

# Accelerate Patient Acquisition



# Who We Are

Medstar Media is a digital marketing firm that specializes in online marketing and website development.

Our clients come from a spectrum of industries. However, we primarily work with providers in the medical industry. We help doctors, dentists, and medical spas expand their business by attracting more customers online.

## Boutique Agency

We are a boutique marketing agency that is family owned and operated. As a small firm, we offer unparalleled customer service. We closely communicate and regularly collaborate with each client to customize the best strategy for their unique needs.

## EXTENSIVE EXPERTISE

Our founders have worked in digital marketing and website development since 2005. We combine decades of experience in paid advertising, social media, website development, content creation, search engine optimization, lead nurturing, and more.

## OUR CLIENTS SUCCEED

As a small agency, we establish ourselves through the success of our clients. We are selective when choosing clients and only work with those we know we can help. Consider our case studies and testimonials to gauge our ability to transform your business.



Chris Zelig  
PRESIDENT



Ivonne Ackerman Zelig  
CHIEF CREATIVE OFFICER



Isaac K.  
HEAD OF DEVELOPMENT



Vania J.  
DIRECTOR OF CUSTOMER EXPERIENCE



Alyssa W.  
EXECUTIVE PROJECT MANAGER



Brittany R.  
DIGITAL MARKETING COORDINATOR



Hector M.  
DIRECTOR OF OPERATIONS



Kamie A.  
DIRECTOR OF CONTENT



Selena V.  
CREATIVE LEAD



Jenna M.  
SENIOR SUPPORT SPECIALIST



Jessica M.  
CLIENT SUCCESS COORDINATOR



Sharon W.  
CONTENT WRITER



Jonnamae J.  
SENIOR WEB DEVELOPER



Kristabel J.  
SENIOR WEB DEVELOPER



Gerlie I.  
WEB DEVELOPER



Charmae A.  
WEB DEVELOPER



Nolie G.  
WEB DEVELOPER



Dijah L.  
GRAPHIC DESIGNER



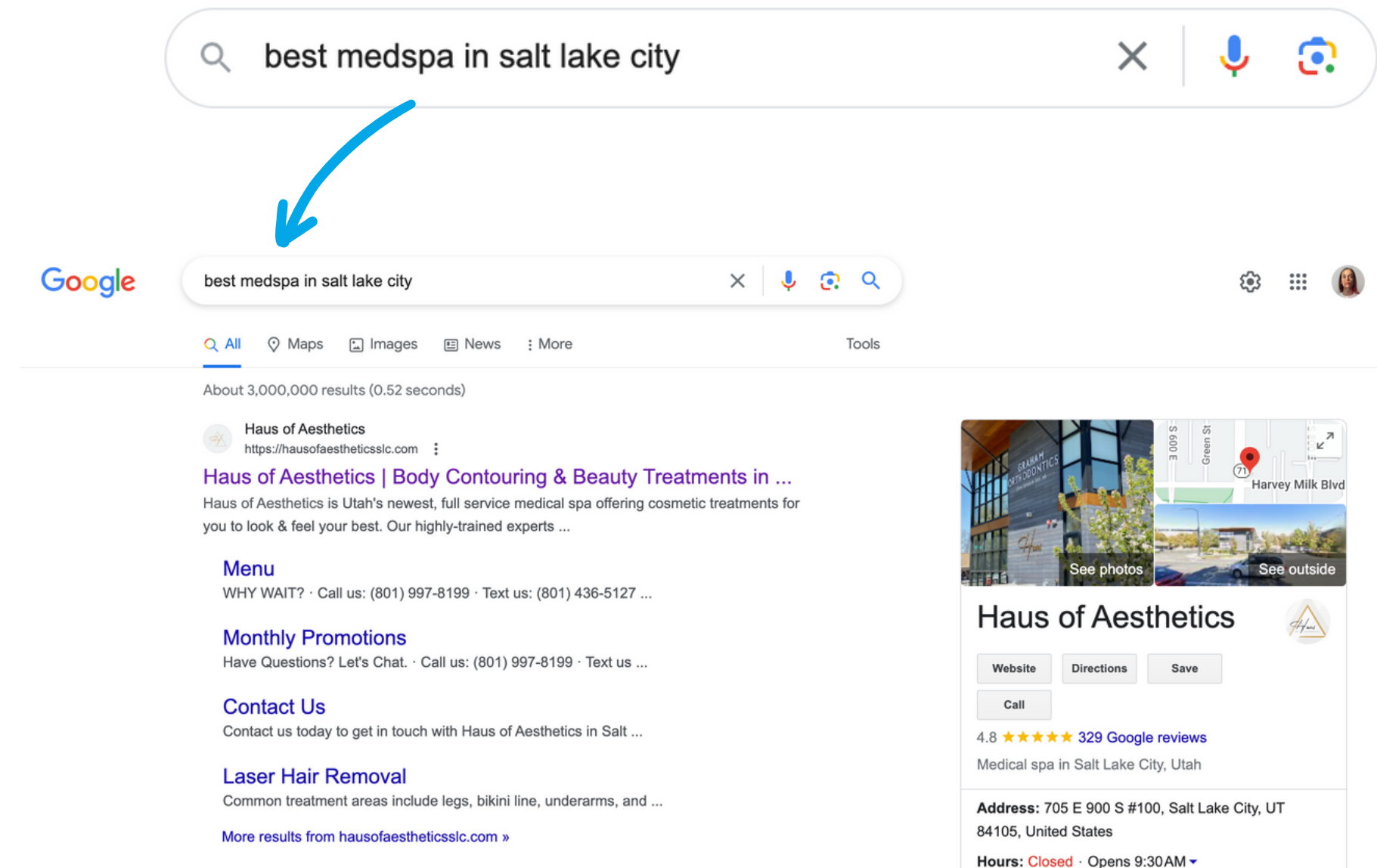
Kellie Z.  
GRAPHIC DESIGNER



Elizabeth R.  
CONTENT WRITER

