



DIGITAL MARKETING CHECKLIST

5 things you should do **now** to prepare your practice for 2021.

GET TO KNOW OUR TEAM

Meet the team behind Sapele's success.

SAPELE SERVICE OUTLINE FOR SUCCESS

Take a look at our new 2021 marketing services to accelerate your practice.

MARKETING FOR SUCCESS



Marketing. It's one of those words that people throw around these days. *Maybe* you've tried marketing before with success?

Perhaps you overspent on broken promises that cost you BIG in the end.

Maybe you've been doing some DIY marketing that just isn't gaining any traction.

We understand. We're here to help no matter where you are in your marketing journey.

The truth is marketing is a journey. A journey that is ongoing with growth, prosperity, and new choices.

We're here to tell you the 'flash-in-the-pan' approaches DON'T work. In fact, they can cause long-term damage to your practice (believe us, we've cleaned up a few messes).

The good news is that a successful marketing plan can set you up for long-term growth and that's our goal at Sapele Marketing.

No tricks...

No gimmicks...

Just results for your practice.

Together, we can create a prosperous year for your practice that goes beyond 2021 because **quality** marketing is built to last!



DIGITAL MARKETING CHECKLIST FOR YOUR PRACTICE

By Sapele Marketing

We are here to tell you a flash-in-the-pan approach does not work. In fact, it can cause long term-term damage to your practices' operations and credibility.



START A DIGITAL MARKETING PROGRAM

This is important! Remember that your social media profiles and your website are direct reflections of your practice. Online, your social media profiles, and your website play essential roles in lead generation, community recognition, and reputation management. Make sure your content is active and you are updating your profiles and blog frequently. Stay active!



CHECK YOUR SEO STATUS



Where does your practice rank on Google? SEO is so important for the long-term sustainability of your website. SEO helps you get found on the web. When people are searching, will your website show up or will the competition win?



CREATE A CONTENT PLAN

Good content is *planned* content. Find a schedule that works for you. Commit to it. Start by posting a new blog once-per-month and increase frequency from there. *THINK: What are 12 things I can write about in 2021?* Now you have a rough outline of your content plan!



ENGAGE IN PAID SOCIAL MEDIA

Social media platforms are only trending upward in 2021, but you have to know how to breakthrough the algorithm. Professional social media campaigns can help you reach your marketing goals and accelerate your growth.



CREATE QUALITY LEAD FUNNELS

Successful practices have a variety of incoming lead funnels that work in harmony and growth. Cold traffic leads are essential. Nurturing and connecting with potential patients helps generate brand growth. And healthcare referrals can get you a 75% closure rate. Make sure all 3 funnels are healthy and active.

HERE ARE A FEW WAYS WE CAN HELP

We're a team of dedicated marketing professionals with years of experience in behavioral health marketing and consulting. We continuously update our certifications and training with Google, Facebook, Twitter, LinkedIn, and Instagram to provide the best services on the market. Our team and partners are HIPAA compliant.

Sapele Marketing is the interventional psychiatrist's partner for TMS and Ketamine services. Our 2021 services offer value-based digital and boutique marketing packages to gain future patients *quickly* with long term value. You have three digital options to choose to grow your practice in 2021.

ACTIVE DIGITAL PACKAGE (\$1,799)

Google Ads Management for TMS / Ketamine

\$600.00 monthly budget is included in the price.

Facebook Business Advertising Management

\$200.00 monthly budget is included in the price.

Rumpseed Social Media Subscription

\$200.00 monthly budget is included in the price.

Rumpseed Social Media Subscription

Rumpseed keeps your social media channels active to engage current patients and their families, and generate new relationships.

The Rumpseed subscription features:

- Universal Mental Health Posting Content
- Monthly scheduler built into the app
- Mobile Friendly
- Quick 'add a post' feature

PREMIER DIGITAL PACKAGE (\$2,999)

Includes All of Active Digital Package Plus:

- Customized monthly blogs and social media posting
- Email enrollment and the Sapele Nurture Marketing Program
- Monthly 45-minute consultation to discuss current progress and future opportunities
- Call us on how to save an additional \$200.00 per month

