

THE MODERN MARKETER



HARD SKILLS



Analytics

Interpreting and evaluating website data to continually see increased progress in campaign performance.



Custom Websites

Designing beautiful, mobile-friendly websites that target SEO so users can find your business first on Google.



Search Engine Optimization

Using the most effective SEO plans to get websites to the top of Google when prospective patients search for your services.



Branding

Delivering a consistent and memorable message about your business through names, taglines and logos.



Creative Content

Producing well-written and powerfully designed material that will bring traffic and interest to your online presence.



Social Media

Creating social media strategies designed to reach your ideal patients as well as build your online presence.

SOFT SKILLS



Adaptability

Staying up-to-date on ever-changing trends and inventing strategies when new situations and challenges arise.



Creativity

Bringing new concepts and ideas to the table for solving existing problems through online and branded materials.



Leadership

Inspiring a team towards achieving a common goal through personal responsibility, collaboration and discernment.



Communication

Working with clients and team members to help marketing efforts succeed through clear, concise, correct and honest communication.



Generous Listening

Analyzing your previous experiences and listening to your needs to ensure a custom-tailored campaign that works for you.



Resourcefulness

Utilizing tools and resources to seek the best return on investment for clients and their businesses.