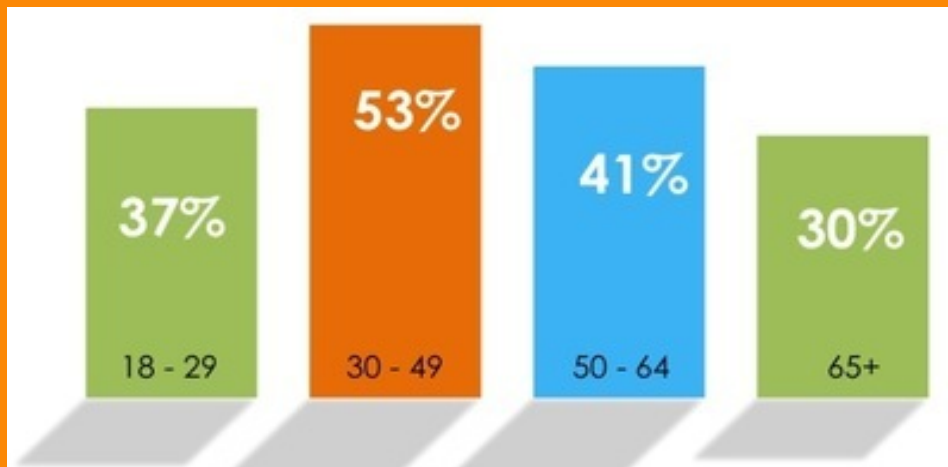




SOCIAL MEDIA: How It Impacts Your Practice

4 out of 5 Internet users perform a health related search online



Age of Patients Searching Online for a Doctor

Medical facts



- **80%** of U.S. adults search for health information online.
- **47%** of Internet users search for information about doctors or other health professionals.
- **38%** of Internet users search for information about hospitals and other medical facilities.
- **90%** of adults age 18-24 trust medical information shared by others in their social media networks.

The Internet and your online presence will impact your patients and ability to get new ones.

Social Media Agenda



1. What is social media?
2. Why is it important for physicians?
3. What are the major social media platforms?
4. How do you create social media content & grow followers?
5. How do you create a successful strategy for your social media?



1

What is Social Media?



Social media is an outlet that people can engage and me social with.

Social Media is the #1
activity on the internet.



**RELATIONSHIP
MARKETING**

2

Why is it important for
physicians?



Social media benefits



- Ultimate relationship marketing (Engage and listen to your community)
- Your patients are using social media
- Awesome tool for branding, referrals and repeat business
- Easy and cost effective
- Have a personality behind the practice
- Communicate information
- Increase your online presence
- Long term results



“What’s the plan, man?”



“It’s not enough to just show up. You have to have a business plan.”

3

What are the major Social Media platforms?



Facebook



Stand out online from the competition.

social media | ppc | seo | websites | email | display

Fresh Collaboration
Consulting/Business Services

527 likes

Missy Inzer Amacker, Mohammad Ali Syed and 81 others like this.

Promote Your Page
Connect with more of the people who matter to you
[Promote Page](#)

Invite your friends to like Fresh Collaboration

Timeline About Photos Twitter More

Status Photo / Video Offer, Event +

What have you been up to?

Fresh Collaboration
Posted by Karla Franco Peppas · May 30

"The successful warrior is the average man, with laser-like focus." - #BruceLee

"The successful warrior is the

Twitter



The image shows a screenshot of the Twitter profile page for 'Fresh Collaboration' (@Fresh_Collab). The header features a large banner with a green apple in the center, which has a lightbulb icon on it. The text 'Stand out online from the competition.' is written in white over the banner. Below the banner, the profile name 'Fresh Collaboration' and handle '@Fresh_Collab' are displayed. The bio states: 'Fresh Collaboration is a digital marketing consulting, management and execution company focused on producing results.' The location is 'Nashville, TN' and the website is 'freshcollaboration.com'. The profile has 179 tweets, 4 photos/videos, 182 following, 101 followers, and 12 favorites. The 'Tweets' section shows two tweets from August 29 and 28, both mentioning social media and Google Authorship. The 'Who to follow' section lists three accounts: Music City Center, Mayberry, and WZTV FOX 17.

Home Notifications Discover Me Search Twitter

Stand out online from the competition.

social media | ppc | seo | websites | email | display

freshcollaboration

Fresh Collaboration
@Fresh_Collab
Fresh Collaboration is a digital marketing consulting, management and execution company focused on producing results.
Nashville, TN
freshcollaboration.com

4 Photos and videos

Tweets Tweets & replies

Fresh Collaboration @Fresh_Collab · Aug 29
2014 #Social #Media Image Size Cheat Sheet | ow.ly/ASuFL

Fresh Collaboration @Fresh_Collab · Aug 28
It's Over: The Rise & Fall Of Google Authorship For Search Results ow.ly/APZ6p

