

HealthCare

Marketing Services

If patients can't find you, they can't book you.

Let's change that today!



Why do you need **Marketing Services** for your **clinic**

Marketing isn't an expense—it's an investment in your clinic's future!

Because being a great doctor isn't enough- Patients need to find you!

77% of patients search online before booking an appointment.

81% of patients check online reviews before choosing a provider.

Practices with a strong digital presence see **30-50%** more patient inquiries.

Without marketing, you are invisible to new patients.

Website Design & Development

For practices looking to open digital doors for patients



Why It Matters?

Your website is your clinic's first impression.

But, is it attracting or repelling patients?

- Patients judge your credibility within 5 seconds of landing on your website. A poor design can make them leave.
- You may be the best doctor, but without a modern website, new patients won't trust you.
- Patients expect easy appointment booking. If they have to call multiple times, they'll choose a competitor.

What You Get?

- A visually appealing, mobile-friendly website that builds trust instantly.
- SEO-optimized service pages (up to 10) so patients find you on Google.
- Easy-to-use appointment widget that increases bookings.
- 1-year domain & SSL security – ensuring patient data protection.
- Built on WordPress or a custom CMS for easy updates.



SEO Consulting

Be the first clinic patients see when they need care.

Why It Matters?

Your clinic may be the best, but if you don't show up on Google, does it even exist?

- **60% of patients** never look beyond the first page of search results. If you're not there, you're invisible.
- Your competitors are already investing in SEO – they are stealing your patients.
- Without SEO, you depend only on word-of-mouth and referrals – which limits your growth.

What You Get?

- Ensuring quick website load time, so that your patients don't bounce
- Website audit & competitor analysis to know exactly where you stand.
- Obtaining Google Business profile
- High-value keyword optimizations per month – helping you rank higher for patient searches.
- Powerful backlinks from reputable healthcare websites – increasing credibility.
- Technical SEO improvements so search engines prioritize your website.

Reputation Management

Own your neighborhood—be the first clinic patients find!



Why It Matters?

Would you visit a clinic with zero no reviews?

Neither will your patients.

- **72% of patients** choose their provider based on online reviews alone.
- A poorly optimized Google Business Profile means patients searching for you won't even see you.
- A single bad review can cost you dozens of patients if not managed properly.

What You Get?

- Google & Bing Business Profile setup with full optimization – making you visible in local searches.
- Google Search Console & Analytics set-up – track patient traffic and performance.
- Proactive review management – encouraging positive reviews and addressing negatives.
- Accurate local listings to improve search visibility across platforms

Social Media Management (Setup + Monthly Strategy)

Engage, educate, and stay top-of-mind with your patients

Why It Matters?

Your patients are scrolling right now. Will they see your clinic or your competitor's post first?

- **67% of patients** follow their healthcare providers on social media before booking an appointment.
- Patients trust doctors who engage online. Without an active presence, you lose credibility.
- Other clinics are consistently posting, engaging, and winning patient trust—are you?
- Every post is a free marketing opportunity—don't waste it!

What You Get?

- Professional setup of Facebook, Instagram, LinkedIn, X, and YouTube with custom branding.
- Content strategy & planning – a tailored monthly content calendar for engagement.
- 8 high-quality posts per month:
 - 4 single-image posts (tips, clinic updates, testimonials, etc.)
 - 2 engaging carousel posts (educational series, before/after insights, etc.)
 - 2 short-form videos (patient FAQs, behind-the-scenes, procedure insights, etc.)
- Hashtag & engagement strategy – boosting visibility among potential patients.
- Call-to-action optimization – ensuring your profiles drive appointment bookings.
- Community management – actively responding to comments, messages, and patient inquiries.
- Monthly performance report – tracking growth, reach, and engagement trends

Content Marketing

Educate patients, build trust, and grow your practice effortlessly.



Why It Matters?

