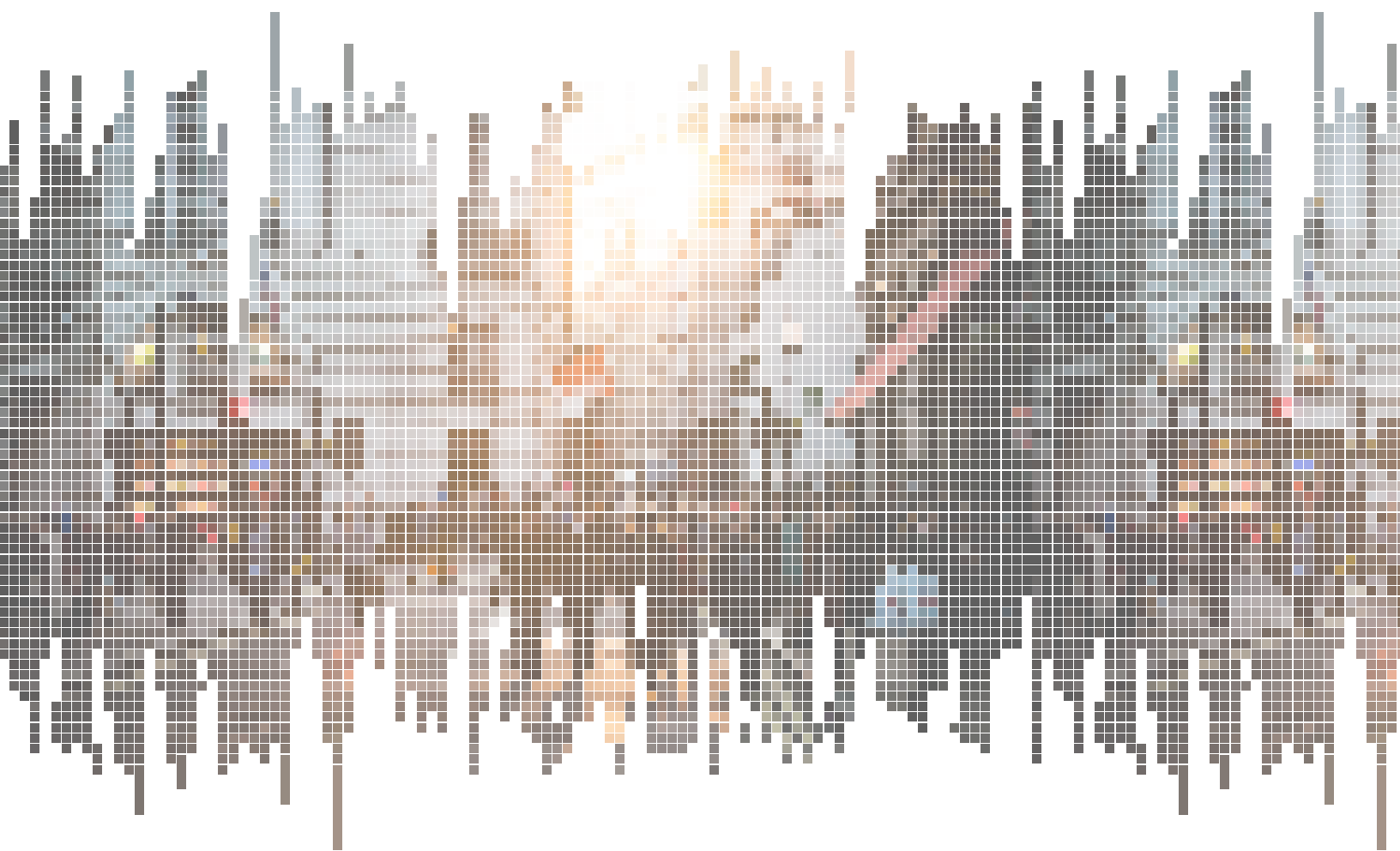


# SERVICE PLAN

GMedia Dental Marketing & Web Design works consistently and genuinely for your business success. We can help you better manage your digital knowledge and attract more customers.



**MARKETING**

**ANALYTICS**

**DEVELOPMENT**

**CONSULTING**





## OUR SERVICES →

**GROW YOUR  
DENTAL PRACTICE WITH  
GMEDIA DENTAL MARKETING**

GMedia is a digital marketing company. We help businesses grow as they build a strong presence and brand identity online via social media, websites, blogs, and more.