Who to follow · Refresh · View all

Music City Center @Nashvil...
Followed by Randy Word a...
Follow

Mayberry @TheNewMaybe...
Followed by Rachel Hoskin...
Follow

WZTV FOX 17 @wztv_fo...
Followed by David Dutton...
Follow

Google+ (Google My Business)



The screenshot shows a Google+ profile for 'Fresh Collaboration'. The profile picture is a green apple with a lightbulb icon and the text 'freshcollaboration'. The cover photo features several oranges and a green apple with a lightbulb icon, with the text 'Stand out online from the competition.' and 'social media | ppc | seo | websites | email | display'. The profile information includes the website 'http://www.freshcollaboration.com', a 'Following' button, and '11 followers | 5,898 views'. The navigation bar shows 'About', 'Posts', 'Photos', and 'Videos'. The 'Posts' tab is active, showing three posts. The first post is titled 'What Would Happen If Google Really Did Kill Google+?' with a link to 'http://ow.ly/xzsPU' and a photo of a tombstone with a 'g+' logo. The second post is titled 'Did you use to have a Myspace account? You might be receiving an email from them with embarrassing old photos' with a link to 'http://mashable.com' and a photo of three men. The third post is titled 'Myspace Is Embarrassing Users With Old Photos to Win Them Back' with a link to 'http://mashable.com' and a photo of three men. The right sidebar shows 'In their circles' with 13 people, 'In common with you' with 1 person, and 'Have them in circles' with 11 people. There is also a section for 'Build your following on Google+' with a 'Create new page' button.

Fresh Collaboration
http://www.freshcollaboration.com
Following
11 followers | 5,898 views

Stand out online from the competition.
social media | ppc | seo | websites | email | display

About Posts Photos Videos

Fresh Collaboration #Google+
Shared publicly - 8:43 AM
What Would Happen If Google Really Did Kill Google+? http://ow.ly/xzsPU
What Would Happen If Google Really Did Kill Google+?
Marketing Land
Rumors are that Google might be...
Add a comment...

Fresh Collaboration #MySpace
Shared publicly - 8:15 AM
Did you use to have a Myspace account? You might be receiving an email from them with embarrassing old photos
Myspace Is Embarrassing Users With Old Photos to Win Them Back
Mashable
Myspace is emailing users old photos...
Add a comment...

In their circles 13 people
Forest Home ...
Moz
Google Partners
In common with you 1 person
Have them in circles 11 people
Build your following on Google+
Create new page


Fresh Collaboration #Quotes
Shared publicly - May 30, 2014
"The successful warrior is the average...
Add a comment...

Fresh Collaboration #CNET
Shared publicly - May 15, 2014
Add a comment...

Fresh Collaboration #Facebook
Add a comment...


LinkedIn



 Search companies...

Stand out online from the competition.

social media | ppc | seo | websites | email | display



freshcollaboration

Fresh Collaboration is a digital marketing, consulting and management company focused on producing results.

We understand that you're busy running your business. We make it easy for you by... [see more](#)

Recent Updates

Fresh Collaboration Happy Memorial Day! "A hero is someone who has given his or her life to something bigger than oneself." - Joseph Campbell


Organic Targeted to: All Followers

15	0	0	0.00%
impressions	clicks	interactions	engagement

[Sponsor update](#)


Like · Comment · Pin to top · 7 days ago

Fresh Collaboration Fresh Collaboration's founder is featured this week in an interview by Krista Dial. Check it out here: <http://bit.ly/StGH7F>



Entrepreneur interview with Karla Peppas, owner of Fresh...

bit.ly · I don't know how Friday has slipped up on me so quickly. Have you had an exceptional week?! I sure hope so! I'm excited to bring you a fresh, new entrepreneur interview with my friend Karla Peppas, owner of Fresh Collaboration. Karla and I met



AS SEEN ON
WALL STREET JOURNAL
CN
NASHVILLE BUSINESS JOURNAL
FOX
abc
NBC
CBS

amazon Best Selling Author

Karla Franco Peppas

Result Focused Digital Marketing Expert | Founder of Fresh Collaboration

Greater Nashville Area | Internet

Current	Fresh Collaboration
Previous	South Central Media, South Central Radio Group, Europe
Education	Mississippi State University

[Complete your profile](#) [Edit Profile](#) [500+ connections](#)

www.linkedin.com/in/kmpeppas/ [Contact Info](#)

Background

Summary

Business Experience:

- Created and managed digital marketing strategies consisting of paid search, web development, email, social media, seo and other media components.
- Increased media revenue by finding new business opportunities, managing agency accounts and creating strategic marketing plans
- Coached, trained and managed a team of sales professionals in multiple markets
- Developed online marketing education and training through invitational speaking events and conferences around the USA
- Managed and executed internal marketing programs for Fortune 1000 Company
- Participated in full-circle corporate re-branding campaigns, one receiving the 2007 ReBrand 100 Award


Personal Goals:


- Whitewater Rafting in the Grand Canyon





YouTube



9 subscribers 975 views Video Manager View as public


 Stand out online from the competition.
social media | ppc | seo | websites | email | display

 freshcollaboration


Fresh Collaboration    


Fresh Collaboration, LLC


Home Videos Playlists Channels Discussion About


 Share your thoughts

All activities

 Fresh Collaboration, LLC uploaded a video

 **Internet Marketing Nashville, TN - Educational Video**
1 month ago • 18 views
Online Marketing Nashville
...
CC

 Fresh Collaboration, LLC uploaded a video

 **Costas Peppas on The Ultimate Sales Challenge**
6 months ago • 338 views
Costas Peppas speaks at the Local Marketing Summit in Denver, CO on the "\$1M Sales Challenge."

