

MARKETING GROWTH PLAN



LEVEL 1 (LAUNCH)

CONVERSION FOCUSED WEBSITE

- Launch Website
- DSS Training for Appropriate Staff
- Confirm All Form Submissions Are Being Received By Staff
- Launch Call With FWM About Ongoing Services

LEVEL 2 (MONTHS 1-3)

ONGOING CONTENT STRATEGY

- Audit Current Content for New Topic Ideas
- Create New Content Calendar
- Ongoing Content Optimization Schedule

[FosterWebMarketing.com/ContentRoots](https://www.fosterwebmarketing.com/ContentRoots)

EMAIL MARKETING STRATEGY

- Upload Contacts to CRM With Relevant Tags
- Design Email Newsletter & Campaign Templates
- Create Email Newsletter Schedule & Process

[FosterWebMarketing.com/EmailRoots](https://www.fosterwebmarketing.com/EmailRoots)

CREATE OFFERS

- Write & Format Book as PDF
- Design Book Cover
- Create Offer Landing Page and Email Drip Campaign

[FosterWebMarketing.com/BookRoots](https://www.fosterwebmarketing.com/BookRoots)

LEVEL 3 (MONTHS 4-6)

VIDEO PRODUCTION STRATEGY

- "Why Choose Us" Video
- Video Introducing Each Practice Area
- Outline Ongoing Video Production Strategy

[FosterWebMarketing.com/VideoRoots](https://www.fosterwebmarketing.com/VideoRoots)

SEO STRATEGY

- Link Building Strategy
- Local SEO Clean Up
- SEO Audit Schedule

[FosterWebMarketing.com/SEORoots](https://www.fosterwebmarketing.com/SEORoots)

REVIEW STRATEGY

- DSS Reputation Management Tool Training
- Update Default Review Request Language in Tools
- Outline Ongoing Review Request Process

[FosterWebMarketing.com/ReviewRoots](https://www.fosterwebmarketing.com/ReviewRoots)

LEVEL 4 (MONTHS 7-9)

REFERRAL NETWORK STRATEGY

- Outline All Current Referral Sources
- Create Referral Nurturing Program
- Develop Referral Targeting Strategy

[FosterWebMarketing.com/ReferralRoots](https://www.fosterwebmarketing.com/ReferralRoots)

PRINT NEWSLETTER

- Find Fulfillment Solution
- Outline Schedule for Deliverables
- Create Library of Resources

[FosterWebMarketing.com/PrintRoots](https://www.fosterwebmarketing.com/PrintRoots)

SOCIAL MEDIA STRATEGY

- DSS Social Media Tool Training
- Create Social Media Posting Schedule
- Social Media Advertising

[FosterWebMarketing.com/SocialRoots](https://www.fosterwebmarketing.com/SocialRoots)

LEVEL 5 (MONTHS 10-12)

COMMUNITY INVOLVEMENT

- Outline All Current, Past, and Target Charity Involvement
- Create Community Outreach Strategy
- Create Community Involvement Promotion Strategy

[FosterWebMarketing.com/CommunityRoots](https://www.fosterwebmarketing.com/CommunityRoots)

PAY-PER-CLICK ADVERTISING

- Search Ads
- Retargeting Ads
- YouTube & Display Ads

[FosterWebMarketing.com/PPCRoots](https://www.fosterwebmarketing.com/PPCRoots)

MEASURE, ANALYZE & IMPROVE

- Website Traffic Audit
- Conversions & Leads Analysis
- Measure ROI

[FosterWebMarketing.com/MeasurementRoots](https://www.fosterwebmarketing.com/MeasurementRoots)

MORE FWM RESOURCES

Watch Our Webinars: [FWMwebinars.com](https://www.fwmwebinars.com)

Listen to Our Podcasts: [Podcast.Fosterwebmarketing.com](https://podcast.fosterwebmarketing.com)

Design Consultation: [FWMDesign.com](https://www.fwmdesign.com)

Marketing Analysis: [FWMAnalysis.com](https://www.fwmanalysis.com)

DSS Demo: [FWMDemo.com](https://www.fwmdemo.com)

For support or questions call (888) 782-2332 or email tickets@fosterwebmarketing.com

Your Website Is the Seed. Now Let's Take Your Practice to New Heights.

