



BRANDING | MARKETING | ADVERTISING

ATTRACT. ENGAGE. CONVERT.

# MEDICAL BUYER'S

# GUIDE

Choosing the **IDEAL**  
**MARKETING AGENCY**  
Partner **for Your**  
**Practice**

# TABLE OF CONTENTS

## CHAPTER 01

### *Why Partnering with a Marketing Agency Could Transform Your Practice*

- Clarify Your Marketing Objectives
- Assess Your In-House Capabilities
- Evaluate Your Ability to Measure Success
- Prepare for the Unexpected

## CHAPTER 02

### *Unlocking the Potential of a Marketing Agency: Key Benefits and Considerations*

- Expertise You Can Rely On
- Leveraging Advanced Tools and Resources
- Freeing Up Time
- Achieving Results That Drive Growth
- Challenges to Be Aware Of

## CHAPTER 03

### *How to Build a Winning Partnership with Your Marketing Agency*

- Establish Clear Communication Practices
- Define Goals and Manage Expectations
- Share Your Vision
- Foster Collaboration
- Celebrate Milestones Together

## CHAPTER 04

### *Essential Questions to Ask Before Partnering with a Marketing Agency*

- What Are Your Practice's Marketing Priorities?
- Does the Agency Specialize in Healthcare Marketing?
- Can They Tailor Strategies to Your Local Market?
- Who Will Be Your Main Contact at the Agency?
- How Will Success Be Measured and Reported?
- What Happens to Your Assets After the Partnership Ends?
- What Is the Agency's Implementation Plan?

## CHAPTER 05

### *Red Flags: When a Marketing Agency Might Not Be the Right Fit*

- You Need Total Control Over Marketing Decisions
- Your Practice Isn't Geared for Scaling
- You're Looking for Immediate Results
- You're Hesitant About New Approaches
- Your Budget Isn't Aligned with Your Goals



# TABLE OF CONTENTS

## CHAPTER 06

### *Demystifying Marketing Agency Pricing Models*

- Monthly Retainers
- Percentage-Based Fees
- Hourly and Project-Based Pricing
- Additional Considerations

## CHAPTER 07

### *Future-Proofing Your Marketing Strategy for Long-Term Success*

- Key Trends to Watch
- Sustainability Tips

## CHAPTER 08

### *Revamping Your Online Presence: The Role of Website Design in Your Practice's Growth*

- When to Redesign Your Website
- What Agencies Can Offer
- Must-Have Features for a Modern Website

## CHAPTER 09

### *Negotiating a Contract That Works for You and Your Agency*

- Specify Services and Deliverables
- Bundle Services for Cost Savings
- Set Clear Reporting Standards
- Establish Exit Terms

## CHAPTER 10

### *Taking the Next Step: Partnering with BestBMA for Your Practice's Success*

- Why Choose BestBMA?
- Services We Offer
- What You Can Expect From Us



# CHAPTER 1

## *Why Partnering with a Marketing Agency Could Transform Your Practice*

Every medical practice faces unique challenges in attracting and retaining patients while managing daily operations. Marketing effectively can feel overwhelming, but the right agency can transform your efforts and help you thrive. This chapter explores how partnering with a marketing agency can provide the support and expertise your practice needs to grow smarter and faster.



## CLARIFY YOUR MARKETING OBJECTIVES

**Attract New Patients:** Utilize a strong online presence, including search engine optimization (SEO), social media, and digital ads, to drive patient inquiries.

**Build Community Connections:** Engage with your local audience through thoughtful campaigns and events to strengthen your reputation.

**Elevate Your Brand:** Showcase your expertise and unique value propositions through professional branding and consistent messaging.

## ASSESS YOUR IN-HOUSE CAPABILITIES

**Evaluate Team Skills:** Determine if your staff has the expertise to handle advanced marketing tasks like analytics, design, or content creation.

**Allocate Resources:** Assess whether your practice can dedicate the necessary time and tools to meet marketing demands.



# EVALUATE YOUR ABILITY TO MEASURE SUCCESS

**Track KPIs:** Are you equipped to measure website traffic, patient inquiries, conversion rates, and ROI?

**Analyze Data:** Ensure you have the tools and knowledge to interpret performance metrics and optimize your strategy.

## PREPARE FOR THE UNEXPECTED

**Handle Traffic Drops:** Have plans in place to address sudden decreases in web visits or ranking changes.

**Stay Current with Algorithms:** Adapt quickly to updates from search engines or social platforms.





# CHAPTER 2

## *Unlocking the Potential of a Marketing Agency: Key Benefits and Considerations*

Outsourcing your marketing to an experienced agency can save you time, improve results, and position your practice for sustainable growth. This chapter examines the key advantages and potential challenges of partnering with an agency.