Channel tips



- ✓ Try new comments
- ✓ Describe your channel
- ✓ Add channel art
- Add a channel trailer



View all »

Featured Channels

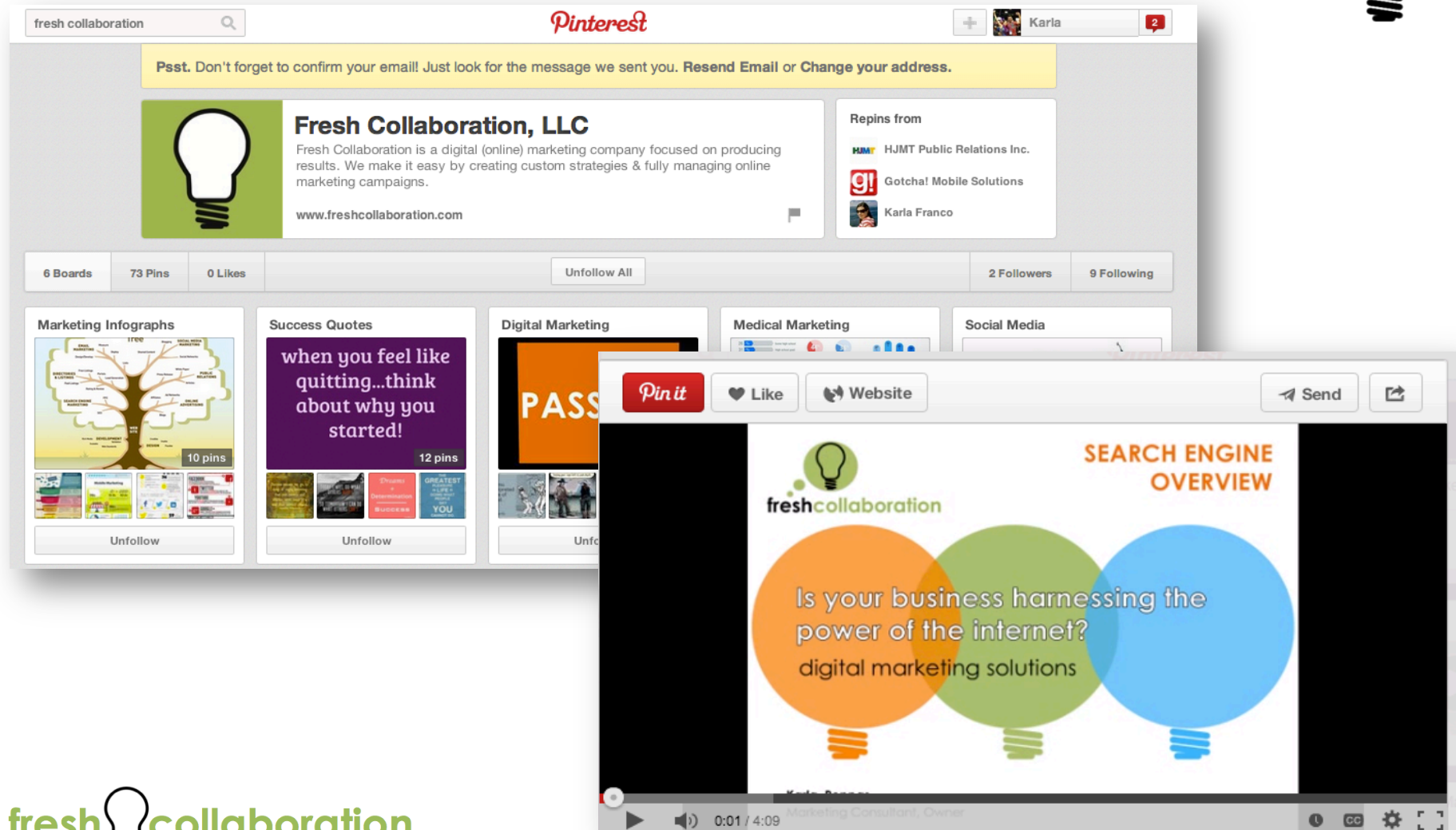
+ Add channels

Popular channels on YouTube

 **PewDiePie** 

 **JennaMarbles** 

Pinterest



The image shows a screenshot of a Pinterest profile for "Fresh Collaboration, LLC". The profile header includes a search bar with "fresh collaboration", the Pinterest logo, and a user profile for "Karla" with 2 notifications. A yellow banner reads: "Psst. Don't forget to confirm your email! Just look for the message we sent you. Resend Email or Change your address." The profile bio states: "Fresh Collaboration is a digital (online) marketing company focused on producing results. We make it easy by creating custom strategies & fully managing online marketing campaigns." and provides the website "www.freshcollaboration.com". It also lists "Repins from" HJMT Public Relations Inc., Gotcha! Mobile Solutions, and Karla Franco. The profile has 6 Boards, 73 Pins, 0 Likes, 2 Followers, and 9 Following. The boards shown are "Marketing Infographics" (10 pins), "Success Quotes" (12 pins), "Digital Marketing", "Medical Marketing", and "Social Media". A video player is overlaid on the bottom right, showing a video titled "SEARCH ENGINE OVERVIEW" by "freshcollaboration". The video content features three overlapping circles (orange, green, blue) with the text "Is your business harnessing the power of the internet? digital marketing solutions". The video player shows a timestamp of 0:01 / 4:09.

fresh collaboration


Instagram



The more keyword-rich content you generate on your website, the more search engines will find (and love) you.

WordPress






615.545.6314

HomeAboutServicesBlogContact

How the Internet Impacts Medical Companies

Digital Marketing



Search Site

Categories

Select Category

Posts

August 2014						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
« Jul						

I've never been one to freak-out over medical concerns. I go to the doctor maybe once a year. I don't take any medications. And I almost never take sick days from work (though I know others may wish I did!)

The other day I noticed a bump on my gum. I immediately took to the Internet and several pages and articles later, I determined this bump was life threatening, and I needed to go to a doctor right away. Ok – so I know this sounds pretty extreme for a so-called non-hypochondria, but the internet can be pretty powerful!

So I called my dentist and went in the next day. Turns out, nothing was wrong...it was just part of my bone. I told my dental team about my countless Internet searches, and they told me these days it's quite common for a useful self-diagnosis from online searches.

Blogger



Digital Marketing | Karla Peppas

"Digital technology doesn't necessarily do a lot of things new, but it does all things better, faster, more cost efficiently." ---Patrick Duparcq

Blog Post

Friday, May 24, 2013

How the Internet Impacts Medical Companies

By Karla Peppas

I've never been one to freak-out over medical concerns. I go to the doctor maybe once a year. I don't take any medications. And I almost never take sick days from work (though I know others may wish I did!)

