

Note from the President:

Happy Spring! Time to do some spring cleaning and look over your current marketing strategy to see if it's working for you. One of the most lucrative marketing plans you can implement is an ongoing **internal marketing strategy** to your existing contacts.

We evaluated the Return on Investment that our clients are realizing from their Blue Orchid Marketing internal marketing strategy. We knew it was good, but check out these results:

98% have a positive ROI
82% realize a minimum of 2 times their investment
52% see more than 5 times their investment
34% achieve more than 10 times their investment
The median ROI is 543%



If you're NOT doing internal marketing, you're missing the boat. Call us to get started so we can add YOUR practice to our results list. If you are currently marketing to your contacts but aren't getting results, call us today. Blue Orchid Marketing really works for you -- nobody does it better!

Facebook's First 15 Years: 12 Amazing Milestones



It may be hard to believe, but Facebook, the social media juggernaut boasting 2.27 billion active members around the globe, has just turned 15.

Its inception is now part of social media lore: Mark Zuckerberg, co-founder of Facebook and its current chairman and CEO, devised a FaceMash website as an undergrad in Harvard. FaceMash, which compared student photos side by side, almost got him expelled with charges of breach of security, among others.

[Click here to read more....](#)

7 Must-Haves for Writing Great Marketing Blogs



It's not hard to write blogs to market your business, but it does take careful thought and planning to create an effective blog. Your blog reflects your practice, so you want to be sure that it is well-written and professional.

Here are 7 keys to writing successful blogs that will educate your readers and entice them to take a closer look at your services:

[Click Here to Read More...](#)

HELP US GROW!

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CHECK OUT our weekly [Blogs](#)



On the Road Again



April 11 - 14
DERMfoot
Tysons Corner, VA

May 2 - 3
Region III
Atlantic City, NJ

May 16 - 18
The Annual Ohio Foot & Ankle Scientific Seminar
OFAMF
Columbus, OH

May 30 - June 1
American College of Foot & Ankle Pediatrics
ACFAP
Gatlinburg Convention Center
Great Smoky Mountains

Sending happy springtime greetings your way!



Your Blue Orchid Marketing Team



L-R: Heidi, Kristen, Katherine, David, Steven, Sandie, Marisa, Anil, Angie, Rob, Deepti, Beth, Tracy, Mindy, Lori, Kathi
Missing: Tessa

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