

Virtual Marketing Department

How Do You Know If You Need a Virtual Marketing Department?

- Do you have a great marketing goals and no one to implement them?
- Are you tired of having to select and manage costly web developers, graphic designers and writers to get your marketing initiatives done?
- Have you considered hiring a full-time marketing staff person, but can find the right candidate with the skills you need at a price you can afford?
- Are you focused on your business operations and have little time to set the strategy and implement effective marketing programs?
- Are you read to accelerate your company's growth?

Natural Marketing Services, LLC partners with small businesses to set the strategy and implement effective marketing programs. We not only help businesses increase customers and revenues, we actually save them money on . . .

- full-time salaries, benefits, or mileage reimbursement – our entire team is often a fraction of the cost of a full-time resource
- learning curve or continuing education costs – our team keeps up with the latest trends and technology
- time wasters – recruiting/hiring/managing, ad rep. meetings, service provider evaluations and management – we do that all for you and we continually update our network of printers, technologists, media channels etc. to provide the best pricing and service
- overhead, office equipment, supplies, software, etc. – we take care of all of that and you get the benefit
- leveraging existing staff and resources – if you have a marketing coordinator or administrative staff person, we offer training and a way to supplement the gaps missing in your marketing resources helping you make even more money

Our Approach

Getting Started

During our initial consultation, we provide a Marketing Strategy Session and Plan during which we:

- evaluate existing and previous marketing infrastructure and campaigns
- determine 4-6 short-term marketing goals
- make recommendations for specific initiatives in each functional marketing area

This session can be a stand-alone plan, or the foundation of the marketing initiatives we will implement as your virtual marketing department. We will also determine with you the most appropriate monthly blocks of time necessary to drive the achievement of your goals. This plan costs between \$450-1000 depending on the size of the business.

Program Testing and Tracking

One of the key areas that businesses often neglect is testing marketing programs on a low risk level, tracking their effectiveness, and rolling out the working programs on a larger scale. That is our approach to a clients' success. We evaluate opportunities based on business goals and a clearly identified target market. Then we design and write the message for that intended prospect, include strong tracking mechanisms and evaluate the outcome. This approach results in more effective marketing, and less wasted expense on infrastructure and campaigns that either do little for the business, or where you have no way of knowing how effective they are.

Our Team

The skill-sets of our in-house team include:

- Marketing strategy and planning
- Graphic design
- Web development
- Promotional and content writing
- Newsletter and email creation
- Contact Management Database Configuration and Training
- Event coordination
- Marketing communications

We have developed an experienced and proven network of other service providers through whom we outsource certain projects to at negotiated rates. We pass through that savings to our clients as well. Our recommended partners provide the following services:

- Printing
- Database and web application development
- Web hosting
- Video/Audio
- Specialty Items (Branded Promotional Products)
- Telemarketing
- Business development (Grassroots marketing and sales)

Virtual Marketing Department Commitment

Our clients engage us for a minimum of 6 months at a discounted rate for 20, 30, 60 or 100 hours per month. Virtual marketing department costs include all of the in-house services listed above. Materials, licensing fees, domain registration and other incidentals will be reimbursed by the client. Partner provider discounts are passed on to the client (not marked up) and billed direct.

Natural Marketing Services has been our virtual marketing department for the past 3 years. Together we have seen tremendous growth in the practice and shorter patient acquisition periods for new providers and new office locations. It is also nice to know that we don't have to wade through the deluge of advertising reps. ourselves. Natural Marketing takes care of evaluating all of our marketing opportunities and recommending the ones that have the best chance for a solid return on investment. With nine offices, we are not large enough to have a full-time marketing director, graphic designer and web developer, but we get all of those resources through Natural Marketing at a fraction of the cost of one full-time resource.

- Sherry Harrison, General Manager, The Doctor's Office, LLC

If you are considering a virtual marketing department, we invite you to:

- Visit our website at www.NaturalMarketingServices.com
- Give us a call to get to know us
- Schedule a [Marketing Strategy Session](#)