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So I called my dentist and went in the next day. Turns out, nothing was wrong...it was just part of my bone. I told my dental team about my countless Internet searches, and they told me these days it's quite common for wrongful self-diagnosis from online searches.

The Internet is full of people doing online medical searches. Did you know 4 out of 5 Internet users perform a health related search online according to the New York Times?

According to a presentation from MD Connect, the internet can be 2-3X more efficient than traditional media and cost less money.

Here are some interesting facts:



Karla Peppas



Tumblr



freshcollaboration

“To be successful, you have to have your heart in your business, and your business in your heart.

— [Thomas Watson Sr.](#)

Posted 5 days ago


Tagged: [business](#), [business consulting nashville](#).

How the Internet Impacts Medical Companies

By [Karla Peppas](#)

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Fresh Digital Insight

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[+ Follow on tumblr.](#)

[RSS Feed](#) [Random](#)

[Archive](#) [Mobile](#)

© 2013 [Powered by Tumblr](#)

Email



ONLINE MARKETING TIP

With PPC conversions are essential!
Since you know these website visitors
are already actively searching for your
services and you are paying for them to
come to your site, focus on results!
(Phone calls, forms completed, emails,
etc.) Don't just measure traffic and
impressions when measuring the
success of a PPC campaign.

Fresh Collaboration is a Nashville based online marketing,
consulting and management company focused on
producing results.

Learn more: freshcollaboration.com | 615.545.6314

The logo for Fresh Collaboration, featuring a green lightbulb icon above the text "freshcollaboration" in a green, lowercase, sans-serif font.

 Share  Tweet  Forward to Friend

LEARN HOW ONLINE MARKETING CAN GROW YOUR BUSINESS!

User generated content



92%

Trust

Recommendations
from people
they know

72%

Trust

Consumer
opinions online

15%

Trust

Brand messages

Review sites



The screenshot shows the Yelp profile for 'The Plastic Surgery Center of Nashville'. The header includes the Yelp logo, search bar, and navigation links. The business name is prominently displayed with a star rating of 4.5 stars and 2 reviews. A map shows the location at 1915 State Street, Nashville, TN 37203. Below the map, there's a section for 'Recommended Reviews' with a search bar and a list of reviews. The first review is by Erin D. from Nashville, TN, dated 1/5/2009, with a 5-star rating. The review text is partially visible, mentioning 'I love Dr. Gingress and would trust her with my life. On wait, I did. She was recommended to me by another doctor and has been a godsend. My first operation was a year-and-a-half ago to replace my saline implants, that I principally not due to asymmetry with silicone'.



fresh  collaboration

The screenshot shows two Facebook reviews for 'The Plastic Surgery Center of Nashville'. The first review is by Janelle Reed, dated 10/18/2013, with a 5-star rating. The review text is: 'We are absolutely in LOVE with the staff at Green Hill Pediatrics! From the time you walk into the office until you see t... See More'. The second review is by Melanie Grogan, dated 11/14/2013, with a 5-star rating. The review text is: 'LOVE this place!'. Both reviews have 4 likes and a 'Comment' button.




