

MedShift Support Program

MedShift's dedicated in-house marketing team and customer care team both partner to support your patient and practice experience.

Two Options

- Experienced Practice Program
 - SEO Audit
 - Two Custom Ad Campaigns
- New Practice Program
 - PR Road Map
 - 1 Custom Ad Campaign

For All

- Mega Portal Access 12 months
 - Social Posts, Email Newsletters, Before & After Templates, and More
- Customer Care Support
 - Check in 1, 3, 6, 9, 12 months and every 6 months ongoing.

MegaPortal

The MegaPortal is an online resource containing marketing materials customized for your practice. Materials include brochure templates, before and after templates, how-to videos, informative marketing sheets, social media content, content calendars, and more. This is a 1 year access pass to the MegaPortal.

MedShift Support Examples

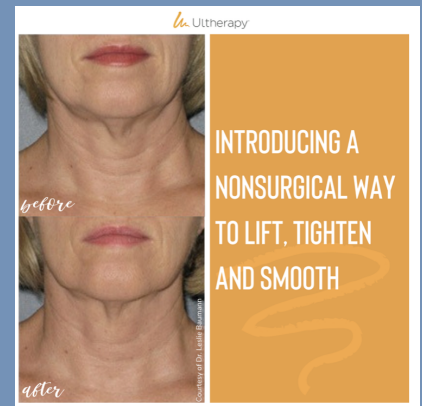
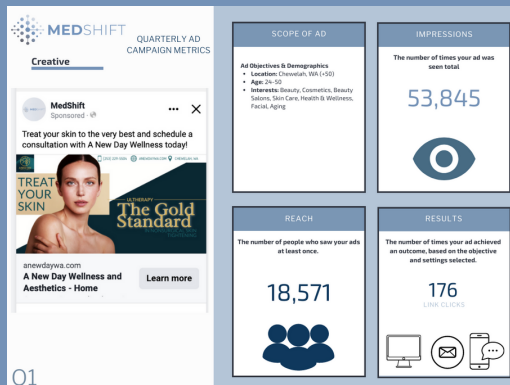
AUDIT SUPPORT FACEBOOK & INSTAGRAM

INSTAGRAM

- Bio Section Notes -
 - Business page setup, which is good (page category displayed as well)
 - Bio section is great and clean. The use of emojis is also a great addition.
 - If you are interested in adding either a business email or phone number to your page, you can do so by following the steps included in this Instagram Help article: <https://help.instagram.com/1419650861499317?helpref=related>

Highlights

- Use of highlights is awesome!
- Maybe include branded cover photos for a cleaner look
- I would recommend adding a Before & Afters highlight- people tend to click on that highlight first if they are considering a treatment at a practice to see the results.
- The "services" is a great feature so that potential clients knows everything they can get.
- Possibly add an events highlight to show potential followers how engaged you are with the community!



MedShift Support Program

Experienced Practice Program

New Practice Program

MegaPortal Access

12 months access to MedShift's MegaPortal that consists of downloadable assets with an unlimited number of downloads. Practices can find Before and After templates, brochures, social posts and more!

Marketing 101 Sheet

Practices have the choice to choose between four 101 sheets with the topic they believe will be most helpful for their internal marketing.



- Branding
- Social Media 101
- Increasing your Leads
- Growing your Digital FootPrint

SEO Audit

MedShift conducts an audit on a practice's website, focusing on their device-specific pages and emphasizing how to best optimize for search engines.

- Focus on Relevant Keywords
- Tips on Enriching their Content
- And more!

PR Road Map

Detailed recommendations outlining methods to leverage a practice based on specific demographics and location.



Two Custom Ad Campaigns

These ads run on Facebook, and are branded for each office and their new device. The first ad runs for one month and metrics are sent after it concludes. The second ad runs 6 months later. All ad creative, targeting and the custom landing page are sent for review and approval before launching the ad.



Custom Ad Campaign

This ad runs on Facebook, and is branded for each office and their new device. It runs for one month and metrics are sent after it concludes. All ad creative, targeting and the custom landing page are sent for review and approval before launching the ad.



CONTACT US

INFO@MEDSHIFT.COM
 (800) 980-0522
 MEDSHIFT.COM