



ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

US RADIOLOGY SPECIALISTS PAID MEDIA, SEM AND SEO PROPOSAL



US Radiology Specialists®
Imaging and Interventional Partners

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Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits.

SKY TEAM

Principals:

Bill Steely, President and CEO

Bill believes there's only one way to treat clients: with a high level of attention and a strong sense of urgency. He's involved in most aspects of creative development at Sky, from conceiving ideas to presenting dynamic campaigns that use just the right mix of interactive and traditional marketing tools. A longstanding member of two primary communications trade groups, he lectures and blogs on various advertising topics including emerging media. Bill's Bachelor of Science degree in Advertising is from Syracuse University's Newhouse School of Public Communications.

Janine Jones, Executive Vice President

A veteran of the agency since 1991, Janine assumes a high level roll in managing and understanding the general trends in marketing as well as specifically what is happening in the fast changing digital space. Her No. 1 priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and resources. Janine graduated magna cum laude from New York University.

Day to Day Team:

Sky Advertising employs an account management team to handle all aspects of service from creative design, execution, marketing, media strategy to day to day interactions.

Michael Tedesco, Executive Vice President/Chief Operating Officer

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

Paula Davidson, Senior Account Manager

With over 18 years' experience in account service, Paula is an integral part of helping clients implement their advertising strategies. Paula specializes in finding the best options to meet her clients' print and online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in business management from Baruch College.

Giovanni Escot, Senior Interactive Art Director

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

Jimmy Cintron, Account Executive

Jimmy manages a staff that provides client services including print and digital advertising, branding, and marketing. He also personally oversees national flagship accounts and local accounts. Formerly in the Merchant Marine, he is a graduate of the State University of New York Maritime College.

Sara Heleni, Account Executive

With over 17 years' experience in account service, Sara is an integral part of the Sky team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.

SJRA & LARCHMONT PAID MEDIA AND SEM

» STRATEGIC DIGITAL MEDIA PLANNING

Extensive strategic planning, client collaboration, third-party research, and multi-channel/cross-device assessments fortify a strong campaign foundation.

» ACCOUNT MANAGEMENT

Seasoned, dedicated client success and client service experts and media traders oversee and ensure campaign success across all placements

» UNLIMITED DIGITAL MEDIA PLATFORMS

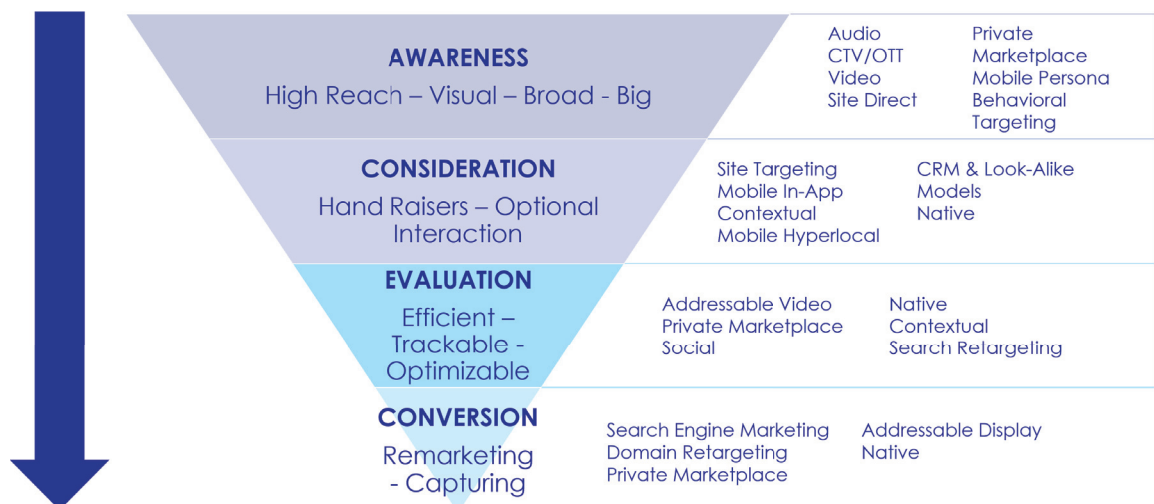
An efficient mix of channels, platforms, and data sources break down silos to reach targets and supercharge performance.

» INSIGHTFUL REPORTS, DATA + ANALYTICS

Breakthrough KPIs with 24/7, real-time tracking and optimization to ensure success, customized dashboards, and detailed analytics and reporting.

» AUDIENCE JOURNEY

Our media strategies are based on how best to reach the target audience along the marketing and media funnel, moving from awareness, to consideration, to evaluation and to conversion or purchase..



SJRA & LARCHMONT PAID MEDIA AND SEM

» OVERALL STRATEGY

For this marketing strategy, we wanted to focus on growing awareness around South Jersey Radiology, while driving quality leads. Given the details of the target audience and the given geography, we focused the plan around a full-funnel approach. By leveraging YouTube, Facebook & Instagram, Programmatic Display and SEM, we'll be able to reach your target audience regardless of where they are in the patient journey.