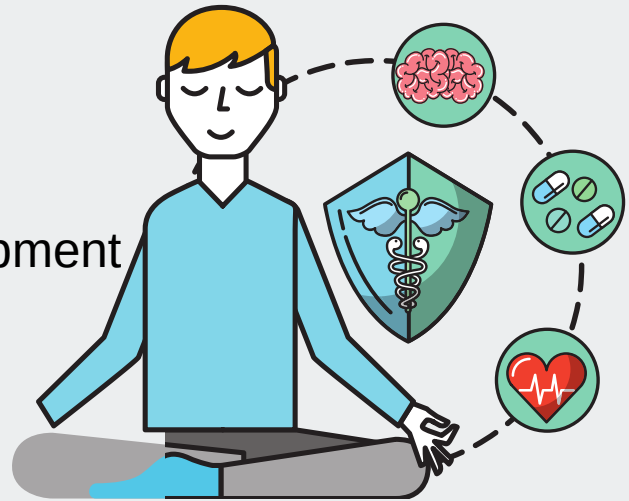
COMPREHENSIVE PACKAGE (CALL FOR PRICING)

Integration of all package elements listed above along with our Healthcare Professional Outreach 6-month Package that includes :

- Newsletter with 500 copies
- Healthcare colleague template letters
- Development of a 1000-postal contact database
- Crisis and management services
- Organic engagement services
- 1 Postcard mailing to 1000 colleagues
- 4 Email blasts for patients and colleagues
- LinkedIn healthcare colleague toolbox
- In-office social media signage
- Media nurture campaigns

ADDITIONAL SERVICES

- Brochure development and printing
- Management of all mailing services
- Reputation Crisis and Management
- Presentation and slide show development
- Social Media Nurture Campaigns
- Facebook Live presentations
- Webinar Engagement Services



**COMPLIMENTARY
MARKETING
CONSULTATION**



(484) 709-2412

SAPELEMARKETING.COM

LOOK

A FEW
SNAPSHOTS
FROM OUR
GROWING PORTFOLIO

HERE'S A FEW WAYS WE'VE HELPED OUR CLIENTS REACH THEIR MARKETING GOALS



ADHD Treatment Services

OUR UNIQUE PROGRAM FOR HEALING ADHD

Attention deficit hyperactivity disorder (ADHD) affects about 5 percent of children, and about half of them will carry those symptoms into adulthood, says the American Psychiatric Association. Of top of that, many adults with ADHD have never been diagnosed.

Our unique program for healing ADHD incorporates a variety of proven treatment methods for optimal relief.

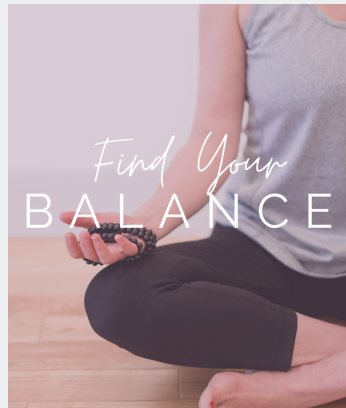
MEDICATIONS
Medications are often one successful treatment method for ADHD. Medications can help people regain focus and find relief of symptoms.

COGNITIVE BEHAVIORAL THERAPY (CBT) OR COUNSELING
Cognitive Behavioral Therapy can help people manage everyday struggles that arise because of ADHD. CBT can help improve self-esteem, productivity, and happiness.

NEUROFEEDBACK
Neurofeedback allows us to train brain activity. The best way to describe neurofeedback is that it's biofeedback for your brain.

Eye Movement Desensitization and Reprocessing (EMDR) Therapy
A structured therapy that encourages the patient to briefly focus on the trauma memory while simultaneously experiencing bilateral stimulation (typically eye movements), which is associated with a reduction in the vividness and emotion associated with the trauma memories...

www.clearmindtreatment.com



Find Your
BALANCE



Depression is not
a weakness.

239-332



5 PROVEN BENEFITS OF TMS THERAPY

- NON-INVASIVE TREATMENT**
TMS is a non-invasive treatment that does not require anesthesia or surgery. It is performed in our outpatient setting.
- FDA-CLEARED**
TMS is cleared by the FDA for use in treating Major Depressive Disorder and Obsessive-Compulsive Disorder when medications treatments fail or produce unwanted side effects.
- INSURANCE COVERED**
Medicare and all major health insurers cover TMS therapy. Our expert team can evaluate your insurance coverage and help gain approval.

