

SERVICES & PRICING PAGE UPDATES

Patient Pipeline System Progression Realignment

Implementation Strategy: This copy maintains all of your existing marketing channels (Search, Meta, Social, SEO) inside the core package, but shifts the value proposition of the higher tiers from *"doing more work"* to *"moving deeper down the patient conversion funnel."* This justifies your price tiers flawlessly to medical practices.

Patient Pipeline System (PPS)	The Core Baseline
Our proprietary multi-channel marketing engine designed to build your baseline digital footprint, establish trust in your local community, and seed your very first patient acquisition channels. What's included in your baseline system: • Local Visibility & SEO Foundations: Google Business Profile optimization, NAP consistency, and local citations so you rank when patients look for care nearby. • Multi-Channel Advertising Launch: Initial setup and baseline campaign management for Google Search Ads and Meta Ads to seed market awareness. • Organic Social Media Presence: 3 curated social media posts per week (Facebook & Instagram) to keep your profiles active, trustworthy, and authoritative. • Foundational Content: 2 highly optimized, patient-focused blog posts per month to long-term rank for high-intent search terms. • Ecosystem Infrastructure: Google Tag Manager or HubSpot tracking setup to ensure data flows cleanly from day one.	

Essentials

\$2,500/month

Expands your core Patient Pipeline System by aggressively scaling high-intent traffic volume and tuning your pages for direct patient acquisition.

Everything in the Patient Pipeline System, plus:

- **+ Expanded Keyword & Location Targeting:** Broadens your organic SEO reach into peripheral service lines and sub-regions.
- **+ Dedicated Conversion Landing Pages:** Building high-converting standalone pages specifically designed to turn your Google and Meta ad traffic into immediate booked appointments rather than generic website visits.
- **+ Amplified Ads Footprint:** More aggressive campaign structuring, deeper negative keyword lists, and active budget optimization across Google Search Ads.
- **+ On-Page Technical Optimizations:** Deep-dive audits and on-page metadata improvements on 3–5 key treatment pages to maximize organic indexing speed.

Growth

\$5,000/month

Expands your Essentials package by building out a complete middle-of-funnel conversion and nurturing engine to automatically turn passive clicks into loyal patients.

Everything in Essentials, plus:

- **+ Lead Magnet Creation & Copywriting:** 1 high-value downloadable resource (e.g., symptom checklists, treatment guides) per quarter to capture top-of-funnel patients who aren't ready to book an appointment today.
- **+ Automated HubSpot Email Sequences:** Custom-built multi-step welcome and nurture tracks to automatically educate and warm up new leads until they request a consultation.
- **+ Advanced Meta Lead Generation Campaigns:** Transitioning social ads from basic traffic generation into high-intent lead forms and custom-tailored creative variants.
- **+ Conversion Rate Optimization (CRO) & A/B Testing:** Ongoing scientific split-testing of layout, copy, and forms to maximize the booking percentage of your entire web footprint.
- **+ Patient Engagement Materials:** 2 email newsletters per month sent out to keep your existing community engaged and top-of-mind.

Expands your Growth package by layering on advanced CRM automation, past-patient monetization, and omnipresent retargeting to squeeze maximum efficiency from your data.

Everything in Growth, plus:

- **+ Automated Database Reactivation:** Advanced CRM workflow engineering to target past, single-visit, or dormant patients with custom recall or check-up sequences, instantly unlocking hidden clinic revenue.
- **+ Cross-Channel Omnipresent Retargeting:** Advanced ad architecture that ensures people who engage with your Google Search terms are dynamically served tailored video testimonials and educational content on Meta.
- **+ Deep-Funnel Authority Content:** 1 long-form high-authority piece (e.g., clinical case studies, localized whitepapers) per month to lock down competitive organic keywords and position your practice as the undisputed regional market leader.
- **+ Advanced Data Dashboarding:** Shifting metrics from standard clicks/impressions to deep, pipeline tracking including Lifetime Value (LTV) tracking and exact Cost-Per-Booked-Patient.