The screenshot shows four Google Reviews for 'The Plastic Surgery Center of Nashville'. The first review is by Anonymous User, dated a week ago, with a 5-star rating. The review text is: 'I was looking to get a breast augmentation & looked all online for a plastic surgeon that was close to home, not to far and had good reviews. Going under the knife is hard already, so having a doctor you trust is very important. After going to different consultations, I finally got to meet ...'. The second review is by Lindsey England, dated 2 months ago, with a 5-star rating. The review text is: 'I have had a great experience with Dr. Hueneke and his staff during the process of my surgery. He did an amazing job with my breast augmentation surgery. They look absolutely perfect, and I wouldn't change a thing! He has a wonderful bedside manner, and his staff all seem to be very friendly and helpful. I would recommend Dr. Hueneke to anyone for their plastic surgery needs!'. The third review is by Brandy Burris, dated 8 months ago, with a 5-star rating. The review text is: 'I have had nothing but the best experiences with Dr. Hueneke! He and his staff are the so wonderful! They are all so very helpful, professional, and just wonderful people all the way around! I would highly recommend anyone and everyone to look to Dr. Hueneke for any and all procedures ...'. The fourth review is by Amanda Ross, dated a year ago, with a 5-star rating. The review text is: 'Dr. Hueneke and his staff were so professional. I have not had any trouble with my incisions or implants. He managed my pain well and went above and beyond my expectations. From the initial consult to the final follow up visit, everyone was so nice and welcoming. I would refer my friends or family to Dr. Hueneke anytime.'.


Google
Reviews

Sample: Mobile Review Site





REED Family
DENTISTRY


How was your service?




I had a positive experience with Reed Family Dentistry.




I had a negative experience with Reed Family Dentistry.


Contact us:
901-872-3391


REED Family
DENTISTRY


Please leave us a review.




Use Google if you are a gmail user



Use Yelp if you are a Yelp user

Contact us:
901-872-3391


REED Family
DENTISTRY

We're concerned...


Please let us know about your experience so we can take care of you and make it right.

Name *

Email *

Message

Submit

Contact us:
901-872-3391

If 'Positive', you go here...

If 'Negative', you go here...

Online News Release



Authority Marketing

- Expert Branding
- Professional article establishing third party authority
- Interactive, web-optimized news release

Distribution:

- News article gets syndicated to premium news outlets such as Business Journals , ABC, NBC, FOX and more around the nation.
- Major search engines – Google, Yahoo!, Bing, etc. can pick up these articles.
- The articles will also be used to establish celebrity like branding and market authority



(sample)

Example of article placement

SMALL BUSINESS
TRENDSETTERS



Email Marketing \$19/Month
Try 30 Days Risk-Free

 AWeber

SALES & MARKETING

INTERNET & TECHNOLOGY

LEGAL & FINANCE

REAL ESTATE

HEALTH & FITNESS

SOCIETY

Karla Peppas – Teaching Businesses How To Tell Their Story Online

October 6, 2013



 Print  PDF

Nashville, TN – Karla Peppas has been a passionate marketer for over a decade. Five years ago she began to focus her energy and attention on online marketing and helping small to medium size businesses around the U.S. grow through the Internet.

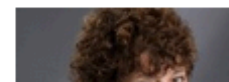
A native of Mississippi, after graduating from Mississippi State University in 2004, Peppas began her career in Boston, MA within the private equity sector at **Audax Group**. In 2005 she moved to the commercial real estate market and served as a Senior Marketing Associate for **Jones Lang LaSalle** (JLL).

Search the site ...

IN THE NEWS



Diabetes Advocate, Charles Mattocks, Speaks About His New Documentary, A Diabetes Reality Show "Reversed"



June Cline, CSP, The "Southern,

Example of article syndication

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YAHOO!
News





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[Tech](#)
[Science](#)
[Health](#)
[Odd News](#)
[Opinion](#)
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[Barack Obama](#)
[Egypt](#)
[Mohamed Morsi](#)
[United States](#)

[Search News](#) [Search Web](#)

Digital Marketing Expert and Fresh Collaboration CEO Karla Peppas Discusses Her Latest Book Release In New Interview


[✓ Like](#) [✕ Dislike](#)


   


 Karla Peppas 9 hours ago
[PRNewswire](#) [Social media](#) [Digital marketing](#)

NASHVILLE, Tenn., July 3, 2013 /PRNewswire/ -- Karla Peppas, digital marketing expert at "Fresh Collaboration", was recently interviewed by Mike Taylor, Sr. Editor at Newswire. [The interview](#) covered her social media consultancy and the release of her new book, "[Understanding Internet Marketing: Telling the Story of YOUR BUSINESS](#)". Her new book is a manual for business owners, filled with lessons learned working with over 100 successful online and offline marketing clients.