For the paid search campaign, we will look for potential patients as they are actively searching for keywords centering around mammograms and radiology. Keyword & category contextual allows us to serve ads next to web content that contains specific, relevant keywords. Search retargeting will allow us to serve ads to individuals who are actively doing searches online, related to mammograms, radiology, breast cancer screenings, radiology etc. Site targeting will look at the medical field and websites within this vertical, in order to serve ads to individuals who are frequenting websites like these. Lastly, domain retargeting will capture those people who land on your website and serve them ads as they continue to browse the web on their desktop and mobile devices. YouTube ads will play along relevant content, to your audience, while Facebook & Instagram will continue to help grow your brand through targeted advertising.

A pixel strategy will be set up on the site to inform optimization efforts. A reporting dashboard will offer 24/7 campaign data access. Every month, we'll provide end-of-month reporting that not only details performance metrics, but optimization recommendations as well.

» ROI

The ultimate ROI is the number of appointments scheduled. We will work towards this goal through multiple funnel levels to drive leads from awareness to action. We will use a robust pixel strategy to determine how leads are engaging with the SJRA.com site and content. The strategy will evolve as we gain understanding of the prospect journey and what actions are causing the lead to convert to a patient.

» TARGET AUDIENCE

Patients and their medical decision makers. Women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Mammography patients, women age 40 and over.

» GEOGRAPHY

Gloucester County, Camden County and the more populous zip codes of Burlington County

TACTICS

» DIGITAL MEDIA TACTICS

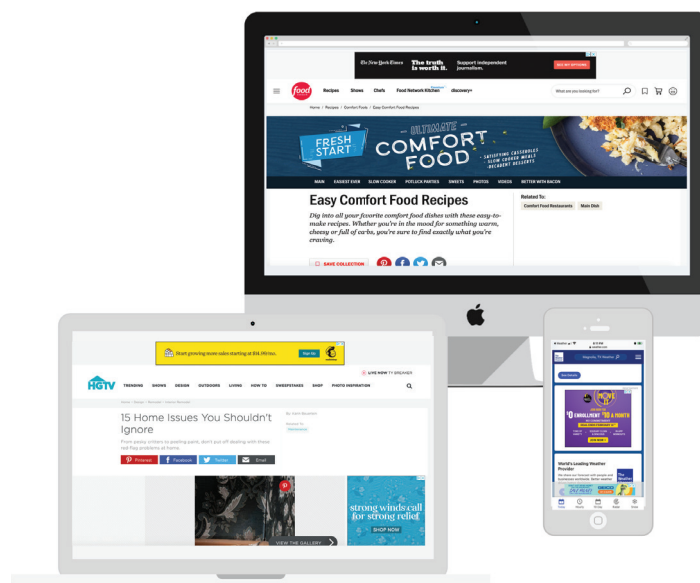
Display, SEM, Facebook & Instagram, YouTube

DISPLAY

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.

» TARGETING INCLUDES

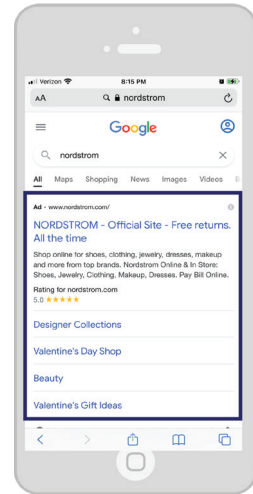
- Site Targeting/PMP - targeting consumers on relevant websites (female oriented and medical publications)
- Keyword Contextual - targeting consumers while engaging with content mentioning relevant terms
- Search Retargeting - targeting consumers who are searching for relevant terms online
- Domain Retargeting - will engage consumers who have already been to the website.



TACTICS

SEARCH ENGINE MARKETING

- Reach users while they are actively searching in the target geos
- Utilize click-to-call function to allow interested searchers the ability to call directly off a search ad
- Cost per Click pricing ensures you only pay when someone clicks your ad
- Call tracking and extensions recommended for lead generation campaigns.



TACTICS

ATTENTION GRABBING DIGITAL DISPLAY STRATEGIES

» GEO + AUDIENCE TARGETING

Delivered to your audiences when they are online, searching and viewing relevant content across all devices.

» BEHAVIORAL TARGETING

Leverage third party data to identify and serve ads to target individuals in-market for your services.

» SITE TARGETING

Serve ads within appropriate sites representing key categories.

» CROSS DEVICE + DOMAIN RETARGETING

Allows us to continue serving ads to people after visiting your website across multiple devices in the same household.

» KEYWORD CONTEXTUAL

Allows us to serve ads next to relevant web content containing specific, relevant keywords.