# ESSENTIAL PLAN

**\$900**  
/ MONTH

**+ \$400** Facebook AD Campaign Fee

*\*Clients' credit card will be on file for Facebook AD Fee*

## ■ SEARCH ENGINE OPTIMIZATION

- Improve Local Search Listings' Ranking
- Analyze Local SEO (70 + Publishers)
- Monitor Reviews on 3 Main Sites
- Update Service Information

## ■ MANAGE FACEBOOK AD CAMPAIGN

- Respond to Customers' Comments and Messages **Weekly**
- Facebook AD Campaign management *(complimentary service)*

## ■ SOCIAL MEDIA CONTENT UPDATES

- **3** Facebook Posts / Week
- **3** Google My Business Posts / Week
- **1** Web Blog Post per Month *(Website must be designed by GMedia)*

## ■ PHOTO UPDATE

- Upload Photos on Facebook, Google and Yelp  
*(Photos must be provided)*

## ■ MONTHLY ANALYTIC REPORT FROM GOOGLE / FACEBOOK / YELP

## ■ MONTHLY SEO RANKING REPORT BASED ON GOOGLE LOCAL SEO

## ■ MANAGE REVIEWS

Monitor and Respond to Customers' Reviews on Google, Yelp, and Facebook Weekly

- Google Review **(Weekly)**
- Yelp Review **(Weekly)**
- Facebook Review **(3x a week)**

## ■ DESIGNS

- New Patient Promotional Designs *(for Social Media Only)*
- Up to **2** Case Study Designs per Month
- Up to **2** Additional Designs per Month  
*(\*Design restrictions and fees may apply. See below)*

*\*\*Designs cannot be rolled over to the following month*

GMedia's custom services are tailored to meet your business's unique needs.

**CUSTOM  
SERVICE FEE**

**\$200**  
per month

**FOR 3 INSTAGRAM POSTING PER WEEK**

**\$70**  
per hour

**PROFESSIONAL VIDEO EDITING**

**\$70**  
per hour

**FOR ADDITIONAL DESIGN**



**SET UP  
FEE**

**\$700** ONE TIME FEE

■ **CREATE BUSINESS PAGES + LISTINGS**

- Create Facebook Business Page
- Create Google My Business
- Create Google Maps
- Create YouTube
- Create Yelp

■ **CUSTOMIZED DESIGN**

- Professional Design For Facebook
- YouTube Cover Page
- Simple Logo Design Included
- Optimize Business Information

■ **POSTING ON SOCIAL MEDIA PLATFORMS**

- Facebook 5 Sample Posts
- Google 5 Sample Posts

■ **CUSTOMIZE YOUR BUSINESS**

- One Time Google My Business Photo Update with Business Logo
- One Time Google Maps Photo Update with Business Logo
- One Time Yelp Photo Update with Business Logo

# DIGITAL KNOWLEDGE MANAGEMENT

Yext is a cloud-based network of apps, search engines and other facilities that helps establish and operate online brand management.



## YEXT'S DIGITAL KNOWLEDGE MANAGEMENT

Yext's digital knowledge management offers solutions for the unique needs of healthcare providers, helping health systems of all sizes to: solve their digital knowledge challenges, make their providers more discoverable in search, and attract and retain new patients.



## yext MANAGES LOCATION DATA & LISTING NEEDS

The best way to attract new patients is to ensure your digital data outside of your website is 100% consistent with what's on your website, as well as accurate and current to your practice. Yext's Healthcare Location Cloud will properly and consistently manage your location data, and as a result:

### INCREASE ONLINE SEARCH RANKINGS

Consistent location data across the web boosts the visibility of your listings on relevant, local search terms - the holy grail of any Local SEO effort - and increases your ability to attract new patients.

### INCREASE OPERATIONAL & MARKETING EFFICIENCY

by eliminating the need for manual, time consuming processes while being more visible online.

### ENHANCE YOUR DIGITAL CONTENT & BRAND PRESENCE

by showing healthcare-specific information about your practice and services, which also helps aid patient recall and loyalty.

### IMPROVE PATIENT EXPERIENCE & PHYSICIANS RELATIONS

by eliminating the frustrations of inaccurate or outdated information.

### ATTRACT & RETAIN MORE PATIENTS

with a seamless journey from local online search to in-person appointment.



Over 97% of consumers look for local businesses online. Correct information online can help new patients find your business.

## GMEDIA'S GOOGLE SERVICE

### ■ GOOGLE MAP OPTIMIZATIONS

- Get noticed and be found across all devices (desktop, mobile, etc)
- Consistent and accurate information about your business everywhere, at all times

### ■ PROFESSIONAL PROFILES

- Set up business information and description
- Create a business logo and HD quality background design
- Update actual office and service photos

### ■ CONVERSATION WITH PATIENTS

- Using Google Posting, connect with patients more often
- Receive strong reviews and actual photos taken by patients
- Manage and reply to reviews



## GOOGLE ANALYSIS

All of your information is in one simple place. Learn about your customers and how they're interacting with your business. How did people find you? Where are they coming from? With Google My Business, the answers are right here.