## BENEFITS

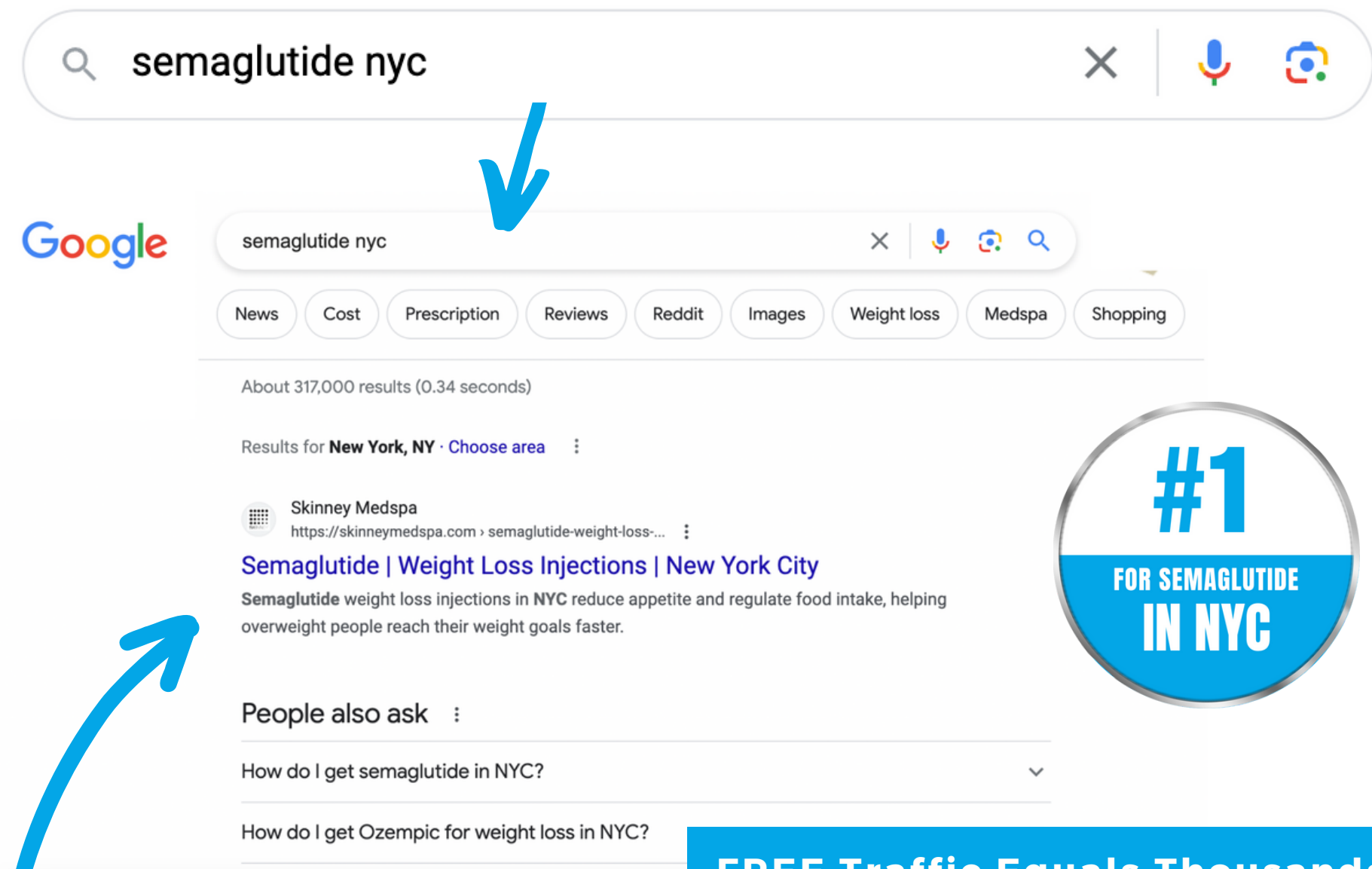
- **Increased Visibility:** SEO techniques ensure your website appears prominently in search engine results for relevant keywords, making it easier for potential patients in the area to find and connect with you.
- **Establishing Authority:** Through high-quality content creation and optimization, SEO assists in establishing you as an authority in your field. By providing valuable, informative content, you can educate and engage the target audience, building trust and credibility.
- **Targeted Traffic:** By targeting specific keywords and optimizing the website accordingly, SEO helps attract qualified traffic—individuals actively searching for treatments you offer. This increases the chances of conversions and appointments.
- **Competitive Edge:** In a competitive market, effective SEO gives you an advantage over competitors by improving search engine rankings, brand visibility, and online reputation.




