

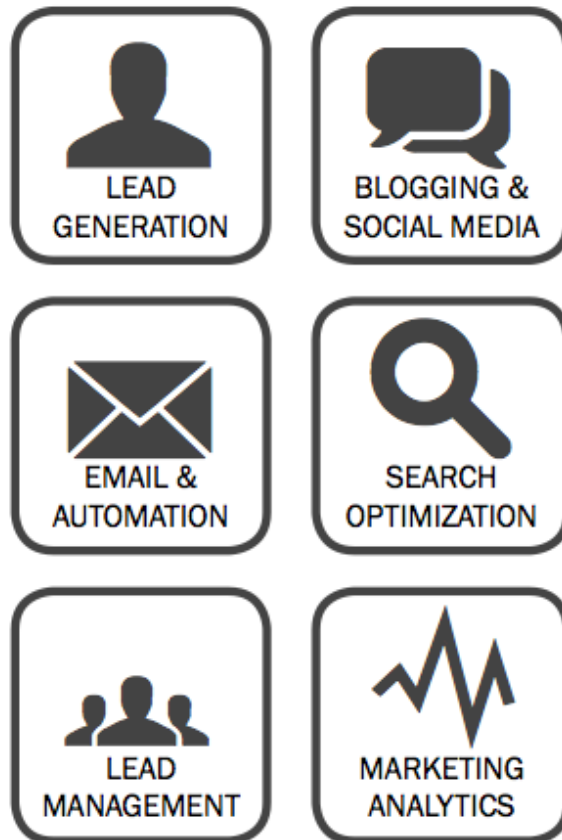
Inbound Marketing Effectiveness

A 90 Day Case Study



99% of orthodontists have websites that are functioning merely as an online practice brochure.

Ortho Patient Magnet fixes this and brings your whole Inbound Marketing Program together in one powerful integrated system.



Without redesigning your website, our online lead capture/lead nurturing technology will transform your website into a lead-generation machine for new patient consultations.



Lead Generation

Ortho Practice # 1

The statistics below represent an actual client's results for the first 90-day period utilizing Ortho Patient Magnet Inbound Marketing Strategy

3284



50



18



Ortho Patient Magnet Inbound Marketing Strategy



LANDING
PAGE



CALLS-TO-
ACTION



EMAIL



BLOG



SOCIAL
MEDIA

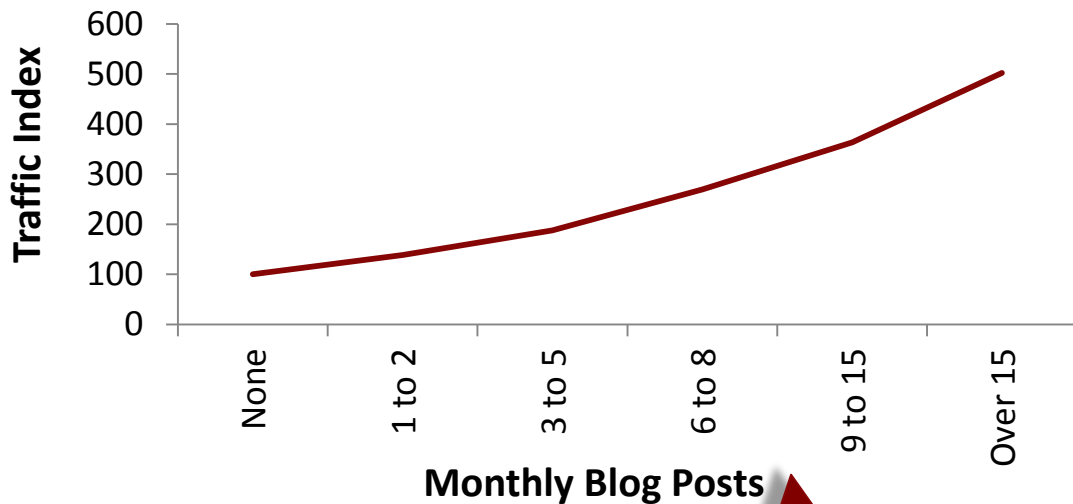


ANALYTICS



Blogging Impact

Companies that blog effectively get 55% more web traffic and 70% more leads than those that do not blog. Blogging is the **best way** to reach your target audience with the useful, educational information they are seeking. (Not to mention how much it helps your search rankings.)