### CLICKS AND CALLS

See the number of clicks on your business's phone number, driving direction requests, and website visits you receive.



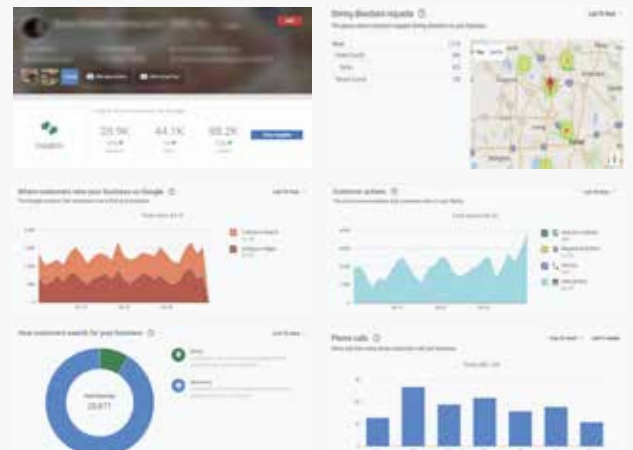
### VIEWS

See how many times customers find your business on Google and view trends overtime.



### DIRECTIONS

See how many people are clicking to get directions to your business.







Facebook posts drive an opportunity to engage current and prospective Patients. Regular postings with interesting and relevant content allow patients to interact with your business in a more personal way, aiding patient recall and loyalty.

## ■ BUSINESS PAGE SETUP

- Complete the profile with the business' information and a short introduction
- Upload a customized logo, background, imagery, and actual office photos

## ■ POSTS AND UPDATES

- Create and post unique content
- Manage promotions and special events

## ■ ADVERTISING

- Target potential followers based on their demographics:
  - gender, age, nationality, and location
- Gain more followers and engagements

## ■ MONITOR REVIEWS WEEKLY

- Communicate with Patients—privately and publicly
- Monitor reviews weekly



# INSTAGRAM

Instagram is a photo and video-sharing social networking service. As Instagram continues to grow and evolve as a marketing platform, it's more important than ever for businesses to build effective Instagram marketing strategies.

## GMEDIA'S INSTAGRAM SERVICE



Create account and add business description



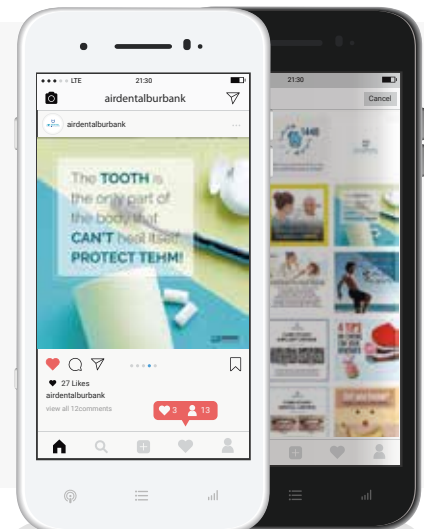
Upload high quality advertising postings



Upload Videos



Upload Story Telling Posts





Yelp invites your business and your patients to an open platform where information, honest feedback, actual photos and more can be shared.