(Photo: <http://photos.prnewswire.com/nyk/00100700/DI10050>)

 **The End of Obama? This looming scandal could ruin the 44th President and disrupt the entire country.** » {[Stansberry Research](#)}

 **Tennessee'S NEW RULE »** [June 2013] Mount Juliet - New insurance rule in Tennessee leaves drivers furious and shocked... {[Comparisons.org](#)}

 **What Happens When You Take a Testosterone Supplement...** » {[Test X180](#)}

Advertising by [mediaforce](#)

Example of article syndication



HOME NEWS PHOTOS WEATHER TRAFFIC SPORTS REWARDS PERFECT HOME PERFECT HEALTH LIFESTYLE COMMUNITY CONTACT

Recommend 0

0

Digital Marketing Expert and Fresh Collaboration CEO Karla Peppas Discusses Her Latest Book Release In New Interview

Information contained on this page is provided by an independent third-party content provider. WorldNow and this Station make no warranties or representations in connection therewith. If you have any questions or comments about this page please contact pressreleases@worldnow.com.

SOURCE Karla Peppas

NASHVILLE, Tenn., July 3, 2013 /PRNewswire/ -- Karla Peppas, digital marketing expert at "Fresh Collaboration", was recently interviewed by Mike Taylor, Sr. Editor at Newswire. [The interview](#) covered her social media consultancy and the release of her new book, "[Understanding Internet Marketing: Telling the Story of YOUR BUSINESS](#)". Her new book is a manual for business owners, filled with lessons learned working with over 100 successful online and offline marketing clients.

(Photo: <http://photos.prnewswire.com/pmh/20130703/PH42258>)

Karla's 10 years in the corporate realm taught her many lessons working with over 100 clients. One of these was the challenges women faced in that environment to balance professional goals with their family life. "Within the traditional corporate structure, there isn't a lot of flexibility to shape your day to accomplish business goals as well as personal goals. I knew I had to branch out to have the ability to achieve all of my goals, personal and professional."

Working as Director of Digital Sales for a large multi-market agency, Karla saw firsthand how digital media could generate powerful results for businesses. She was "excited to be a part of her clients' success." Her experience led to the launch of "[Fresh Collaboration](#)", a 'full-service' digital marketing company.

"Fresh Collaboration helps companies grow by using digital technology," said Ms. Peppas. "Our clients get the best results from integrated campaigns. Business promotion is not best when done piece meal, ideally,

ADVERTISEMENT

AdChoices



GET STARTED ONLY AT SUNGLASS HUT

Local Radar



4

How do you create social media content & grow followers?



Content creation...

**Traditional marketing talks at people.
Content marketing talks with them.
– Doug Kessler**



There are 6 “emotional triggers” for viral content



Wharton School of Business study...



- **Positive content** is far more likely to go viral than negative content
- Content that evokes **high arousal emotions** (positive or negative) is more likely to go viral
- Content that is **practically useful** is most likely to go viral



Content tips



- Don't spam people with self promotions
- Post useful industry or local information
- Share and repost other valuable content
- Offer valuable promotions or specials
- Use multimedia content (pictures, videos, links to other sites, etc.)
- Keep interactions positive
- Be engaging, interesting, fun and authentic

**Post with images are
120% more likely to be
shared according to
Facebook.**

Social Content Ideas Checklist



- ✓ Educational articles, videos and links
- ✓ Customer testimonials (images, videos or text – leverage existing testimonials)
- ✓ Ask for reviews
- ✓ Health related recipes
- ✓ Ask the expert
- ✓ Quotes related to your audience (babies, hope, strength, etc)
- ✓ Thought of the day
- ✓ News local/city happenings
- ✓ Personal family images/events (holidays, ice bucket challenge, etc)
- ✓ Holiday greetings
- ✓ Company information and updates
- ✓ Employee of the Month
- ✓ Employee anniversaries or birthdays
- ✓ Health & safety tips
- ✓ Health trivia
- ✓ Health Infographics
- ✓ Topic related cartoons
- ✓ Topic related recommend books
- ✓ Cross-promote social outlets
- ✓ Community or charitable events

HSS/HIPAA & Social Media



General Information



- Social media must follow the current laws and standards that govern information and information technology.
- Members of the public should be able to learn about the agency's activities and to communicate with the agency without having to join a third-party social media website.
- Social media sites and content must clearly identify ownership or sponsorship through the use of department branding.
- Do not solicit consensus advice from the public using social media
- You must link to your agency's official website on the Info tab.

