as a professional, threatening the credibility of any advice you give. So watch what you write, because even if Santa isn't watching, your audience is.

1 "Uncharted waters"

The phrase "uncharted waters" provides an excellent example of a malapropism. The writer intended "uncharted waters," in the sense of an ocean or sea that has not been mapped or explored; it's a powerful metaphor. Unfortunately, "uncharted" is an adjective describing a business that has not been officially recognized by government; its synonyms include lawless and unauthorized.

2 "Irregardless"

Sorry to say, but there is no such word. The person who uses "irregardless" is conflating two different words that happen to have similar meanings: "regardless" and "irrespective." Most of the time, the word he wants to use is "regardless."

3 "Disinterested"

Disinterested does not mean the same thing as uninterested. "Disinterested" means impartial or lacking a stake in the outcome. That's a positive quality when you're looking for an unbiased judge or mediator. "Uninterested," in contrast, always has a negative connotation: it describes someone who is bored, unenthusiastic, or uninvolved. Do not mix up the two words.

4 "Aggravate"

Aggravate means to make something worse. It does not mean to irritate, annoy, bother, or provoke. "Eating cold anchovy pizza aggravated my gout" is a legitimate use of the word if the writer already was suffering from gout in the first place.

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FAQ

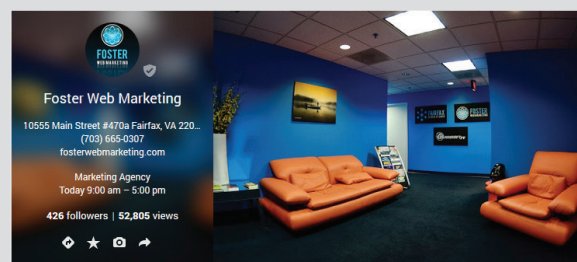


Molly McCormick

Q: How do I set my Google+ Profile and Cover Photos?

A: With size restrictions and an overlapping profile photo, what seems like a straightforward and easy task often turns out to be quite a bit more complicated than you might expect.

Your Google+ business page is a great way to brand your business. Google+ profile images appear as small, round photos that accompany your posts, and of course, your profile. You should select a high-quality photo of yourself that looks recent and professional. Be sure your face is front and center; if you are too far away from the camera, you will be hard to identify in the profile picture. If you have multiple doctors in your practice, you may want to use your logo here.



Here is the Google+ cover photo we use for FWM.

Your cover photo can be where things get tricky. You'll want to select an image around 1080 by 608 pixels. Keep in mind that almost one-third of this photo will fall behind your profile image, so select something that can accommodate this. Use an image that is related to your medical practice, like your logo, the inside of your office, or a group shot of your team members; I recommend a team photo if your profile image is your practice's logo. Photo editing software will allow you to easily extend or reduce the background size of the image to fit your needs. Once your images are ready to go, simply log into Google+ and upload them!



Need help with image sizing? Our Customer Service team is available from 8:00 a.m. to 8:00 p.m. EDT at (888) 883-9719 or tickets@fosterwebmarketing.com.

FAQ



Jamie Kelly

Q: What's the best way to ask for reviews via email?

A: Requesting feedback on your medical office's performance can feel awkward, but it is integral to your online marketing strategy. Why? Many review sites for your practice will rank very well, perhaps even higher than your own office website! Not only that, but today's consumers trust what others have to say about you more than they'll trust testimonials on your own site.

This is especially true in competitive markets where people looking for a great doctor have a lot of options. Making them pick you over the other guy or gal will take more than just a great looking, fast loading website. Cultivating a stellar online reputation is key, and it starts with you asking your happy patients for feedback.

Ideally you'll have a multi-pronged approach to asking patients for feedback: in person when they're at your office (give your employees a script to follow), via snail mail, or via an email. To help you with your email—which is super-easy to do especially if you're using the DSS CRM—we've drafted a generic letter for you to send. Include links to your profiles on the sites below, and send to a few patients at a time. Let feedback trickle in slowly over time to create a natural review profile—and be sure to respond to online feedback you receive!

This isn't to say that you don't have to handle the review-gathering process delicately; it's crucial to your success that you choose your words with care.

To help you craft a perfectly polite, concise email, we have edited the template we use to better suit the needs of a doctor:



Hi Jerry,

It's been a pleasure working with you, and I want to thank you for choosing our practice.

You've always expressed how happy you are with us, and I was hoping that you would be willing to leave a review on the one of the following websites. Doing so wouldn't just help our practice; it would help others find the right doctor for their needs—just the way you found us.

- Do you have a Gmail or other Google login? Please leave us feedback on our Google+ profile.
- If you have a Yelp account, please visit our Yelp profile to leave feedback.
- Don't have an account with either of the sites above? You can leave me feedback on HealthGrades.com, which does not require an account.

I greatly appreciate you taking the time to leave me feedback! Please don't hesitate to contact me if you have any questions or if there is anything else I can help you with.

Sincerely,

Your Doctor

Does this approach work? You bet it does! We recently started using a similar letter for our own clients, and are watching reviews slowly trickle in. You want to do the same thing—send out a few emails or postcards a week, and let people decide where and when to leave a review. If you are consistent with this approach, you'll slowly build a strong online reputation for your practice. 🌟



Get more tips on reputation management and review strategy at FWMNews.com.

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The Five Syntax Errors That'll Get Your Content on the Naughty List

5 “Often times,” “oftentime,” and “oftentimes”

Oftentimes and its much, much rarer cousin, oftentime, are old words with long histories in the English language. The two-word version, “often times,” isn't standard English anymore, and should not be used. As for the others: they sound fussy, formal, quaint, and old-fashioned. They give a similar impression as your Great-Aunt Dottie, who always wears a hat and gloves and tells complete strangers that she's thoroughly modern because, as she says, “I own one of those computer machines.” The bottom line? Use “often” instead.

You Know You Want More!

But to get it you'll have to read the full article on our website by visiting FWMnews.com. While you're there, use the links at the top to follow us on Twitter and like us on Facebook. This way, you'll never miss our latest advice on improving your writing and impressing your herd! And whatever you do, be a good writer, for goodness sake! 🌟

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