



*Dr. Rissy's*

# **360° Marketing Accelerator for Medical Professionals**

Advertising | PR | Social Media | Ghostwriting | SEO | Lead Generation | Marketing

# ABOUT

- DLitt from Drew University, Master's in Communication, and graduated from Middlesex Academy for Allied Health and Biomedical Sciences.
- Owner of **Dr Rissy's Writing & Marketing**, which is ranked #1 in PR and #2 in Social Media and SEO for NY and NJ.
- Owner of **GenZ Publishing**, an indie publishing company that has over 15 bestsellers and award-winners
- **Bestselling author**, Latest release: Be a Digital Entrepreneur Today
- Talented wordsmith and entrepreneur, published several books and articles in periodicals including *Forbes*, *Entertainment Weekly*, *Huffington Post*, *Yahoo Finance*, *Buzzfeed*, and more.



**DR. MORISSA  
SCHWARTZ**

**FOUNDER AND CEO**

## What is 360° Marketing?

360° Digital Marketing is one of the most popular marketing philosophies, as it implies that you are leaving no gaps in your strategy for potential customers to fall into the cracks.

The concept involves **using every marketing channel simultaneously** to communicate a consistent message to your target audience.

**Touchpoints** range from emailing customers, creating personalized content such as newsletters/articles, scheduling social content, and optimizing your website's SEO to organically rank high on search engine result pages. If one critical element is missed, you could potentially lose out on quality leads.



25,423 Pageviews

7.32 Pages/Visit

Traffic Sources Overview



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# Whom do we want to help?

Medical Professionals looking to...

