



[www.kingdommarketingassociates.com](http://www.kingdommarketingassociates.com)

## **Marketing Services for Healthcare Practices**

Thank you for considering Kingdom Marketing Associates. We offer a robust amount of services of which you can learn more of below.

### **Branding, Data Validation & Logo Creation**

We meet with you to define your target market, your offer, and your unique story, for the purpose of establishing your brand. This includes live interviews with your proposed target market to validate whether your offer, story, and any other assumptions made are perfect for your audience. We develop a valuable report with the data filled with insight and recommendations on your brand/offer, and we finalize it with a logo creation for your brand based on the knowledge gained.

### **Personalized Website**

Receive a custom-made website specific to your brand. We design and develop it with a mobile-first approach as over 80% of internet users use mobile devices to surf the web. Because we work to ensure your SEO is top-notch, we focus not only on ensuring your content is optimized for search engines, but also that the page load speed and functionality of the website is also optimized as this affects your ability to be searched online across search engines.

Your website comes with:

- Advanced SEO Setup
- Responsiveness across Devices & Browsers
- Up to 10 Pages
- Website Security & Backup System
- Graphic Assets Creation
- Lead Pop-ups
- Online Appointment System
- 3rd Party Integration (Analytics, Search Console, Pixel)
- Design Creation
- Copywriting
- Maillist CTA's
- Free 1 Year Maintenance

### **Facebook Ads**

We take a strategic approach to releasing ads. We'll make you two campaigns with an A/B Split test in order to optimize the campaign and get you the best result for your ad spend. We'll write up the copy for you, create the graphical assets, monitor your ads, and report the results to you.

We also text you to notify you of your leads, while emailing you their information so you can contact your lead and onboard them.

We take care of:

- Account set up
- Target Audience(s) / Geotargeting
- Asset Creation (4 graphic assets)
- Content Creation (4 assets)
- Ad Monitoring / AB Testing
- Pixel set up (tracking)
- Bi-weekly Reporting

### **Social Media Management**

A large percentage of the population are on social media, so your business better be there too. It's not enough to simply post occasionally. What are you posting? What value are you giving the reader? Do you have calls to action on each post? What are your goals and KPIs? These questions are among what we feature in this package. We will:

- Conduct Quarterly Strategy Meetings to discuss Social Media goals and Content Planning
- Build Your Campaign Strategy
- 4 graphic assets per week (16 graphics per month)
- 1 video assets per week (up to 30 min)
- Create 4 IG stories per week (16 graphics per month)
- Content creation (copy) for 16 assets
- Schedule out Posts
- We do the above for 2 of your Social Media Platforms (Facebook & Instagram)

### **Email Campaign**

Keep up with your mail list by sending out weekly emails that provide them with value-driven content. We build content in a way that feels authentic and helpful, that way your subscribers don't feel as if you're spamming them. We will:

- Content Creation (4 assets)
- Content Creation and email design (4 emails)
- Campaign Calendar / Scheduling emails

### **Search Engine Optimization**

Have a website already but you're not ranking on search engines for keywords that you'd like to rank for? Are you not being discovered online while your competitors are? We are trained in SEO services to optimize your website along with ensuring that your off-page local SEO is set in place. We will:

- Meet with you in a strategy session to discuss the keywords you'd like to rank for
- Assess the current state of your website SEO and propose improvements
- Monitor your website's SERP ranking
- Monthly Reports for your website
- 3rd Party Integrations
- Local SEO assessment and optimization