Making Sense of Web Marketing Mayhem:
Budgeting for and Selecting the Best Online Marketing Options in 2016
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Live Chat, Ratings & Reviews, Microsites, Pay-Per-Click and More

Background & Our Transparent Structure
• Former Practice Managers and PCCs fed up with lack of transparency
• HYPE Entrepreneurs of the Year, 40 Under 40 Business Leaders – South Florida Business Journal
• Focused on Transparency – our services are free
• Current oversee monthly spends of hundreds of thousands for nearly 100 independent sites and doctors
• All clients have grown unique visitors – here is what works in 2016
Ratings & Reviews

- Get them yourself – hard work, but possible (original practice 1,000 testimonials)
- Increasingly difficult to manage ratings on multiple sites (Google Reviews, Yelp!, RateMDs, HealthGrades, AngiesList, Doctors.com, Vitals.com, YellowPages.com and many more)
- Suggested Option (Free Recommendations – Guardian@SEOversite.com):
  - iPad In Your Office
  - Unique IP Address
  - Algorithm to Post to Multiple Sites
  - Anonymous Posting, HIPAA Compliant
  - Cost: $300-$900/Month

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Live Chat

- Different Strokes for Different Folks:
  - Online Contact Form (Short and Long)
  - Phone Number
  - Live Chat Box

- The Goal is to Increase Conversion, not Visitors
  - Average is 1-3%
  - With 2,000 visitors/month a quarter of a percent gets you 4-6 new leads, 1 surgery and likely $2-$8,000

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SalesForce.com

- 45% of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly (Consumerist)
- It is 6-7 times more costly to attract a new customer than it is to retain an existing customer. (White House Office of Consumer Affairs)
- 89% of consumers have stopped doing business with a company after experiencing poor customer service. (RightNow Customer Experience Impact Report)
- Consumers prefer assistance over the following channels: Phone (61%), email (60%), Live Chat (57%), online knowledge base (51%), “click-to-call” support automation (34%). (eConsultancy)
- 70% of buying experiences are based on how the customer feels they are being treated. (McKinsey)
- 55% of consumers would pay more for a better customer experience. (Defaqto Research)
- 83% of consumers require some degree of customer support while making an online purchase. (eConsultancy)
- Customer churn is attributed to the poor quality of customer service. (Accenture Maximizing Customer Retention Report)
- A 10% increase in customer retention levels result in a 30% increase in the value of the company. (Bain & Co)
Live Chat Continued…

• Selecting An Excellent Team:
  • Cheap options out there for a few dollars a lead – often aggressive
  • Better teams build databases and improve with time
  • Suggested Option (Complimentary Recommendations – Guardian@SEOversite.com):
    • 24/7
    • College Educated
    • English Speaking
    • Working knowledge of industry
    • Paid by visitor number, not leads created = less aggressive
• Pricing: Varies based on visitor counts – ($300-$3,000+/month – average of $600)

Pay-Per-Click Advertising (Google Adwords)

• Costly, but Effective – the most costly option available to most businesses
• Still far cheaper than print, billboard, radio, tv, in most but not all markets
• Must Pick a Superb Team (Recommendations, email Guardian@SEOversite.com – no charge) and Be Careful
• Know Your Numbers:
  • Price per click? $4? $8? $35?
  • Onsite Conversion % (1-3%? Higher?)
  • Do you have or need a landing page? What is a landing page?
  • One example from North Carolina - (8% Conversion = $$$$)
  • Is it worth it?
Pay-Per-Click Advertising (Non-Google)

- Facebook and Instagram (cheap, works)
- LinkedIn (also cheap, works)
- Trial and Error (even the web teams don’t know)
- Test, test, test and watch your numbers
- It’s not social media, it’s advertising on social media
- SEOversite pays for PPC
Microsites and New Sites

- One-Time Fee Makes the Build Easy (8-15k for custom, responsive – don’t believe other hype)
- Ongoing SEO is the greater cost (most markets $800-$3,000/month with major markets costing more)
- New Main Site must happen every 2-5 years
- Microsite showcases you as the expert
- Helps you dominate page 1 listings
- Spreads risk in case of hack or virus
- Great for multi-doctor and larger practices in the 7 figure + range

Spots 1, 2, 7 and 8 (not including Google Local)
Summary: Keeping Up, Leading, and Dominating

- To Tread Water, You Must Swim Faster - To Keep Up You Must Do More – 2016 is a year of acceleration
- To lead in 2016, you must have Ratings/Reviews help (Doctorbase, RealSelf, Real Patient Ratings and similar “we own our site” sites are not enough), live chat, and a current website
- To dominate in 2016 you must, in addition, have multiple sites with aggressive organic SEO and small to large PPC campaigns on Google
- To be cutting edge while dominating, you must explore social media advertising, billboards, print, proper branding and more.

Summary: budgeting

- It can, but does not need to cost much:
  - Organic SEO - $1,000−$3,000+ per month
  - Live Chat - $600
  - Ratings/Reviews - $450
  - PPC - $0−$3,000
  - Social PPC - $500
  - Total: $3,000/month = 1−2 cases/month to justify the cost or a few upgrades and premium lens purchases
  - For just $800−$1,200/month most small practices can add both live chat and ratings help – we have seen over 90% success with these decisions
  - Be prudent (eye doctors always are particular), but don’t be penny wise and pound foolish.
  - The 1% rule for new ventures

Free Stuff

- Download our free 2 minute podcasts from iTunes or Google Play – search “SEOversite” or “YellowTelescope”
- Follow us and connect on all social media right away (LinkedIn, Insta, Twitter, G+, Facebook)
- Sign-up for free newsletter on our websites – SEOversite.com, YellowTelescope.com
- Pop by our booth or email us with questions at Guardian@SEOversite.com - our service is FREE.
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