

DIGIMED BUNDLES

NEW PACKAGES 2018

PROVEN PROCESS - WIN REFERRALS - ENGAGE PATIENTS 24/7 - BECOME A KEY OPINION LEADER

1 HOUR MARKETING MEETING

COMPLIMENTARY

- This meeting will define monthly referral targets, overarching marketing strategy and SEO strategy

BUNDLE PACKAGES

SILVER ANNUAL PACKAGE

\$550pm

- Silver website - 5 stock shots, basic SEO, hosting for one year
Meet the Doctor, parking, FAQs, Procedures, 24/7 bookings, Contact Us
- Photography in rooms or theatres
- GP Letter of Introduction
- LinkedIn set up or upgrade (with images)
- Profile and photography added to your hospital websites
- Annual contract, payable monthly or yearly. First 2 months in advance.

GOLD ANNUAL PACKAGE

\$950pm

- Organising and attending 1 GP visit per month with doctor
- Professional photography in rooms & theatres
- Quarterly SEO 6 hours @100ph (includes Deluxe LinkedIn set up, Adwords review)
- Quarterly practice GP newsletter printed for you to distribute (100 copies)
- Digital GP newsletter we distribute
- Professional conference biography, laminated and printed (100 copies) + digital version
- Annual contract, payable monthly or yearly. First 2 months in advance

PREMIUM ANNUAL PACKAGE

\$1200pm

- Gold annual package + five professionally scripted, edited videos
- Five press releases distributed to local media, GP media, radio and television
- Annual contract, payable monthly or yearly. First month in advance.
*All websites include two rounds of changes, then \$50ph

BUSINESS DEVELOPMENT PRICING

COMPETITION REPORT

\$700

- Find out what strategies local and international industry peers are using to stay competitive

GP SEMINAR SETUP, LEARNING OBJECTIVES, ACCREDITATION AND FLYER

\$1500

- We help you setup the perfect seminar for GPs

TAILORED GP DATABASE

\$1000

- Tailored GP database of local referrers, media and other key stakeholders in your area (up to 200)
- includes phone numbers, faxes, addresses, emails, practice managers details

Why pay an inhouse marketer \$100,000pa when you can get an affordable DigiMed integrated face-to-face and digital marketing package that drives referrals from GPs and consumers?

Better online outcomes = better practice incomes!

PUBLIC RELATIONS

ONE-OFF PROFESSIONALLY DESIGNED & WRITTEN NEWSLETTER DISTRIBUTED ONLINE TO LOCAL GPS \$800

MONTHLY ONGOING NEWSLETTERS \$560

- Includes holiday updates, procedure Q&As, hours, new innovations and clinics, your research, new doctors
- Excludes printing which is \$50-\$100 extra

PRESS RELEASES \$1000

- 5 x 300-500w news articles per year. Includes writing, editing, two rounds of changes

PRESS RELEASE DISTRIBUTION x 5 \$1000

- Distributed via website, medical and mainstream media, GP media

PITCH WRITING, PROOF READING, VIDEO UPLOADING, CORRECTIONS \$80ph

DIGITAL MARKETING

MONTHLY OR QUARTERLY SEO - 6 HOURS \$380

- Review Google Analytics and visitor data with client/receptionist - 1 hour
- Update website software so rapidly-evolving search engines can find you faster
- Update your details to 40 authority high-traffic citation websites to show Google crawlers your content is fresh.
- Challenge any malicious reviews, (including why review is not relevant)

SEO (HOURLY) \$100

GOOGLE ADWORDS SETUP ONE-OFF \$400

- Set up high-converting advertisements on Google to target your conditions and surgeries. Ongoing management by client

GOOGLE ADWORDS REVIEW \$150

- Review advertisements from the previous month and monitor together with your receptionist. Tweak to improve conversions. Ongoing management by DigiMed (1.5 hours)

GOOGLE ADWORDS COST \$200

- Budget amount of adspend per month paid to Google. \$200 to \$600 recommended.

SOCIAL MEDIA OPTIMISATION ONE-OFF \$400

- Allows social media to automatically upload your chosen key messages with engaging images every time your website is shared by one of your customers (10 hours)

GOOGLE ANALYTICS REVIEW \$150

- We review and summarise your account activity to understand who your best referrers are and how much conversion you are getting.

LINKEDIN FOR GPS - THE "DIGITAL GP EVENT" \$1800

- Creating an engaging image and text-rich LinkedIn profile; connecting you to known local referrers, groups and networks in your area (20 hours)