Increase sales

Attract new patients

Form long-term relationships with patients

Connect with other healthcare providers

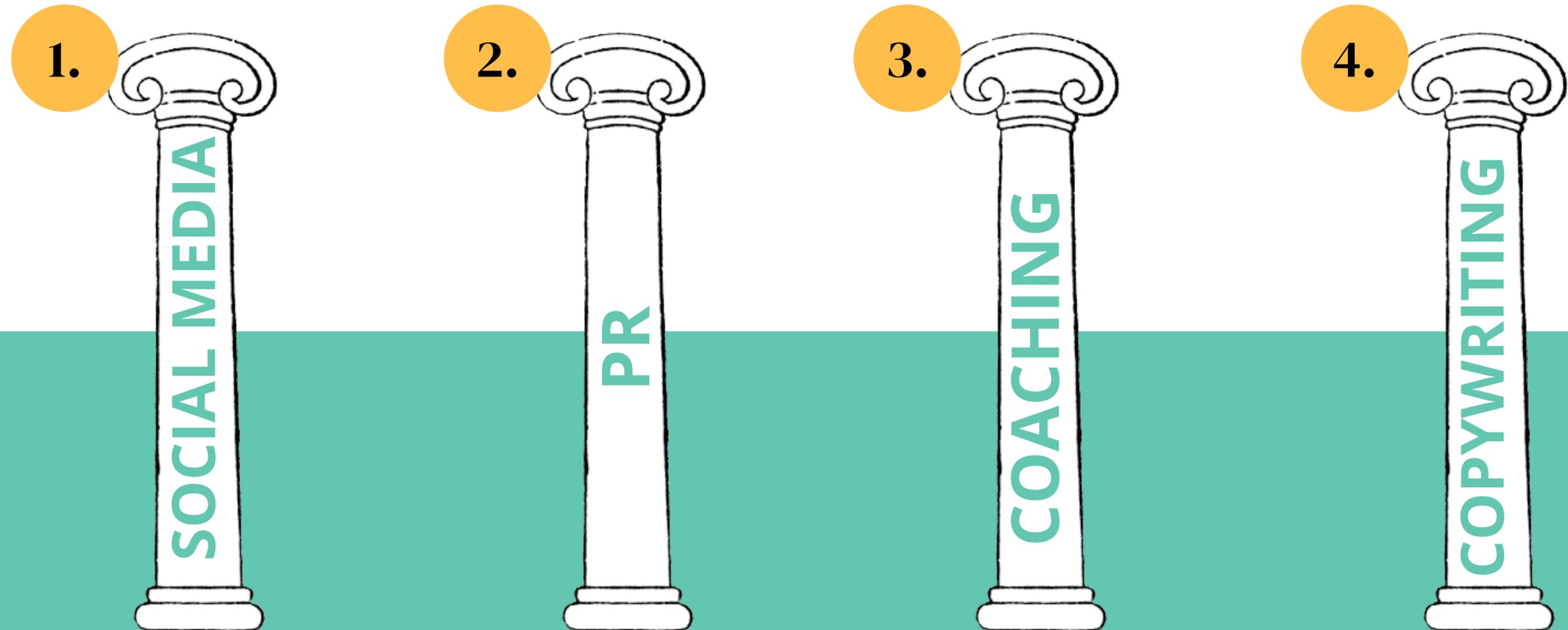
Generate new patient referrals

Improve engagement & communication

OUR MISSION

# The Dr. Rissy 4-Pillar Framework

How we help:



# 4

## PILLARS

1. **Social Media:** Optimizing metric data to determine audience and trend, allowing you to boost engagement and reach.
2. **Public Relations:** Improving your brand's reputation, visibility, and generating leads to drive organic traffic.
3. **Coaching:** Mastermind Group Coaching Calls that will drive you to gain insight on the key fundamentals to help elevate your business to the next level.
4. **Copywriting:** Writing compelling, relevant, valuable, engaging and original SEO content to help persuade active users to interact with your desired CTA's.

OUR VISION



# 8 ESSENTIAL ELEMENTS

We'll help with in our 4-Pillar Framework

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An effective 360° Marketing Strategy consists of 8 essential elements, which all reside within the Dr. Rissy's 4-Pillar Framework:

1. Website
2. PPC (Pay Per Click Advertising)
3. Social Media
4. SEO (Search Engine Optimization)
5. Quality content and content marketing
6. Outbound email campaigns
7. CRM (Customer Relationship Management)
8. Inbound lead nurturing

# Our 360° Marketing Accelerator

What you'll get for \$2,500 a month across 6 months:

A \$10,000 a month value!



## CUSTOM TRAINING

- **A 90-Minute Intake call**
- **A 2-hr Mastermind Group Coaching Call** for private members held twice a month, giving you the chance to network with professionals such as Dr. Morissa in an exclusive group.
- **360° marketing training** for your medical practice, covering Ads, Social Media, PR and SEO

## DONE FOR YOU:

- **Ads:** We will conduct the research for a leads campaign, in addition to creating the graphics and text.
- **Social Media:** We will conduct a weekly audit and create a 3-month content calendar including hashtag research, original text written by us and original graphics.
- **Public Relations:** We will seek and secure podcast and popular website opportunities to help boost your brand image and awareness.

## Bonus

- **Consultation:** A 1-on-1 session with Dr. Rissy herself, where you'll get quality insight about your business. You will be able to create a business plan with an expert, whilst implementing creative ideas that will take your business to the next level.
- **Public Relations:** 1-month of FREE PR, We will seek and secure podcast and popular website opportunities to help boost your brand image and awareness.

# OUR RESULTS

What metrics you can expect with done-for-you services:

## Social Media

**A 20% increase in user engagement and your organic traffic conversion rates.**

## PR

**1 appearance per month on credible platforms.**

## Coaching

**8-10 new clients per month and a 10% increase in sales.**

## Copywriting

**A Search Engine Ranking within a 15-20 mile radius of your practice.**

RESULTS

# LET'S GET STARTED

*PHASE*

# 01

## onboarding

- Onboarding: We will conduct an initial interview. Looking into your offerings, brand and tone.
- Create a Content Calendar
- Mastermind Session

*PHASE*

# 02

## initialization

- Initiate the 4-Pillar Framework
- Mastermind Session

*PHASE*

# 03

## optimization

- Optimization of the 4-Pillar Framework
- Mastermind Session



**Ready to begin?**

Email: [mo@drrissy.com](mailto:mo@drrissy.com)