

Marketing That’s as Unique as Your Practice



By Shaun Zaken, CEO Blue Orchid Marketing

Your practice isn’t like everyone else’s, so why settle for a generic marketing strategy?

At Blue Orchid Marketing, we believe the *best marketing doesn’t just get you seen, it gets you chosen*. That’s why we don’t subscribe to a one-size-fits-all approach.

Instead, we craft *hyper-local, highly customized marketing strategies* designed specifically for your practice, your patients, and your community.

What Does That Mean for You?

- More of the right patients; the ones you actually want to treat
 - Marketing that reflects your expertise, your values, and your goals
 - A strategy that feels *tailored, not templated*
- Your practice is unique. *Your marketing should be, too.*

Hyper-Local, Hyper-Effective Marketing

When it comes to patient acquisition and retention, local presence is everything. That’s why we specialize in hyper-local marketing, helping you stand out in your city, your neighborhood, and even on your own block.

- *Google Ads & Local SEO*—Get found when patients search for podiatrists in your area
- *Community-Driven Social Media*—Content that resonates with your local audience
- *Targeted Email Campaigns*—Speak directly to your patient base, not the masses all year long
- *Localized Review Strategies*—More 5-star reviews builds trust and authority
- *Neighborhood-Specific Direct Mail*—Tangible marketing that makes an impact close to home

Your patients aren’t searching for a podiatrist across the country; they’re looking for someone nearby who understands their needs. We make sure they find you.

Fast, Personalized Support, Every Time

Ever worked with a marketing agency that took days (or weeks) to respond? We’ve heard the horror stories, and our uber-responsiveness makes all the difference.

- *Most client inquiries are answered within the hour*
- *Always a real, full time staff member based in the United States*
- *A dedicated team approach, so there’s always someone available to help*

The result? Faster execution, better results, and a marketing partner who’s as invested in your success as you are.

NEW! Video Production for a More Personal Connection

Patients don’t just choose a doctor based on credentials. They choose someone they trust. And nothing builds trust faster than video.

We now offer *high-quality, practice-focused video production* to help you:

- Introduce yourself and your team in a way that feels personal and welcoming
- Explain complex treatments and procedures in a way patients actually understand
- Strengthen your online presence with engaging, high-converting video content
- Boost SEO and improve your website’s user experience

From website videos to social media clips, we’ll help you tell your story in a way that connects with your ideal patients.

The Blue Orchid Marketing Difference: A Partnership That Lasts

Most agencies treat marketing as a transaction. We see it as a long-term relationship.

- The average agency-client relationship lasts just 1.5 years.
- *Our clients stay with us for 6+ years on average.*

Why? Because we deliver:

- Real, trackable results, not empty promises
- A team that actually listens, understands, and cares about your success
- Marketing that evolves with your practice—not a one-time setup.

We’re not here to sell you a service. We’re here to help you grow. Today, tomorrow, and for years to come.

A Full Suite of Individualized Marketing Solutions for Podiatrists

Everything we do is tailored to *your practice, your patients, and your goals*.

- *Custom Websites*—Modern, secure, mobile-friendly, and ADA-compliant
- *Google Ads & Local SEO*—Be found by the right patients in your area
- *Email Marketing*—Personalized, patient-focused messaging
- *Social Media & Blogging*—Custom content that speaks to your local community
- *Reputation Management*—Build more 5-star reviews with ease

• *Direct Mail*—Tangible marketing that drives local engagement

• *NEW! Video Production*—High-impact storytelling for better patient trust

No generic strategies. Just the right marketing for you.

Let’s Build a Strategy That Works for You

Schedule a free strategy call today and let’s talk about how we can help you grow.

BlueOrchidMarketing.com or click here for more info.

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