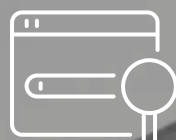


# ACCELERATE PATIENT ACQUISITION



Website  
Design



Paid Search Engine  
& Social Media Ads



Sales Tools &  
Staff Training



Email &  
SMS Marketing



Search Engine  
Optimization



eCommerce

ELEVATING AESTHETIC PROVIDERS TO #1 FOR OVER 10 YEARS



“

MEDSTAR HELPED US GENERATE  
OVER \$60 MILLION IN REVENUE.

**SKINNEY**  
medspa + wellness

Adriana & Marisa Martino,  
Founders of Skinney Medspa

SCHEDULE A DIGITAL MARKETING STRATEGY SESSION  
CHRISTOPHER ZELIG | 646-702-3480 | CHRIS@MEDSTARMEDIA.COM



# DIGITAL MARKETING SERVICES

## TARGETED MARKETING

Targeted Google Ads (PPC) and social media marketing (SEM) significantly enhance your online presence and improve your targeted customer acquisition capabilities. Our experienced marketing strategists manage and continually optimize your digital marketing campaigns to ensure you generate high-quality customers. Our data-driven approach places your practice in front of users who are most likely to become your customers. Sales training, secret shopping, call tracking + monitoring, and access to our automated lead communication technology to increase your prospect-to-customer conversion rate. Ads will be managed from your accounts and you will pay the media costs directly.

- \$2,497/month (base fee: price depends on number of campaigns + locations)
- \$1,500 (one-time fee) set up targeted campaigns, conversion tracking, automated lead communication technology, and staff training.

## CUSTOM WEBSITE DESIGN

Custom-built website using expertly designed formats, exclusive media, and proven features that improve Search Engine Optimization (SEO,) enhance user experience, and significantly increase your conversion rates (more phone calls and consult requests.) Price varies based on the size of the website.

- \$4,000 Micro-Website (includes up to 3 treatment pages +\$750 per additional)
- \$17,500 Complete Website (base fee: price depends on the size of the website)
- \$575/page of SEO-optimized content creation (add-on)
- \$2,000 minimum eCom design on Shopify or WooCommerce (add-on)
- \$197/month secure hosting + website updates for 1hr/month (add-on)

## SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization (SEO) lands your website at the top of Google search results. You will generate more “organic traffic,” providing higher-quality leads. Good SEO distinguishes your practice from competitors and provides a valuable user experience. Monthly we will optimize your website with regular updates, perform on-site SEO, and create two professionally written original blog articles that rank for highly searched keywords. Includes targeting of two treatments / 20 keywords

- \$1750/month per location