

## WEBSITE BEST PRACTICES

- Mobile-Friendly
- Healthy SEO
- Unique Content
- Online Appointment Request
- Easy Click-to-Call
- Alternate Payment Options

## DIGITAL MARKETING

- Google Ads
- Facebook Ads
- Dedicated Social Media Manager
- New Client Incentive Offer

## COMMUNITY ENGAGEMENT

- Reminder Platform
- Loyalty Program
- Referral Program
- 70% Email Acquisition Rate
- Quarterly Email Communications
- Lapsed Client Protocols

## ADVANCED TECHNOLOGY

- Online Booking (No Request)
- Telemedicine
- Two-Way Texting
- Online Payment Options

## NOTES