Content Information



- A comment policy and privacy notice must be clearly stated or linked
- You should remove any posts or comments that violate HIPAA regulations by disclosing protected health information.
- When you feel that comments or questions on your social media platform are approaching HIPAA violations, take them offline. Ask the patient to call your hospital for more details.
- Consider the value in liking/ following a specific entity and what it may convey to your audience.
- Comments must not be posted if they contain:
 - Blatantly partisan political views
 - Explicit commercial endorsements
 - Discriminatory, racist, offensive, obscene, inflammatory, unlawful or otherwise objectionable statements, language or content.
 - Patient medical information

Dos & Don'ts



- **DON'T:** “We had a fifty-year-old male in the ER last night with alcohol-induced liver disease.”
- **DO:** Talk about conditions, treatments, research.
- **DON'T:** “I saw a patient last Tuesday with xyz condition . . .”
- **DO:** “Children with xyz condition typically present with these symptoms . . .”
- **CAUTION:** Friend patients on Facebook and assume that anything you put online could become public.

Remember....



“Social Media is
about sociology and
psychology more
than technology.”

Brain Solis

Facebook Advertising



- Niche targeting based on a specific demo or custom list.

- Target by:

- Geography
- Age
- Gender
- Interest
- Behavior
- And more!



Sample audiences

Audience Definition



Your audience is defined.

Audience Details:

- Location - Living In:
 - ◊ Nashville (+50 mi), Tennessee, United States
- Age:
 - ◊ 25 - 65+
- Interests:
 - ◊ American Heart Association, Cardiovascular disease awareness or heart disease awareness
- Not connected to:
 - ◊ Fresh Collaboration

Potential Reach: 18,600 people

Cardiology Service

Audience Definition



Your audience is defined.

Audience Details:


- Location - Living In:
 - ◊ Nashville (+50 mi), Tennessee, United States
- Age:
 - ◊ 25 - 65+
- Interests:
 - ◊ Wendy's, McDonald's, Sonic Drive-In, Burger King, Arby's, Zaxby's or Dairy Queen
- Not connected to:
 - ◊ Fresh Collaboration

Potential Reach: 108,000 people

Cardiology Service

Sample audiences

Audience Definition



Your audience is defined.

Specific Broad


Audience Details:

- Location - Living In:
 - Nashville (+25 mi), Tennessee, United States
- Age:
 - 25 - 65+
- Interests:
 - Chiropractic, Acupuncture or Alternative medicine
- Not connected to:
 - Fresh Collaboration

Potential Reach: 44,000 people

Chiropractic Service

Audience Definition



Your audience is defined.

Specific Broad

Audience Details:

- Location - Living In:
 - Nashville (+25 mi), Tennessee, United States
- Age:
 - 25 - 65+
- Interests:
 - Sports
- Not connected to:
 - Fresh Collaboration

Potential Reach: 400,000 people

Sports Medicine Service

Sample audiences

Audience Definition



Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Brentwood (+25 mi), Franklin (+25 mi), Hendersonville (+25 mi), Hermitage (+25 mi), Nashville (+25 mi) Tennessee
- Age:
 - 25 - 45
- Parents:
 - Parents (All)
- Not connected to:
 - Fresh Collaboration

Potential Reach: 118,000 people

Audience Definition



Your audience is defined.

Audience Details:

- Location - Living In:
 - Nashville (+50 mi), Tennessee, United States
- Age:
 - 25 - 45
- Life Event:
 - Newlywed (1 year), Newlywed (3 months) or Newlywed (6 months)
- Not connected to:
 - Fresh Collaboration

Potential Reach: 18,600 people

Audience Definition



Your audience is defined.

Audience Details:

- Location - Living In:
 - Nashville (+50 mi), Tennessee, United States
- Age:
 - 25 - 45
- Interests:
 - Pregnancy, Childbirth, Reproductive health or Reproduction
- Not connected to:
 - Fresh Collaboration


Potential Reach: 72,000 people

Pediatric Service

Pregnancy Service

Sample audiences

Audience Definition



Your audience is defined.

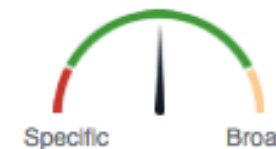
Audience Details:

- Location - Living In:
 - United States: Brentwood (+50 mi), Nashville (+50 mi) Tennessee
- Age:
 - 18 - 65+
- Life Event:
 - Recently moved
- Not connected to:
 - Fresh Collaboration

Potential Reach: 6,200 people

Recently Moved

Audience Definition



Your audience is defined.

Audience Details:

- Location - Living In:
 - United States: Brentwood (+50 mi), Nashville (+50 mi) Tennessee
- Age:
 - 18 - 65+
- Net Worth:
 - Net worth (over \$2,000,000) or Net worth (\$1,000,000 - \$2,000,000)
- Not connected to:
 - Fresh Collaboration

Potential Reach: 32,000 people

High Net worth Patients

5

How do you create a
successful strategy for your
social media?



You can't approach new media with old thinking.



