



incredible

MARKETING PROPOSAL

SKINNEY[®]
medspa + wellness



CHANGE YOUR MARKETING. CHANGE YOUR LIFE.

How we'll help your team build barriers
against competition and commoditization
and win new patients online.





We believe marketing should deepen the bonds between you and your patients, not cheapen them, so you can gain more patients without giving away profits. Life's too short to compete on price. Instead, we'll use content marketing to help you differentiate with value.



Creating awareness and building a reputation is crucial in today's marketplace. By creating a customized campaign with strategy and SEO, and perhaps paid ads, we will create engagement and bring in patients that provide longterm ROI.



Ongoing SEO Work

We'll perform the following core marketing activities, along with others, every week or on an as needed basis to help us execute your strategy.

- Strategy
- Link building
- Technical SEO
- Content optimization
- Business listing management
- Guest posting
- Review aquisition strategies
- Internal linking
- Citation building
- On-page optimization
- Schema structured data markup
- Competitor analysis
- Website maintenance
- Call tracking
- Analytics (ROI analysis)
- Monthly reporting
- Custom realtime dashboard

SUCCESS STORY

CONFIDENCE THROUGH



We used SEO to help NYGPS increase organic traffic from 24K to 120K annual visitors in three years.



- 417% TRAFFIC INCREASE IN 3 YEARS
- OVER 10,000 ORGANIC VISITORS/MO
- OVER 90 WEBSITE CONSULTS/MO
- HELPED OPEN TWO NEW LOCATIONS

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“The Incredible Marketing team have been outstanding for our plastic surgery group. They are knowledgeable, easy to work with, honest and straightforward, and they really know how to increase business. I can say there has been no other marketing group who has ever done as much in a short time for us!”



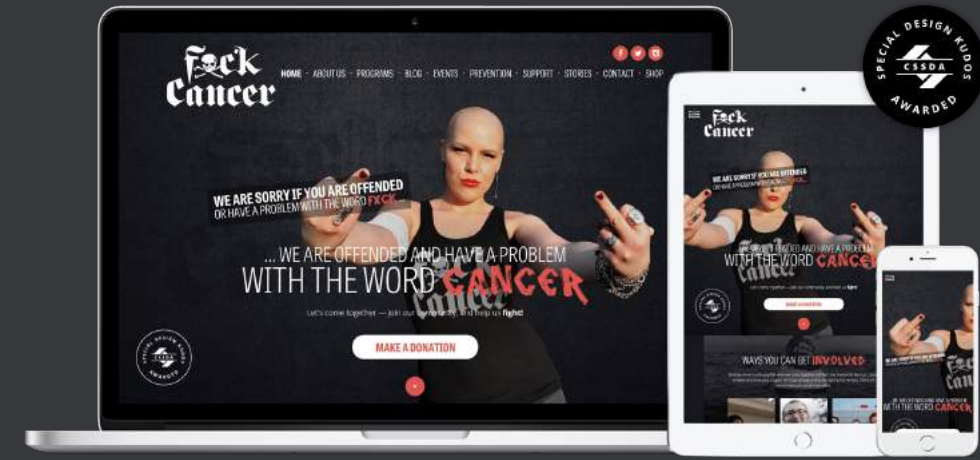
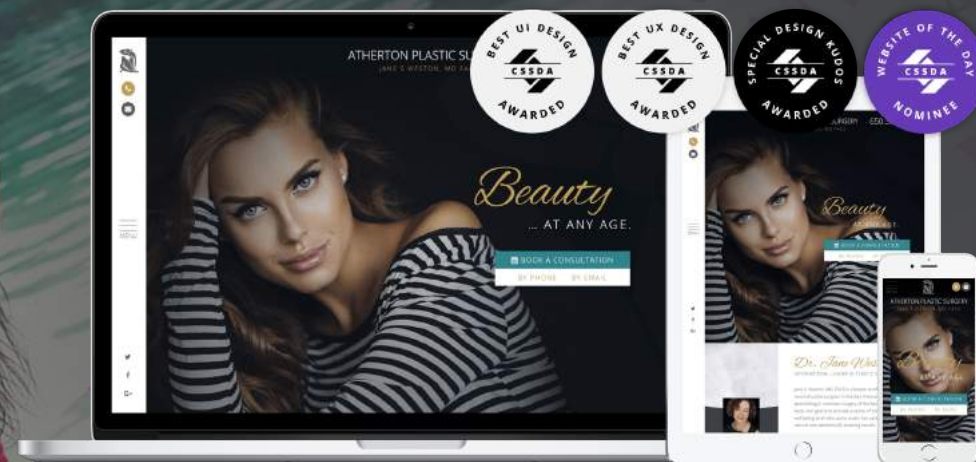
DR. ANDREW SALZBERG
NEW YORK GROUP FOR PLASTIC SURGERY



"The work Incredible has done on my websites in both content and strategy have been exceptional. I now feel more comfortable about the things I used to worry about, knowing that Incredible has me covered and taken care of."



