

## It's Time to Grow Your Practice

By Christine Harrington

Podiatry Content Connection™ (PCC) continues to be the leader in podiatry marketing for podiatrists and chiropodists across the United States, and in the U.K. and Canada.

For over a decade, PCC's Founder and CEO, Jeffrey Hartman, has guided his team of SEO experts, digital marketing specialists, content creators, software developers, technical gurus, and project managers to become the marketing company of choice for the podiatry industry.

Podiatrists choose to work with PCC year after year because of their singular focus on podiatry marketing, their reputation for effectiveness, their unparalleled customer service, and their ability to continuously innovate.

### A Singular Focus on Podiatry Marketing

PCC is not just a general medical marketing company...they live, eat, and breathe podiatry. Their team of MIT-and-UC Berkeley-trained professionals created an innovative suite of software to deliver incredible results for podiatrists—from a dominant online presence, to increased appointments and revenue.

Fully immersing itself in the podiatry industry has allowed PCC to truly understand the needs and challenges podiatrists face, and to develop strategies and services that deliver results for practices of all sizes.

### Podiatry Marketing Strategies That Get Results

The products, services and strategies PCC has developed makes DPMs stand out in their local market, attract and retain patients, and increase practice revenue.

This reality is borne out by PCC's 96% client retention rate, and by the fact that their clients earn more than other podiatrists who work with other marketing firms (based on CHASE Bank's "Customer Insights").

PCC has several essential services podiatry practices can use to grow their practices, attract, convert, and retain patients, and activate a latent revenue source.

Dominate 365™ is an all-inclusive program for podiatrists to dominate the market in their local area—every day of the year—with PCC | Patient Builder™, Patient Pro-Connect™, and SOLE Marketing™.

PCC | **Practice Builder™** attracts new patients and increases online visibility with SEO-enhanced content/web design, online directory optimization, social media engagement, reputation management and more.



**Patient Pro-Connect™** keeps existing patients connected and engaged by collecting feedback and online reviews, sending targeted email campaigns to drive more appointments, and promoting cash pay services.

**SOLE MARKETING™** raises orthotics awareness and opportunities for increased sales through patient education, dedicated content online, emails, office displays, and social media.

As PCC's National Director, Randy Rosler, points out, "Orthotics can be an overlooked profit center in podiatry practices, and SOLE MARKETING™ fixes that."

### Customer Service That Respects and Responds

PCC has created a workflow with good communication, collaboration, follow up and customer service at the forefront. Clients are guided through every step of the way with quarterly/monthly meetings and dedicated account managers that provide unparalleled support.

Every team member on the PCC staff is not only an expert at what they do, but they are friendly, approachable, and quick to respond. While generally most requests are completed the same day, 90% of requests are responded to and resolved within 1-3 hours.

### Leveraging Technology to Serve Clients Better

PCC has always understood that developing, implementing and investing in technology is critical to serve the needs of their clients. As Hartman explains, "Sustaining the top spot in podiatry marketing requires a continuous investment in innovation."

Early on, Hartman assembled a team of experts to develop the first AI-driven, online marketing platform for podiatry—elevating SEO, content distribution, and more.

From twice the fresh content to reputation management, PCC's list of services has expanded with more targeted "we do it for you" packages. They have also used AI to improve their services. "We utilize AI technology to bring more visitors to our clients' websites and ads," Hartman says.

By honing in on essentials tailored to the podiatry industry, having productive client communication, and integrating AI into its digital marketing solutions, PCC has consistently set the standard and delivered in a big way for the podiatry community.

To learn more about Podiatry Content Connection, visit [PodiatryCC.com](http://PodiatryCC.com) or click here, follow PCC on Facebook: @PodiatryContentConnectionPCC, email: [support@podiatrycc.com](mailto:support@podiatrycc.com) or call (718) 475-9449.



PCC | **Practice Builder™**



**Patient Pro-Connect™**