

## Looking for a Generic Marketing Plan? Keep Looking!



**By Shaun Zaken**

At Blue Orchid Marketing, we believe your online presence and digital marketing strategy should be as unique and tailor-made for your practice as a patient’s custom orthotics. In other words, *one-size-most-certainly-does-not-fit-all* when it comes to how we market your practice. Instead, we focus on delivering personalized, bespoke solutions with measurable results to improve patient traffic and profitability.

From building unique practice websites and custom email campaigns to localized social media content, Google Ads, and online review solicitation, our mission is to thoroughly manage your marketing needs so you have more time to focus on foot and ankle care.

And if that’s not enough to distinguish us from other agencies, Blue Orchid Marketing stands alone in our practical experience and dedicated support.

### Experience Matters

In March of this year, B.O.M. celebrated 23 years of podiatry marketing excellence, during which time we’ve carefully studied how to best promote the importance of foot and ankle care, your podiatric and surgical specialties, and what matters most to you and your patients.

We send out hundreds of thousands of custom email campaigns on behalf of our clients every month, so we understand the art and science of deliverability and how to improve your open and click-through rates. We also recognized a unique opportunity two decades ago, when we committed to building our own proprietary platform for email distribution, which means we’re not whitelabeling (and marking up!) someone else’s service.

Blue Orchid Marketing’s Patient Recall Program is another service we’ve fine-tuned over the years, where our four-step, HIPAA-compliant campaigns successfully recall inactive patients, resulting in an average client ROI of just under \$75,000 annually. Better still, some of our clients enjoy a \$100,000+ return on their investment annually from these efforts, which can be especially beneficial whether you’re hoping to improve your bottom line or boost your practice’s profitability as part of an exit strategy.

After 23 years of marketing for podiatrists, you can bet the benefits of our experience run deeper than just results, so even if you’re not yet a client, we encourage you to take advantage of our learnings and exposure. *Questions about investing in a new service or in-clinic technology?* We’ll happily share our insider perspective. *Considering a new EMR?* It’s likely we already work with

them and can connect you to others who do or did too.

Whether you’re launching a new practice, growing an established clinic, or planning ahead for retirement, Blue Orchid Marketing is here to help.

### Support You Can Count On

Unlike traditional agencies that deploy a single client-facing representative to manage a client’s needs, at Blue Orchid Marketing, we prefer a team-based approach, whereby our account managers are service-focused, so the more services you take advantage of, the more contacts you have at your agency. Prefer to coordinate with just one of us? That’s fine too; we’ll ensure your appropriate team member gets what she needs, but you will never find yourself chasing us for an email reply or a call back. In fact, we pride ourselves on being uber-responsive and our 5-star client testimonials attest to our level of commitment.

“Excellent Service.” “The support is top notch...” “We especially appreciate their responsiveness, flexibility and partnership.” “The creativity, the timeliness and the professionalism are simply outstanding!”

“This team is made up of highly communicative, tireless listeners and savvy marketers and tacticians.”

Much like any successful podiatry practice, we at Blue Orchid Marketing are in the relationship business. That’s how we’ve developed and grown over the years; incomparable, always-reliable service that exceeds expectations.

### Blue Orchid Marketing’s Core Competencies:

Our comprehensive suite of marketing solutions have been thoughtfully curated to ensure maximum impact and exposure for your practice.

- *Websites:* sleek, custom designs | safe, secure, ADA compliant
- *Email Marketing:* personalized newsletters, eBlasts, Recalls, performance reports
- *Google Ads:* revenue-generating service to attract new patients in your area
- *Search Engine Optimization (SEO):* rank higher on Google with our support
- *Social Media Posts & Blogs:* engaging weekly content for your community
- *Online Reputation Building:* solicit and collect more positive reviews
- *Local Listings Management:* ensure practice & DPM info is accurate online
- *Direct Mail:* send hardcopy collateral to patients and prospects at home

*For a free consultation, visit [BlueOrchidMarketing.com](http://BlueOrchidMarketing.com), click here, email [Shaun@BlueOrchidMarket.com](mailto:Shaun@BlueOrchidMarket.com), or call 203-746-5901.*