- DR. ADAM LOWENSTEIN
MONTECITO PLASTIC SURGERY



Pay-Per-Click Ads



Right ads. Right traffic. Right away.

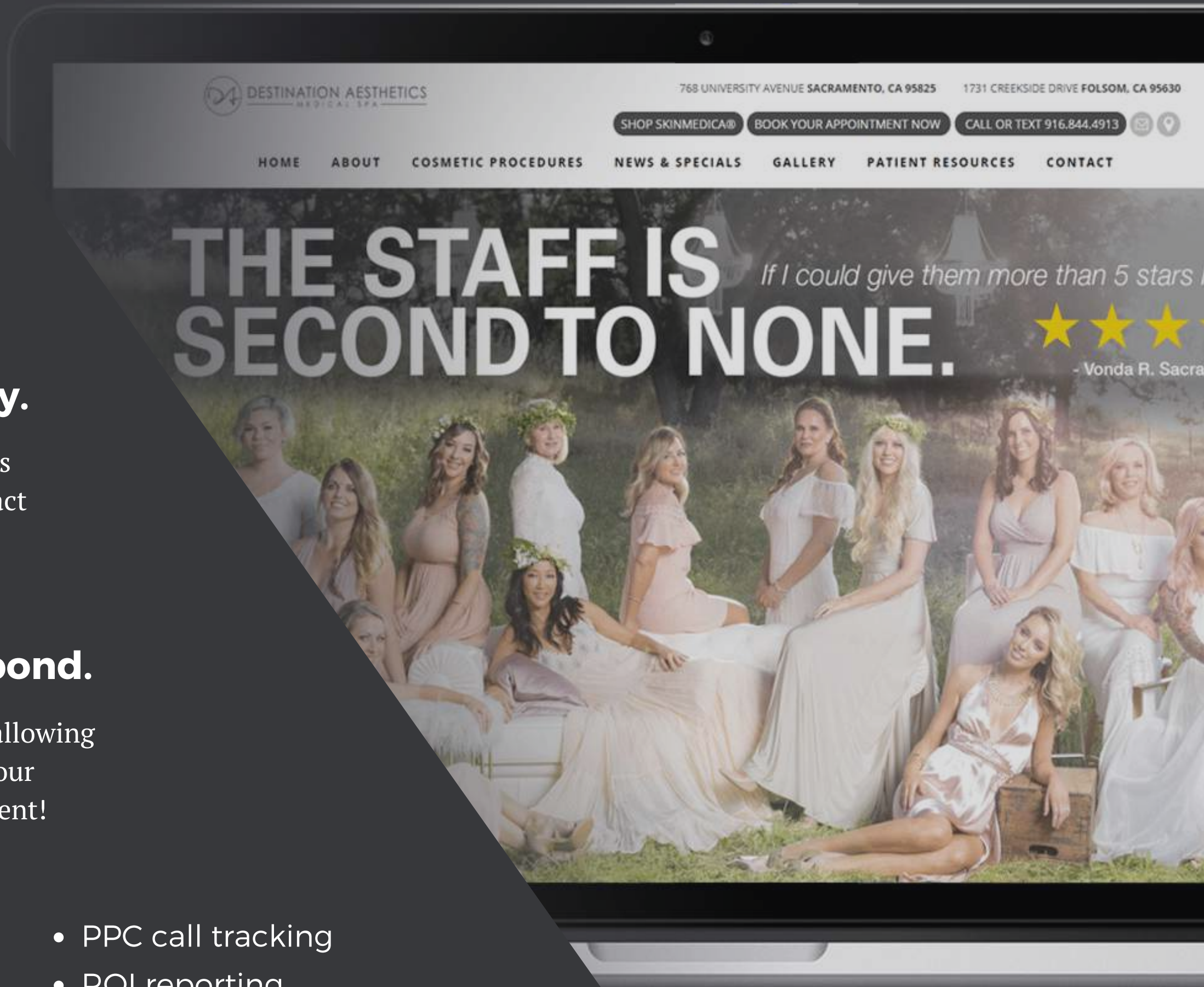
Content marketing is a marathon. We'll use Google ads to position your practice in front of patients at the exact time they're searching for you, right from the start.



