

Notes From The President

The summer has flown by with lots of activity. Here's what we've been up to:

- We've added another 1,000 SF to our existing office space to accommodate our growing business. We ordered furniture, built out an executive office and moved into the new space in early August.
- We attended a wedding in Ireland (Sandie's niece and Anil's nephew were married on August 6 in Cavan, Ireland).
- We toured Northern Ireland and visited Portrush seaside town, the Giant's Causeway, the Dark Hedges, and the Dunluce Castle ruins. We also toured the Guinness Storeroom in Dublin.
- We celebrated our grandson's first birthday in Los Angeles.
- We celebrated Sandie's birthday in New York City with a trip to the Metropolitan Museum of Art, dinner in a French restaurant, and a show - Bat Out of Hell. Amazing time!



On the business side, we are all set to attend a flurry of conferences in September and October. And we're near completion on automating some of our internal systems for data management. It's been a busy summer!

Take a look at our Promotion of the Month below. We want to help your practice get more business by gathering more online reviews. We know how to do it, and we're offering it to you at a discount. Sign up now and take advantage of savings!

Promotion of the Month

On Sale Now! Thru October 15 ONLY!

Sign up for our Reputation Management Package and SAVE!

Online reviews are critical in attracting prospects to your business. Once they've found you online, they want to know what others think of you. They want to read reviews and see that your reviews are positive AND recent.

We have created a package that provides the ability to painlessly request reviews from your clients and patients following a visit to your office. The request is sent by text or email at the time of their visit. Our clients see significant increases in online reviews when using this proven system.

Here's our Fall Special!

- We'll **WAIVE** the \$499 setup fee
- We'll **REDUCE** the monthly fee from \$250/month to \$200/month
- We'll set up everything for you within a week and train your staff in minutes
- **Total savings: \$1,100 your first year!**

SAVE money by signing up before October 15.
GENERATE income by increasing those all-important online reviews.
We do all the work! You get the rewards!

Have multiple locations? Call NOW to find out how we can help!

Contact Danny @ DannyA@BlueOrchidMarketing.com or
Call 203.746.5901 and ask for Danny

Google Alerts Work for Your Business



Too much information, too little time? Are you frustrated because it takes so much time every day to scan online news sites to find the few topics that you are really interested in?

Well, Google has the solution for you, and it's both user-friendly and free. Google Alerts is a service available to anyone with a Google account like G-mail. Just choose the subjects that you are interested in – for example, plantar fasciitis, California bicycle accidents, physical therapy technology or Social Security Disability – and sit back and watch online news come to you. This feature is flexible too, so you can set the frequency to whatever is convenient for you – “As They Happen” or daily or weekly.

[Click Here to Read More](#)

SEO FAQs – A Refresher



It's vital that your B2C digital marketing strategy must contain an appealing CTA, or else you will not get the CR that you expect as an ROI and your BR will be too high.

Oops – sorry! We slipped into digital marketing acronym-speak for a moment. What the above says is that your business-to-consumer digital marketing strategy must contain an appealing call to action, or else you will not get the conversion rate that you expect as a return on investment and your bounce rate will be too high.

[Click Here to Read More](#)

On the Road Again



September 12 - 14
Institute for Podiatric Excellence and Development (IPED)
Pittsburgh, PA

September 13 - 14
Western Division NYSPMA
Buffalo, NY

September 19 - 20
American Association for Women Podiatrists (AAWP)
Scottsdale, AZ

September 22
2019 Long Island Practice Summit
Long Island, NY

October 14 - 17
Atlantic Coast Veterinary Conference (ACVC)
Atlantic City, NJ

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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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