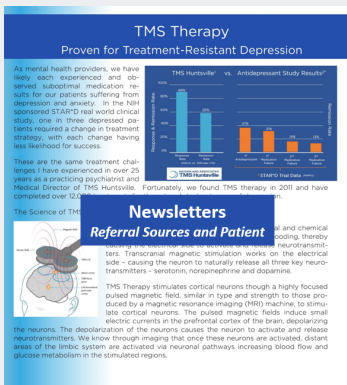
Social Media "Lead Magnets"

01
BROCHURES

02
SOCIAL MEDIA DESIGN

03
CONTENT CREATION

04
LEAD GENERATION



TMS Therapy
Proven for Treatment-Resistant Depression

As mental health providers, we have easily each experienced and observed suboptimal medication results for our patients suffering from depression and anxiety. In the first published STAR*D real world clinical study, one in three depressed patients required a change in treatment strategy, with each change having less likelihood for success.

These are the same treatment challenges I have experienced in over 25 years as a practicing psychiatrist and Medical Director of TMS Hurvitz. Fortunately, we found TMS therapy in 2014 and have completed over 1200 sessions.

Newsletters
Referral Sources and Patient

and chemical and neurotransmitters. Transcranial magnetic stimulation works on the electrical side - causing the neuron to naturally release all three key neurotransmitters - serotonin, norepinephrine and dopamine.

TMS Therapy stimulates cortical neurons through a highly focused pulsed magnetic field, similar in type and strength to those produced by a magnetic resonance imaging (MRI) machine, to stimulate cortical neurons. The pulsed magnetic fields induce small electric currents in the prefrontal cortex of the brain, depolarizing neurotransmitters. We know through imaging that once these neurons are activated, distant sites of the limbic system are activated via neuronal pathways increasing blood flow and glucose metabolism in the stimulated regions.



Like us on Facebook
<https://www.facebook.com/MontanaPsychiatry/>

We regularly post new inspirational quotes and blog posts.

In-office signage and Ratings

If you love our service, please tell others to rate your provider.

Google, Healthgrades, Vitals, WebMD, RateMDs



IS TMS THERAPY RIGHT FOR YOU?

206-503-2450

TMS Therapy is a non-invasive therapy that delivers short, repetitive magnetic pulses to stimulate and "reset" specific areas of the brain that help control your mood.



5 Sneaky Signs of Anxiety In Life And What To Do About Them



05
NEWSLETTERS

06
SIGNAGE

07
BLOG WRITING

08
COMMUNITY CONNECTION

BECAUSE OF OUR IN-DEPTH KNOWLEDGE AND COMPREHENSIVE SERVICE OFFERINGS, OUR PORTFOLIO IS VERY BROAD. IF YOU ARE INTERESTED IN SEEING A SPECIFIC CAMPAIGN OR INITIATIVE, PLEASE LET US KNOW!

REPUTATION MATTERS.

WE'VE WORKED HARD TO EARN OUR
5-STAR STATUS.



"Sapele Marketing has been instrumental in growing our TMS business... They have made a difference as a cost-effective partner. I would recommend them highly."

- Cheryl Hamill, TMS Washington



Greg Toso

Lead Conversion Specialist

Greg Toso's entry into the world of interventional psychiatry started as the Director of Marketing for Neuronetics, the maker of the first TMS device cleared by the FDA.



Nicole Bigar Orban

Creative Director

Nicole Bigar Orban is a senior digital marketer, copywriter, and content creator with years of experience in the "science of marketing." Nicole's focus on Interventional Psychiatry and mental health has allowed her to emerge as an industry leader & valuable addition to all of the nationwide practices she's developed over the years.



WHAT'S YOUR
MARKETING
STRATEGY?

Let's Plan 2021 Together!

Our goal is simple! We want to help you effectively market your practice to increase revenue and help more people in your community. Our no-pressure, complimentary phone consultation is a great way to gain professional advice when it comes to customized strategies that can help you reach your goals.

If growing your practice in 2021 is one of your goals then we need to talk! Between social media, blogs, emails, paid ads, analytics, SEO, and healthcare referrals — it's a lot! If you're doing it all alone then it can be really overwhelming.

We're here to help your practice thrive in 2021 and beyond!

CONTACT US



TYPES OF POTENTIAL PATIENTS



statistics gathered from national surveys and hubspot research



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www.sapelemarketing.com



**SCAN TO VISIT OUR WEBSITE
AND SCHEDULE YOUR COMPLIMENTARY
CONSULTATION**