## BENEFITS

**Expertise You Can Rely On:** Access professionals with specialized knowledge in healthcare marketing, including SEO, PPC, and content strategy.

**Leveraging Advanced Tools and Resources:** Benefit from high-end analytics platforms, automation software, and creative tools that are often too costly for individual practices.

**Freeing Up Time:** Delegate marketing responsibilities to focus on patient care and operational efficiency.

**Achieving Results That Drive Growth:** Agencies prioritize meaningful metrics like increased patient flow, improved search rankings, and higher revenue.

## CHALLENGES TO BE AWARE OF

- **Agency Attention:** Ensure the agency can provide personalized attention to your account rather than a one-size-fits-all approach.
- **Industry Expertise:** Choose a partner with experience in healthcare marketing to navigate regulatory requirements and patient-focused messaging.
- **Team Stability:** Confirm who will manage your account and ensure their experience aligns with your goals.



# CHAPTER 3

## *How to Build a Winning Partnership with Your Marketing Agency*

Creating a successful relationship with your marketing agency requires collaboration, trust, and clear communication. This chapter outlines actionable strategies to ensure a productive partnership.





# KEYS TO A STRONG RELATIONSHIP

**Establish Clear Communication Practices:** Agree on regular meeting schedules, updates, and preferred channels for effective collaboration.

**Define Goals and Manage Expectations:** Align on short-term and long-term objectives, key performance indicators (KPIs), and timelines.

**Share Your Vision:** Provide detailed insights about your practice, including patient demographics, unique challenges, and competitive advantages.

**Foster Collaboration:** Trust the agency's expertise while remaining involved in high-level decisions to maintain alignment.

**Celebrate Milestones Together:** Recognize successes, such as increased web traffic or new patient leads, to reinforce the value of the partnership.

1

2

3

4

5





# CHAPTER 4

## *Essential Questions to Ask Before Partnering with a Marketing Agency*

Choosing the right agency requires asking thoughtful questions to assess their capabilities and alignment with your goals. This chapter highlights the most critical questions to ask during the vetting process.





# CHAPTER 4

## *Essential Questions to Ask Before Partnering with a Marketing Agency*

Choosing the right agency requires asking thoughtful questions to assess their capabilities and alignment with your goals. This chapter highlights the most critical questions to ask during the vetting process.



# 7

## QUESTIONS TO GUIDE YOUR DECISION

- **What Are Your Practice's Marketing Priorities?** Clearly outline your needs, whether it's generating leads, building brand awareness, or improving online visibility.
- **Does the Agency Specialize in Healthcare Marketing?** Verify their experience in handling HIPAA compliance, patient privacy, and healthcare-specific advertising.
- **Can They Tailor Strategies to Your Local Market?** Ensure the agency understands your region's demographics and can create targeted campaigns.
- **Who Will Be Your Main Contact at the Agency?** Confirm that a dedicated account manager will oversee your campaigns and provide consistent updates.
- **How Will Success Be Measured and Reported?** Request transparent reporting with actionable insights and regular progress updates.
- **What Happens to Your Assets After the Partnership Ends?** Clarify ownership of deliverables, such as your website, content, and analytics data.
- **What Is the Agency's Implementation Plan?** Review their strategies and timelines to ensure they align with your goals.





# CHAPTER 5

## *Red Flags: When a Marketing Agency Might Not Be the Right Fit*

Not every practice is ready for a marketing agency, and not every agency is a good fit. This chapter explores scenarios where outsourcing may not be the best option.





# WHEN TO RECONSIDER **HIRING** **AN AGENCY?**



- **You Need Total Control Over Marketing Decisions:** If you're not comfortable delegating, an agency may not align with your management style.
- **Your Practice Isn't Geared for Scaling:** If internal processes can't handle increased patient flow, focus on strengthening your foundation first.
- **You're Looking for Immediate Results:** Digital marketing is a long-term investment that requires time to deliver meaningful outcomes.
- **You're Hesitant About New Approaches:** Success often involves innovation and calculated risks—an openness to change is essential.
- **Your Budget Isn't Aligned with Your Goals:** Professional marketing services require financial commitment to achieve results.



# CHAPTER 6

## *Demystifying Marketing Agency Pricing Models*

Understanding how agencies charge for their services is essential for making informed decisions. This chapter breaks down common pricing models and what they mean for your practice.