### GMEDIA'S YELP SERVICE

#### ■ PROFESSIONAL PROFILES

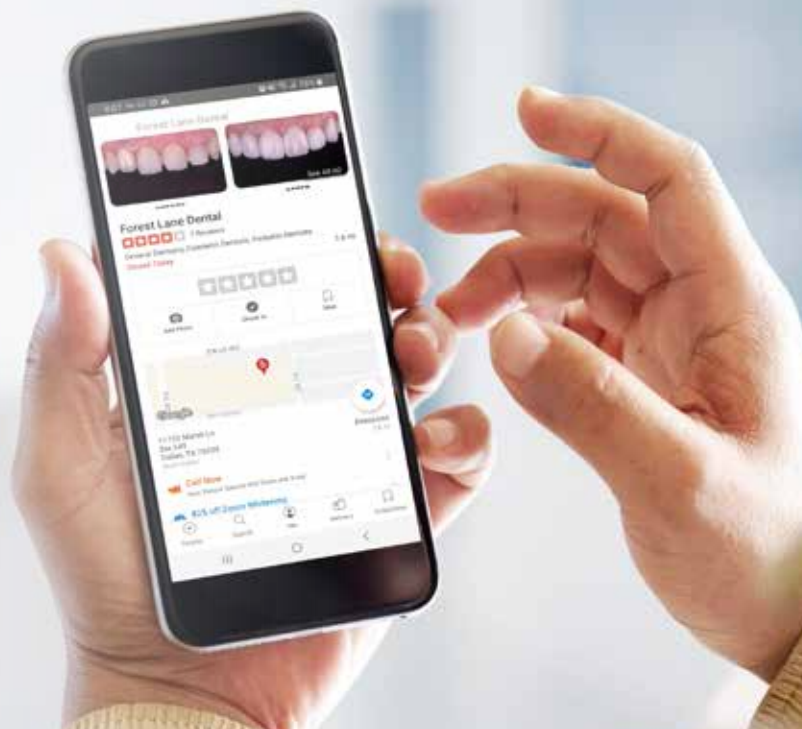
- Update with business information and description
- Add photos, up-to-date information, history, and specialties

#### ■ MARKETING TOOLS

- Use check-in offers on Yelp's application for users nearby
- Offer Yelp deals (\$10 for \$20) and gift certificates
- Set up photo slides, reservation service, and call to action

#### ■ MONITOR REVIEWS WEEKLY

- Communicate with Patients —privately and publicly
- Monitor reviews weekly



YouTube is for video watching what Google is for search, and is a great way to round out your social media presence.

### GMEDIA'S YOUTUBE SERVICE



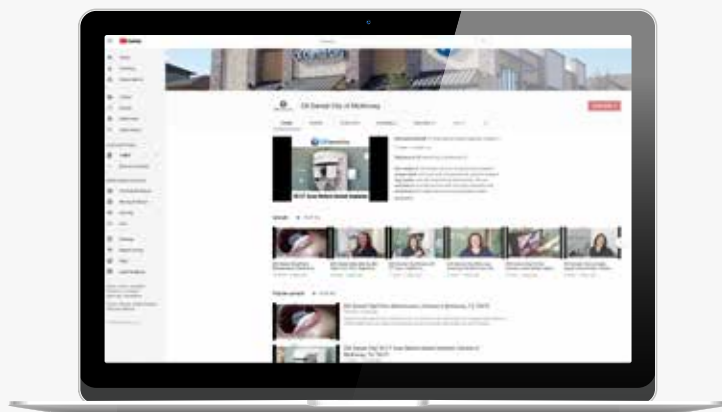
Create account and add business description



Upload high quality videos monthly



Premium video content for your practice, such as:  
Patient testimonials, office tour videos and more.





# WEB DESIGN

We create custom designs exclusive to your area and do not use website templates. Custom animation (slideshows), advanced online editor, detailed visitor reporting, full dental video integration, in-office videos, compatibility with your dental software, and social media pages are just a few of the advanced features we offer to our clients.

## GMEDIA'S WEBSITE SERVICE

### ■ ATTRACTIVE BLOG

We manage and post to your dental blog, helping to grow your community and share your ideas with the world.

### ■ STUNNING MEDIA GALLERY

Display your high-quality images, videos and text in a fully-customizable gallery.

### ■ GOOGLE SEARCH ENGINE OPTIMIZATION

Customize your own personalized SEO plan to get your website found easily on Google.

### ■ MOBILE FRIENDLY

Look amazing on every screen with a mobile-friendly version of your website.

### ■ CUSTOM DOMAINS

Get a personalized domain name that matches your brand and business.

### ■ UPDATE AND MANAGE YOUR WEBSITE

We will manage and update your website whenever changes are needed and when you launch new promotions.

### ■ YOUTUBE (VIP PLAN ONLY)

Premium video content for your practice, such as: patient testimonials, dental procedures, case studies, dental education and office tour videos.

### ■ DENTAL CASE STUDY

Design and display custom case studies with your logo and watermark.

# BLOGS

Blogs are an important part of a dental marketing strategy. Our professionally written educational blog posts give potential and current patients a good impression of your office, help them feel more comfortable and connected with your practice, and show that you are an expert in your field.