Social Media is not free...it
takes people, technology and
time.



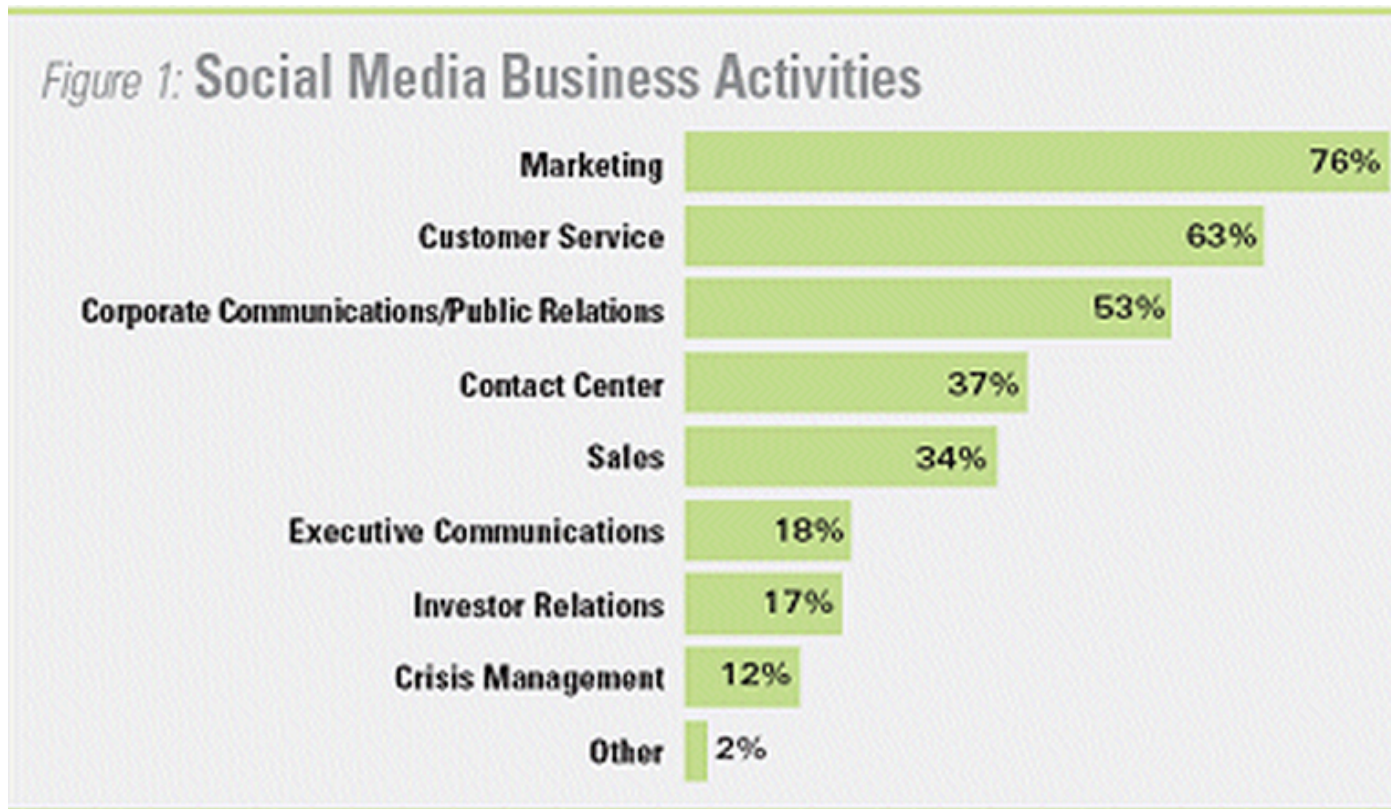
Social media strategy



- What are your goals for social media?
- What platforms should you use to accomplish these goals?
- What is your 'voice'?
- Who makes up your target audience?
- What interests your target audience?
- How frequently will you post content?
- How will you manage your social media?
- How will you measure success with your social media?

72% of businesses that use social media do not have a clear set of goals or a clear strategy for their social media platforms.

Social media business use



Source: <http://www.destinationcrm.com/Articles/Columns-Departments/The-Tipping-Point/Using-Social-Media-for-Customer-Service-81584.aspx>

“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.

Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.

The ROI of social media is that your business will still exist in 5 years.”

- Erik Qualman

PLATINUM

PRACTICE
group

Platinum Practice Group



- Facebook & Twitter Account Setup, Content Creation & Management
- Basic Facebook Ads to Build Likes
- Basic Facebook Ads to Promote Practice
- Two 400-word blog post per month
- Monthly email to permission based database 2,500<
- Two Syndicated New Releases for the year
- Mobile Review Website
- 1 Hour Per Month Consultation
- **Geography/Industry Exclusive!**

A large, multi-pointed green starburst graphic with a slight drop shadow, containing the pricing information.

**\$1,000 per month/
annual contract**

PLATINUM PRACTICE *group*

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