Cast a wider net. Fish in a bigger pond.

Ads complement your content marketing strategy by allowing us to cast a wider net and extend your reach beyond your location. With ads, we can get more eyes on your content!

- Campaign strategy
- A/B testing
- Landing page design
- Geo targeting
- PPC call tracking
- ROI reporting



Why Work With Us?

NO LONG-TERM CONTRACTS

We'll absorb all the risk. Cancel any time with a 60-day notice if you're not happy or we're not living up to our end of the bargain.



EVERYTHING IN-HOUSE

The work we do to help you market your practice is hand-crafted in Irvine, Minneapolis, Las Vegas, or Melbourne, Australia. Crikey!

DEDICATED TEAMS = TLC

You'll have anywhere from 3-7 Incredibles working for your practice, along with a dedicated account manager. And yes, we will go chasing waterfalls. (Get it?)



10 YEARS EXPERIENCE IN MEDICAL

We've called the fierce competitive landscape of elective medicine home for the last ten years. We know your industry. We know your patients.

EASY ONBOARDING. EFFORTLESS TRANSITION

We developed a seamless onboarding program for all new clients, complete with call agendas, discovery exercises and expectation timelines. Ready. Set. Go!



YOU OWN EVERYTHING. FOREVER.

No hostage holding here. Websites, content, software... everything we create to help you grow your practice is yours forever, even if we part ways.



Trusted By The Best In Medicine



"Rather than focusing on one source of referrals, the Incredibles helped us diversify through different traffic sources. They helped us create content to educate both our prospective and our current patients and unify our message across all our channels."

DR. ELIZABETH HALL-FINDLAY
BANFF PLASTIC SURGERY



"The Incredible Marketing team is knowledgeable, easy to work with, honest and straightforward, and they really know how to increase business. I can say there has been no other marketing group who has ever done as much in a short time for us!"

DR. ANDREW SALZBERG
NEW YORK GROUP FOR PLASTIC SURGERY



"Starting a new business, I was overwhelmed by the many aspects of marketing in the cosmetic medicine space. I was allocated an awesome team who were easy to communicate with, took the time to identify my specific needs and style, and were very detailed and proactive in their approach to my website. I can't recommend them enough!"

DR. PARVIN KHINDA
KAYA COSMETICA, AUSTRALIA



MEMBER OF THE AMERICAN SOCIETY
FOR AESTHETIC PLASTIC SURGERY



THE AMERICAN BOARD OF
VENOUS & LYMPHATIC MEDICINE



AMERICAN SOCIETY OF
PLASTIC SURGEONS®

We Bleed Medical (And Magenta)



Faculty speakers across the globe

We've attended over 500 medical meetings in ten years and been faculty speakers at dozens more, including ASPS, ASAPS, Vegas Cosmetic Surgery, Global Aesthetics, ASOCP, American College of Phlebology, and Australian Society of Aesthetic Plastic Surgery.



A decade of experience in medical

We're celebrating 10 years in medical. We've made countless mistakes, learned a lot of lessons, and experienced failures along the way. But we've grown stronger every year. We know your industry. We know your patients. And we've helped hundreds of doctors build their dreams. Now it's your turn.



We're Givers, and we're just getting started

We built im3, an online community where you can learn to grow your practice, online, for free, forever. We want to earn your trust and help you grow your practice before you even know you need our help; and that's the same goal we want to accomplish for you.



Change your marketing. Change your life.

Ready to regain power over pricing, unify your marketing, resurrect walls against competition, and convert more visitors to patients?

SEO ONLY:	\$1,995/MO (WITH CONTENT CREATION - 2,000 WORDS/MO)
GOOGLE ADS:	20% OF AD SPEND PER MONTH FOR MANAGEMENT FEE
SOCIAL ADS:	\$750/MO MANAGEMENT FEE FOR BUDGETS UP TO \$5K



SVETLANA VIROVTSEVA
Director of Sales

"Thank you for the opportunity to present this proposal!"



(617) 966-2646