## GMEDIA'S BLOG SERVICE



Publish Informative Blog Posts to Your Website



Increase SEO & Drive Website Traffic



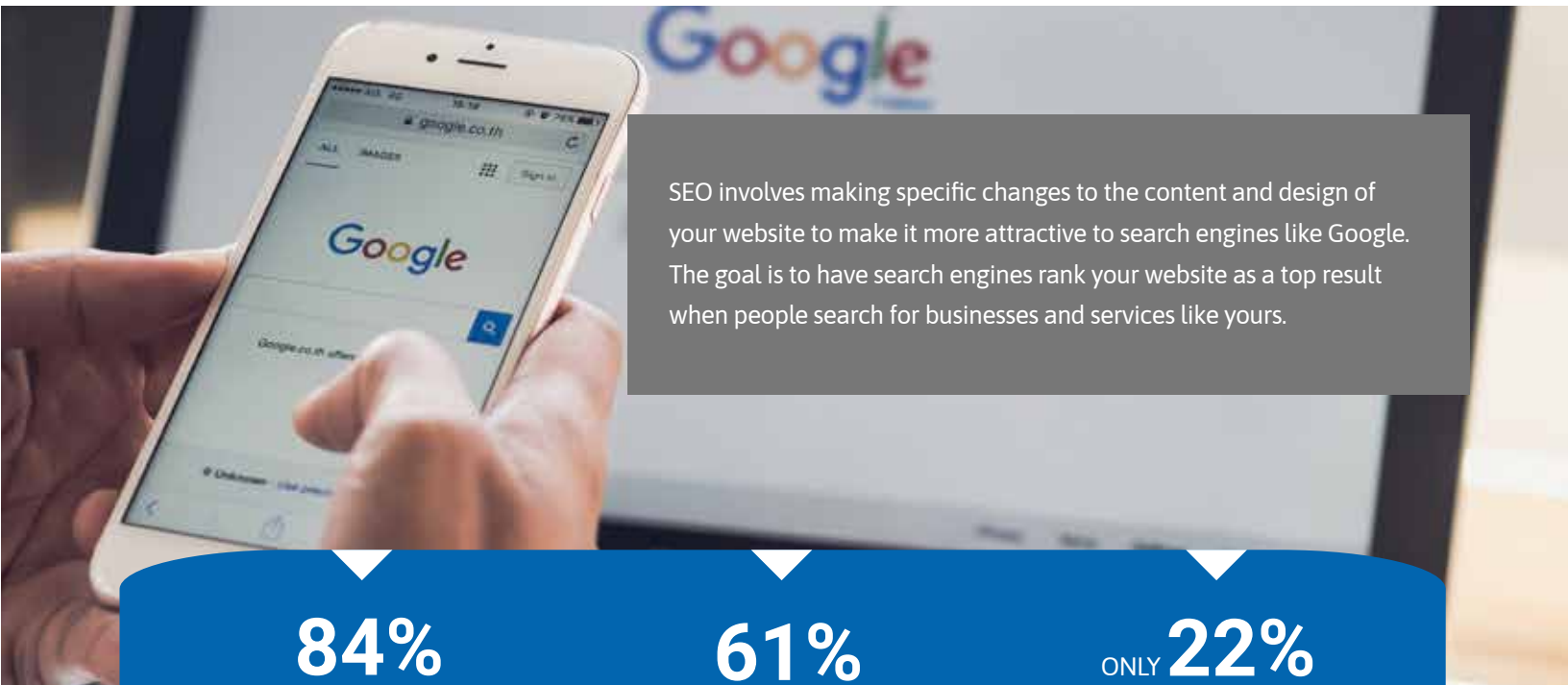
Help Establish Your Credibility & Reputation



# SEO

Search Engine Optimization

With the world shifting to digital media, your website essentially serves as an online extension and digital representation of your practice. Search engine optimization (SEO) is the optimization of your website to increase its ranking in search engines like Google, so that your site can continuously generate organic traffic.



SEO involves making specific changes to the content and design of your website to make it more attractive to search engines like Google. The goal is to have search engines rank your website as a top result when people search for businesses and services like yours.

**84%**

of people will not make a purchase if they are dealing with an unsecured website

**61%**

of marketers say improving SEO is their top inbound marketing priority

**ONLY 22%**

of businesses are satisfied with their conversion rate

## 5 BENEFITS OF SEO FOR SMALL BUSINESS

### INCREASE IN VISTORS

- SEO helps your website & business become easily discoverable to your audience, increasing traffic

### ESTABLISH IDENTITY

- SEO helps you differentiate your business from your competitors; it gives you a unique identity of your own

### ■ USER EXPERIENCE & RECOGNITION

SEO helps deliver positive and useful experiences to your site visitors; it also helps expand and establish your brand recognition

### ■ HELP BUILD & ESTABLISH TRUST

Successful SEO strategies will help your business solidify its reputation and trustworthiness; users also trust Google's protocols

### ■ COST EFFECTIVE

Investing in SEO is a cost effective way of generating revenue, increasing traffic, and strengthening your credibility and brand