

My Experience with Marketing4ECPs

- *Dr. Altaz Shajani, Lynn Valley Optometry*

"I know how valuable marketing can be, which is why I hired an internal marketing person for my practice last year. I paid them \$25/hour for 3 days a week, which worked out to \$30,000 for the year. When I made the switch to Marketing4ECPs, I saw them accomplish more in the first month than my marketing employee did in the previous 6. I don't feel alone anymore, as my new marketing team comes up with all the ideas and pushes them forward.

I am very impressed with their services and I because I can track who calls my practice based on their tracking (different phone numbers on my website and various ads), I know that I am generating ROI on my investment with them. In March, we generated over \$10,000 in new patient revenue and another \$6,000 of revenue from existing patients – all directly related to our new marketing efforts.

Marketing4ECPs provides advice, re-developed our website, helps with our SEO, created an animated video for my practice, manages paid ads on Google, Facebook and YouTube and also runs various promotions for us. We ran a Black Friday sale last year and Marketing4ECPs created an e-mail, posters, online ads and updated all of our social media to assist with the promotion. We sold over \$20,000 in eyewear over the 2-day sale (without providing deep discounts).

I also love that you're not committed and I can evaluate my decision each month. Right now, I'm really happy with them."