# Search Engine Optimization

SEO is a long-term investment with the best ROI of any marketing strategy. Generate free traffic and high-quality leads.

Search Engine Optimization (SEO) lands your website at the top of Google search results. You will generate more “organic traffic,” providing higher-quality leads. Furthermore, good SEO distinguishes your practice from your competitors and provides a valuable user experience. We optimize your website with metadata, professionally written content (for service pages and blog articles,) and technical improvements that improve the user experience for better SEO.



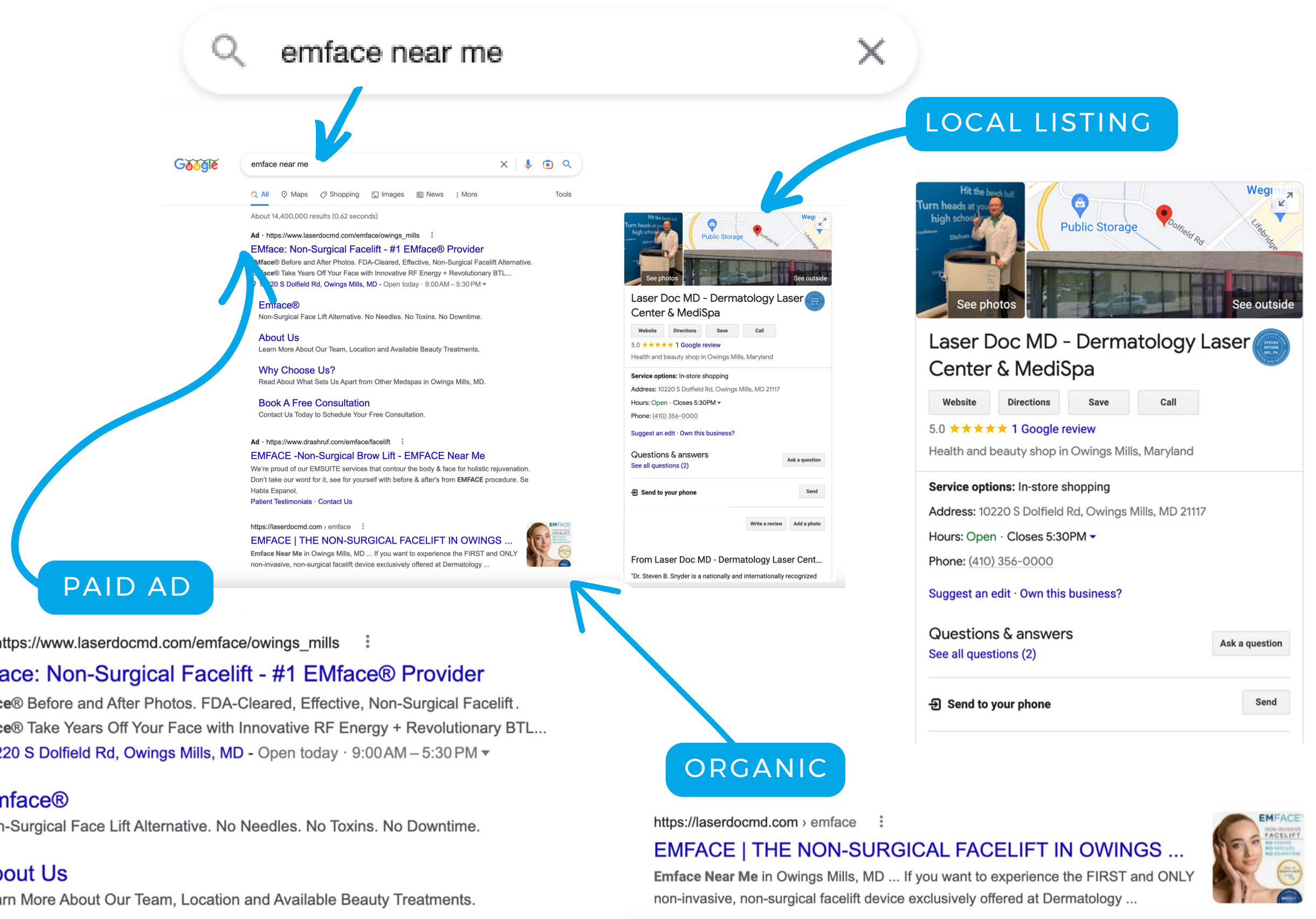
**FREE Traffic Equals Thousands in Monthly Revenue**

 Skinney Medspa  
https://skinneymedspa.com > semaglutide-weight-loss-...  
**Semaglutide | Weight Loss Injections | New York City**  
Semaglutide weight loss injections in NYC reduce appetite and regulate food intake, helping overweight people reach their weight goals faster.

## LOCAL SEO

Local Search Engine Optimization makes you visible online to nearby consumers actively searching for aesthetic services. 46% of all Google searches have local intent. Almost half of all search queries will trigger local results on Google's Search Engine Results Page (SERP). It's crucial for small businesses in the aesthetics market to prioritize local SEO.

Case Study: Our client, Laser Doc MD ranks higher than his competitors both in organic listings and maps.