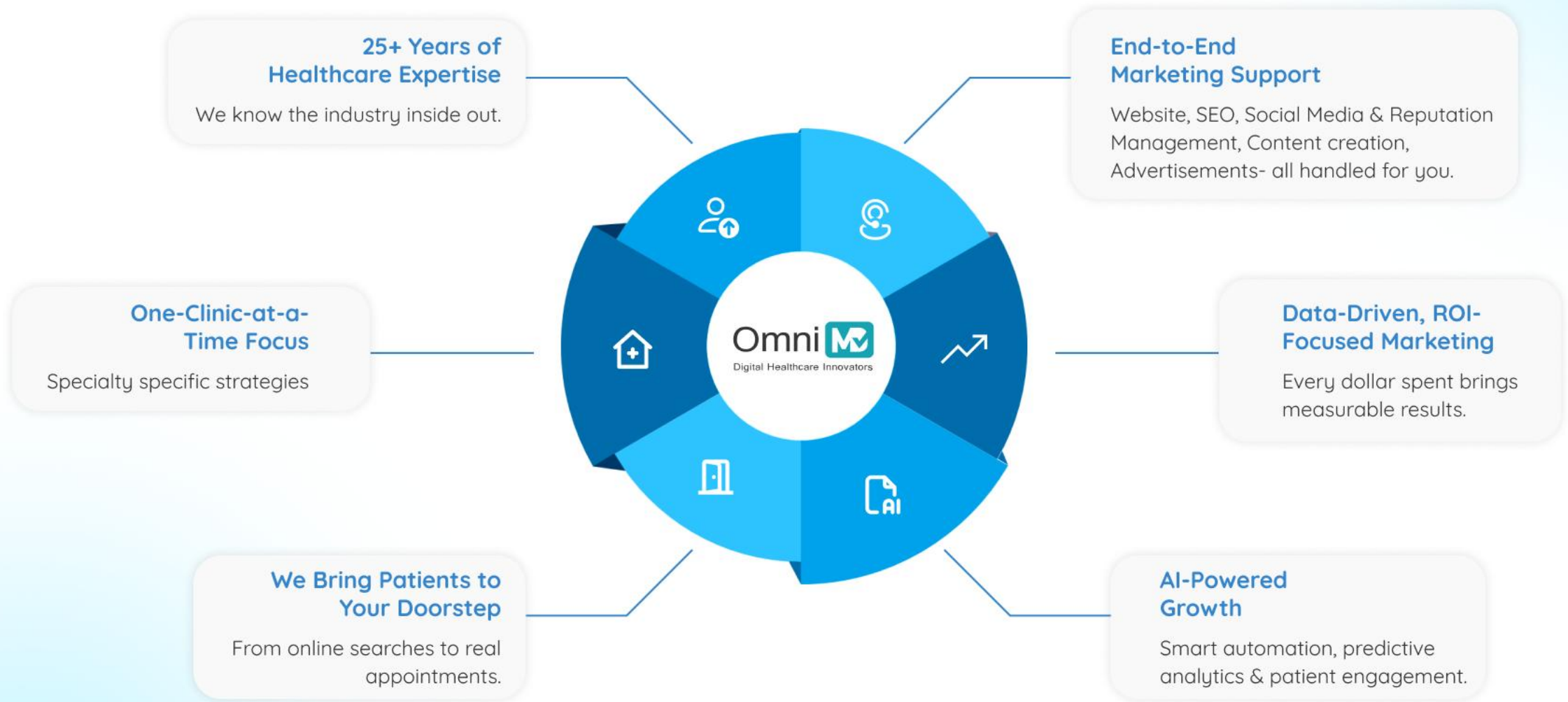
Patients want answers. Will they find them from you, or will they go elsewhere?

- Patients trust doctors who educate them. Providing useful content makes you their first choice.
- Clinics that publish content see 3X more patient engagement and higher retention rates.
- Google prioritizes websites that regularly update with fresh, informative content.

What You Get?

- 2 SEO-friendly blogs/articles (600-800 words) per month – helping patients understand treatments & conditions.
- 1 promotional video per month (1 min) – introducing your clinic & services.
- 1 case study showcasing real patient success stories.
- 1 downloadable e-guide answering FAQs and driving patient inquiries.
- 1 Clinic brochure (\$120 one-time) for patient education & referral marketing.

Why Choose OmniMD for Clinic Marketing?



Thank You



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