AN AVERAGE
COMPANY WILL SEE A
45% GROWTH IN TRAFFIC
WHEN INCREASING TOTAL
BLOG ARTICLES FROM
11-20 TO 21-50 ARTICLES.

COMPANIES THAT
INCREASE BLOGGING
FROM 3-5 X/MONTH
TO 6-8 X/MONTH
**ALMOST DOUBLE
THEIR LEADS**

Ortho Patient Magnet instantly cross publishes your blogs to all your social media platforms. This allows your followers to share your blog posts and increases your reach.



Email And Automation



Below are samples of an automated marketing sequence that each of your captured website leads will receive. The entire sequence will consist of **10 customizable emails**. The objective of our Ortho Patient Magnet technology is to educate your captured leads about orthodontic treatment and what is involved, positioning your practice as the orthodontic expert in your area. Your captured leads are also emailed incentives to visit your practice for their orthodontic examinations.

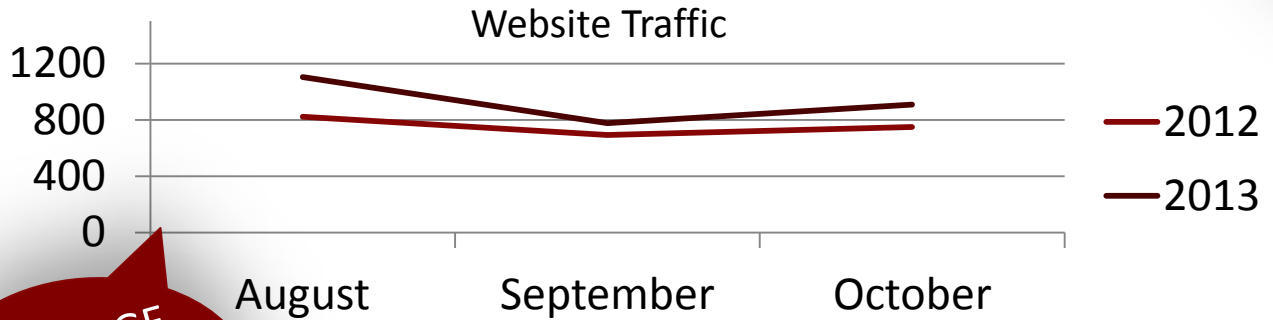
Customizable Auto Responder Sequence	
Day 4	The 10 Things You Should DEFINITELY Know Before Choosing Your Family's Orthodontist (Part 2)
Day 18	How We Make Orthodontic Treatment Affordable For You
Day 48	Should My Child Get Braces
Day 68	7 Tips For Braces Patients

FACT! Ortho Patient Magnet's Automated Emails have a **65% open rate** - compared to the industry average of **18%**.

Search Optimization



Ortho Practice #2



**AVERAGE
22% INCREASE**

Getting found online is essential to improving your website metrics. Ortho Patient Magnet is proven to increase traffic to your site and increase leads.

Source	Visits	%	Contacts
 Organic Search Google, Bing, Yahoo, etc.	779	2.4%	19
 Referrals Links on other sites	276	1.1%	3
 Social Media Facebook, Twitter, LinkedIn, etc.	35	0.0%	0
 Paid Search Paid search advertisements	988	0.3%	3
 Direct Traffic Manually entered URLs	1,153	1.2%	14
 Total	3,231	1.2%	39

Ready To Discuss Your Inbound Marketing?

<http://info.getorthocases.com/online-marketing-effectiveness-report>

Schedule Your Consultation Today.



sales@getorthocases.com

1.888.657.2762