**LOCAL LISTING**

**PAID AD**

**ORGANIC**

Search: emface near me

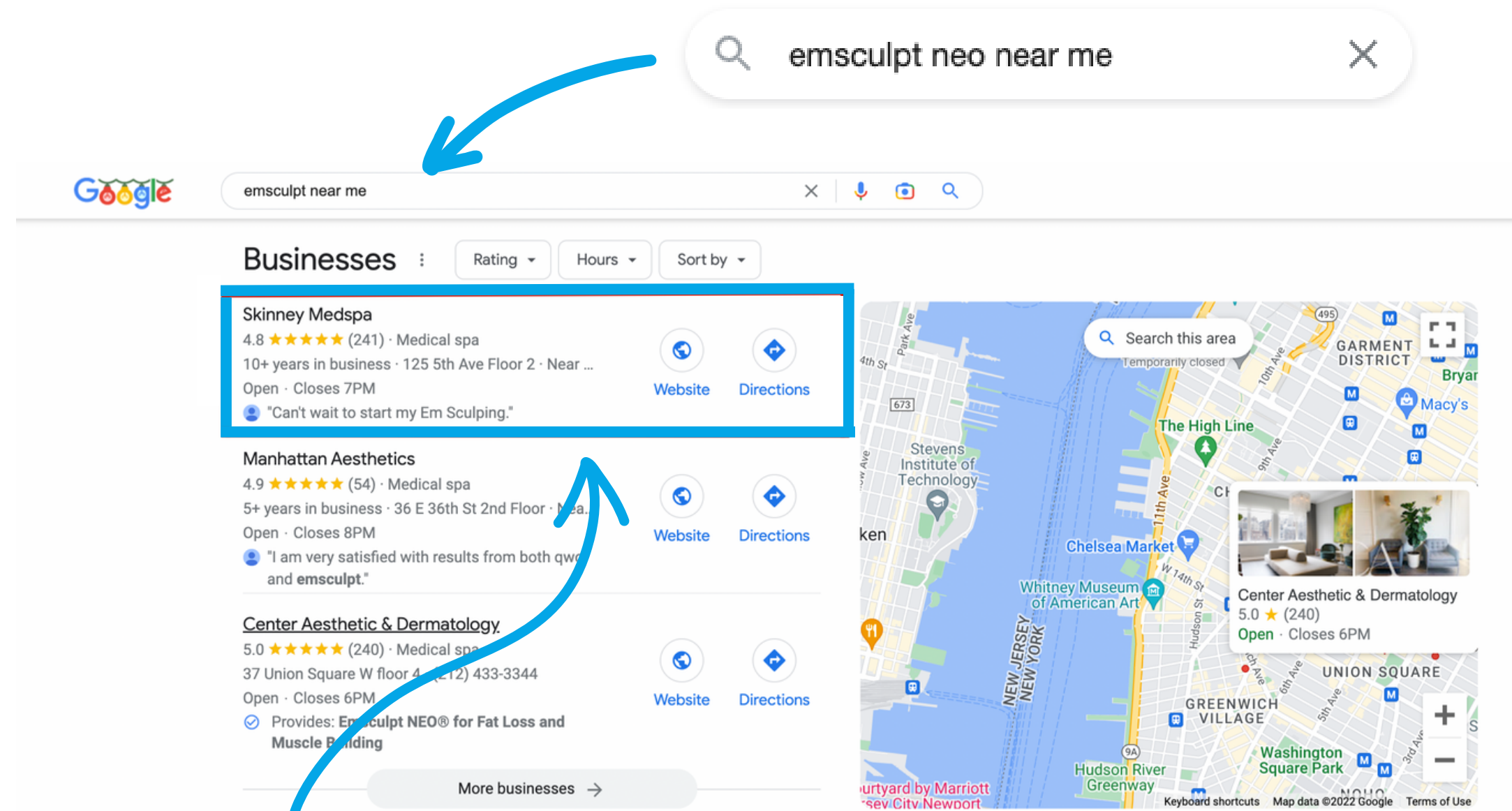
Google search results for "emface near me" showing:

- PAID AD:** EMface: Non-Surgical Facelift - #1 EMface® Provider. Includes details about the procedure, location (10220 S Dolfield Rd, Owings Mills, MD), and contact information.
- LOCAL LISTING:** Laser Doc MD - Dermatology Laser Center & MediSpa. Includes a map, address, hours, phone number, and a 5.0 Google review.
- ORGANIC:** EMFACE | THE NON-SURGICAL FACELIFT IN OWINGS ... Includes a brief description of the service and location.

## GOOGLE'S LOCAL 3-PACK

Google's local pack, or local results, is displayed below ads and above organic results on the SERP page. It shows three business listings and appears when people search with location intent. It appears in 93% of local search queries, providing significant visibility. Brands in the local 3-pack receive 700% more clicks than those that don't.