### COMMON FEE STRUCTURES

**Monthly Retainers:** Fixed fees for ongoing services, ideal for practices seeking consistent support and results.

**Percentage-Based Fees:** Agencies charge a percentage of your ad spend for PPC or media buying campaigns.

**Hourly and Project-Based Pricing:** Used for one-time tasks like website redesigns or logo creation.

### ADDITIONAL CONSIDERATIONS

**Contract Terms:** Understand the commitment length and termination policies.

**Transparency:** Look for clear, detailed invoices to track spending and ROI.



# CHAPTER 7

## *Future-Proofing Your Marketing Strategy for Long-Term Success*

To remain competitive, your practice must adapt to evolving trends and patient needs. This chapter explores strategies for creating a resilient marketing approach.



## KEY TRENDS TO WATCH

- **AI and Automation in Marketing:** Implement chatbots and predictive analytics to enhance patient engagement.
- **Personalization to Engage Patients:** Use data-driven insights to create tailored messaging and campaigns.
- **Video Content for Building Trust:** Leverage patient testimonials and explainer videos to connect with your audience.
- **Local SEO and Mobile Optimization:** Ensure your practice ranks well for local searches and offers a seamless mobile experience.
- **Adapting to Telemedicine Growth:** Promote telemedicine services as a convenient option for patients.

## SUSTAINABILITY TIPS

Regularly **evaluate and adjust** your strategy to align with market shifts and practice goals.

**Invest in staff training and innovative tools** to stay ahead of trends.





# CHAPTER 8

## *Revamping Your Online Presence: The Role of Website Design in Your Practice's Growth*

Your website is the cornerstone of your online presence and often the first impression patients have of your practice. This chapter outlines why website design is crucial and how agencies can help.

### WHEN TO REDESIGN YOUR WEBSITE

- **Outdated design or branding.**
- **Slow load times or poor mobile experience.**
- **Low engagement or conversion rates.**

### WHAT AGENCIES CAN OFFER

**Custom Designs:** Tailored to your practice's needs and branding.

**SEO Optimization:** Enhance visibility with search-friendly frameworks.

**Integration:** Connect with patient portals and scheduling tools for seamless usability.

**Content That Converts:** Engaging copy and visuals that build trust and drive action.





# CHAPTER 9

*Negotiating a Contract That Works for You  
and Your Agency*

A strong contract sets the foundation for a successful partnership. This chapter provides guidance on negotiating terms that align with your goals.

## KEY STEPS IN CONTRACT NEGOTIATION

**Specify Services and Deliverables:** Outline exactly what the agency will provide.

**Bundle Services for Cost Savings:** Combine offerings like SEO, ads, and social media management for better value.

**Set Clear Reporting Standards:** Ensure transparency with regular, detailed progress updates.

**Establish Exit Terms:** Protect your practice with clearly defined cancellation policies and ownership rights.



# CHAPTER 10

## *Taking the Next Step: Partnering with BestBMA for Your Practice's Success*

At this point, you've gained a comprehensive understanding of what it takes to choose the right marketing agency. To take action and see real results, it's time to consider BestBMA as your partner. This chapter explains how BestBMA can help your practice thrive and provides insights into our approach, expertise, and commitment to your success.

### WHY CHOOSE BESTBMA?

**Healthcare Marketing Specialists:** With years of experience in medical marketing, we understand the nuances of patient engagement, HIPAA compliance, and industry-specific strategies.

**Data-Driven Results:** We track measurable outcomes, from improved website traffic to increased patient bookings, ensuring your marketing efforts align with your goals.

**Customized Strategies:** Every practice is unique. We tailor our approach to reflect your brand, target audience, and specific objectives.

**Transparent Communication:** Regular updates, detailed reports, and a dedicated account manager keep you informed every step of the way.



# SERVICES WE OFFER:

**Healthcare Marketing Specialists:** With years of experience in medical marketing, we understand the nuances of patient engagement, HIPAA compliance, and industry-specific strategies.

**Data-Driven Results:** We track measurable outcomes, from improved website traffic to increased patient bookings, ensuring your marketing efforts align with your goals.

**Customized Strategies:** Every practice is unique. We tailor our approach to reflect your brand, target audience, and specific objectives.

**Transparent Communication:** Regular updates, detailed reports, and a dedicated account manager keep you informed every step of the way.

# WHAT YOU CAN EXPECT FROM US

**Tailored Solutions:** Strategies designed to meet your unique needs.

**Proven Results:** A track record of helping practices achieve sustainable growth.

**Ongoing Support:** Continued optimization and assistance as your practice evolves.

## Let's Talk

Ready to take your business to the next level? Let's discuss how our tailored digital marketing solutions can help you grow, connect with your audience, and drive meaningful results. Whether you're looking to enhance your brand, improve your online presence, or boost your sales, we're here to help. Reach out today, and let's start building the roadmap to your success!



(949) 903-2242



info@bestbma.com



bestbma.com



BRANDING | MARKETING | ADVERTISING  
ATTRACT. ENGAGE. CONVERT.