

# 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)