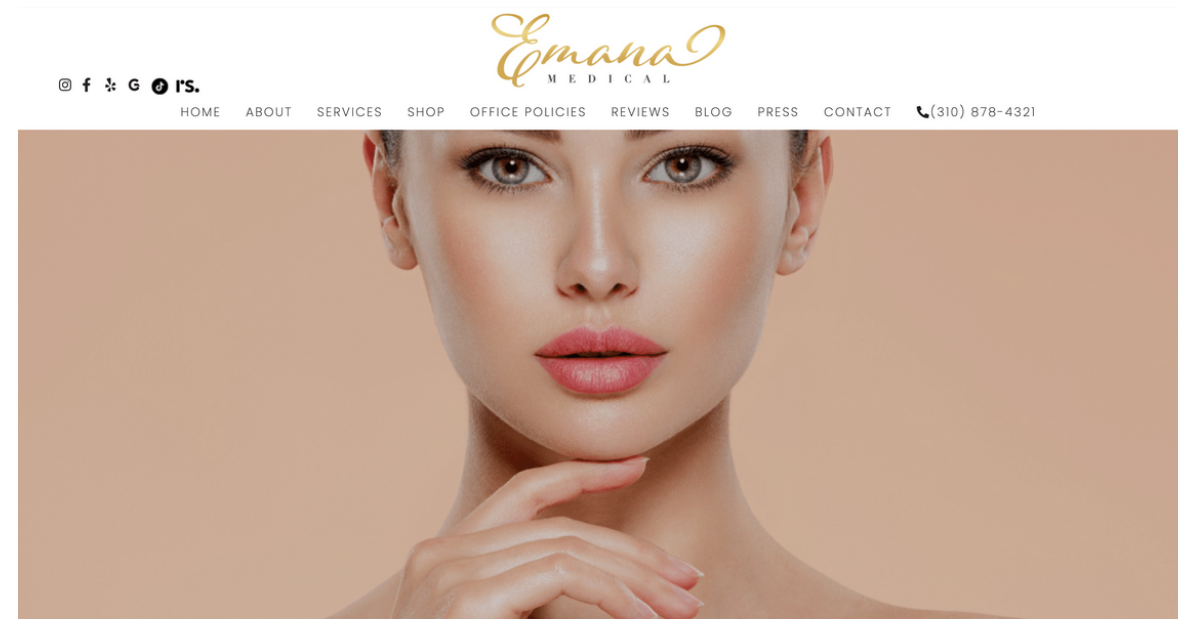
Case Study: Our client, Skinney Medspa shows up #1 in maps.



Showed up in Google's Local 3-Pack

## CONTENT CREATION

High-quality content engages and educates your audience, establishing your expertise and credibility. It attracts and retains website visitors, increasing brand visibility and conversions. Valuable content is shareable, expanding reach and fostering brand advocacy. Good content effectively communicates your message, builds trust, and drives meaningful results for your business. In SEO, content is king, as Google ranks it as one of the top 3 factors.



### EMFACE VS MORPHEUS8: WHICH TREATMENT IS BEST FOR YOUR FACE?

Sagging skin is a natural part of old age. It happens when the body cuts back on its production of elastin and collagen. As a result, many people receive surgical facelifts to combat the visual signs of aging. Surgical facelifts are quite popular and deliver immediate results. But they also come with some hefty drawbacks. Risks and long recovery times are associated with any surgical procedure.

Fortunately, there are alternatives to surgical facelifts. These alternatives offer the same benefits associated with traditional facelifts. But they do so without the risks and painful recovery times. EMface and Morpheus8 are two popular radiofrequency facelift and skin rejuvenation options. However, they both have their own unique benefits and drawbacks. That's why it's important to learn as much as possible about each option. Once you do, you can decide between EMface vs. Morpheus8 for your non-invasive facelift needs.

#### SCHEDULE A CONSULTATION

Call to Book: (310) 878-4321

full name..

email..

phone..

[BOOK NOW](#)

By submitting this form you agree to be contacted via phone/text/email and you agree to our [office policies](#).

### EMFACE OVERVIEW

EMface is a non-surgical, pain-free facelift. There are no toxins or needles involved with EMface treatments. Instead, these treatments use a powerful combination of radiofrequency and high-intensity facial electromagnetic stimulation. The goal of this stimulation is to tone the face. EMface can also boost the skin's production of elastin and collagen. When your body produces more important skin components, you maintain a youthful appearance.

The energy directed onto the skin during EMface treatment causes rapid facial muscle contractions. These muscle contractions stimulate cellular changes that tone the facial tissues. The result is a more solid-looking, youthful face instead of loose, saggy skin.

### EMFACE BENEFITS

Before deciding between Morpheus8 and EMface treatment, it's important to learn the advantages of each. It's also wise to compare their differences and potential drawbacks. EMface treatments are top-rated because they boast the following benefits:

- Diminishes wrinkles

### FREQUENTLY ASKED QUESTIONS ABOUT EMFACE VS MORPHEUS8

- ▼ HOW MUCH DO EMFACE VS. MORPHEUS8 TREATMENTS COST?
- ▼ CAN EMFACE LIFT MY EYES?
- ▼ WHAT ARE POTENTIAL SIDE EFFECTS OF EMFACE TREATMENT?
- ▼ WHAT ARE POTENTIAL SIDE EFFECTS OF MORPHEUS8 TREATMENT?
- ▼ WHEN WILL I SEE RESULTS OF MORPHEUS8 VS. EMFACE TREATMENTS?

### GET HELP CHOOSING THE RIGHT NON-SURGICAL FACELIFT TREATMENT FOR YOUR SKIN

At Emama Medical, we offer both [EMface](#) and [Morpheus8 treatments](#). If you want all the benefits of a facelift without undergoing surgery, contact us. We can help you decide between EMface vs Morpheus8 treatments based on your unique goals and expectations. To schedule an obligation-free consultation at our Beverly Hills, CA location, give us a call at [\(310\) 878-4321](tel:(310)878-4321).



Dr. Eman

I am a board-certified physician specializing in Aesthetics, Anti-aging, and Laser surgery. With a keen eye for perfection, I excel in non-surgical and minimally invasive facial and body enhancement procedures. Known as a modern-day beauty magician, I love to deliver instant WOW factor to my clients, creating contoured facial features that appear natural. I strive to stay up-to-date with the latest beauty trends and advancements, offering advanced cosmetic procedures using Botox, fillers, threads, plasma, and more. Additionally, I provide personalized skincare solutions through my medical-grade skincare line, EMANA Medical Skincare.

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full name..

email..

phone..

[BOOK NOW](#)

By submitting this form you agree to be contacted via phone/text/email and you agree to our [office policies](#).

FIND US:  
438 N. Bedford Drive Suite 304  
Beverly Hills, CA 90210



WORKING HOURS:  
Monday : 9:30am - 5:30pm

## SEARCH ENGINE OPTIMIZATION (SEO) PRICING

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 onsite SEO, and create two professionally written original blog articles that rank for highly searched keywords. Includes targeting of two treatments / 20 keywords

### Be Visible

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- Unique SEO content creation and strategic content placement (up to 1,500 words)
- Monthly keyword and competitive research
- On-page optimization including meta tags, header tags, internal linking and other elements
- Google Business Profile optimization and monthly updates
- Online directory and citation maintenance
- On-site/Technical SEO: Monthly website optimization and management, including improvements to design or development
- Data Monitoring and Reporting: Set-up and management of Google Search Console and various SEO tools to ensure optimal performance

**TOTAL INVESTMENT: \$1750/month**

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“  
**Medstar helped us generate over \$60 MILLION**

**SKINNEY**  
medspa + wellness  
Adriana & Marisa Martino,  
Founders of Skinney Medspa



“  
**Triple the amount of leads in 3 months. Cannot recommend them enough.**

**ILEA**  
HAIR RESTORATION  
Dr. Cesar Aristeiguieta,  
Hair Transplant Surgeon,



“  
**70% to 80% increase in revenue. They are rockstars!**

**HARTLEY**  
Health & Wellness  
Hartley Health & Wellness



“  
**Best in the Business.**

**ADVANCED PLASTIC SURGERY CENTER**  
Dr. Michael Fiorillo,  
Plastic Surgeon



THANK  
YOU

**SCHEDULE A  
DIGITAL MARKETING S  
TRATEGY SESSION**

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**Christopher Zelig**

646-702-3480

[chris@medstarmedia.com](mailto:chris@medstarmedia.com)