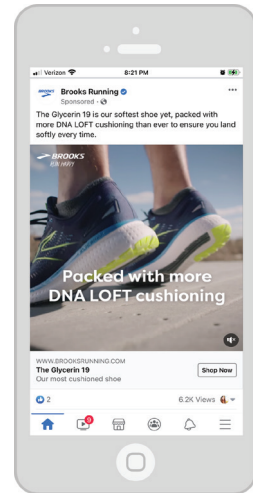
» APP DOWNLOAD TARGETING

Key in on users who have downloaded relevant apps.

TACTICS

FACEBOOK + INSTAGRAM

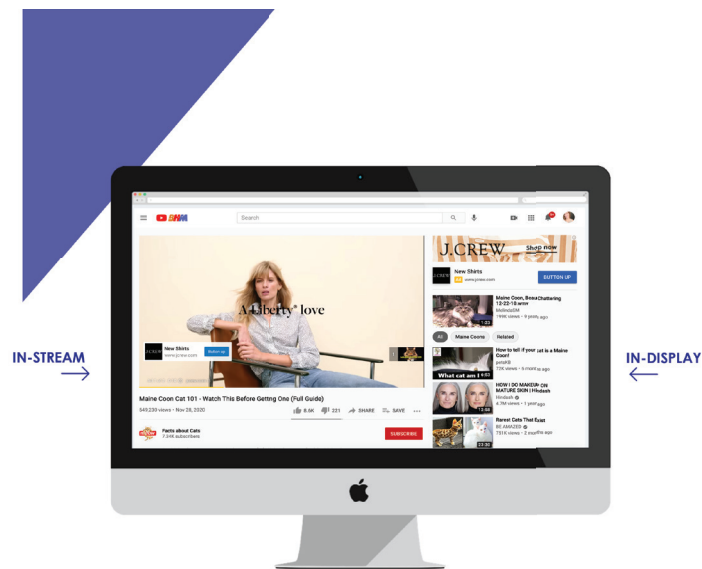
- Reach your audience in their social environment.
- Engage with your audience directly.
- Drive a qualified, high volume of website traffic.



TACTICS

YOUTUBE

- Connect with your audience in a unique and memorable way.
- Creates an unmatched opportunity for audience engagement.
- Sight, sound and motion can elicit emotional involvement with content you can't get from other mediums.
- Reach just the right audience, targeted by topic, keywords, demographics or by competition.



CAMPAIGN PLANNING AND MANAGEMENT

We have developed three Digital media plans that with tiered pricing.

Digital Media Plan			
	Option 1	Option 2	Option 3
Tactic	Impressions/Clicks	Impressions/Clicks	Impressions/Clicks
Meta (Facebook) & Instagram Display	1,158,301	1,351,351	1,621,622
Display/Mobile	2,521,008	2,941,176	3,529,411
SEM	3,175	4,223	6,349
YouTube Trueview		83,333	1,000,000
Cost per Month	\$ 6,500.00	\$ 10,000.00	\$ 13,000.00
Annual	\$ 78,000.00	\$ 120,000.00	\$ 156,000.00

CAMPAIGN PLANNING AND MANAGEMENT

DIGITAL MEDIA PLAN OPTION 1

Flight Dates	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
2022							
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Meta (Facebook) & Instagram Display	Geo and Demo, Interests, Lookalike	Static Image or Carousel + Copy	CPM	1,158,301
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Display/Mobile	Contextual (Category, Keyword), Site Targeting (Medical), Search Retargeting, Domain Retargeting	160x600, 728x90, 300x250, 300x600, 300x50, 320x50	CPM	2,521,008
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	SEM	Search Ads	Text	CPC	3,175
Total							

CAMPAIGN PLANNING AND MANAGEMENT

DIGITAL MEDIA PLAN OPTION 2

Flight Dates	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Meta (Facebook) & Instagram Display	Geo and Demo, Interests, Lookalike	Static Image or Carousel + Copy	CPM	1,351,351
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Display/Mobile	Contextual (Category, Keyword), Site Targeting (Medical), Search Retargeting, Domain Retargeting	160x600, 728x90, 300x250, 300x600, 300x50, 320x50	CPM	2,941,176
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	SEM	Search Ads	Text	CPC	4,233
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Youtube Trueview	Behavioral, Contextual, Keyword, Channels	:15 or :30 Link to YouTube Video	CPV	83,333
Total							

CAMPAIGN PLANNING AND MANAGEMENT

DIGITAL MEDIA PLAN OPTION 3

Flight Dates	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
2022							
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Meta (Facebook) & Instagram Display	Geo and Demo, Interests, Lookalike	Static Image or Carousel + Copy	CPM	1,621,622
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Display/Mobile	Contextual (Category, Keyword), Site Targeting (Medical), Search, Retargeting, Domain Retargeting	160x600, 728x90, 300x250, 300x600, 300x50, 320x50	CPM	3,529,411
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	SEM	Search Ads	Text	CPC	6,349
5/1/2022 - 4/30/2023	New Jersey: Gloucester County, Camden County and the more populous zip codes of Burlington County	patients and their medical decision makers. Generally this is women in their 30s-50s who decide on medical issues for themselves and their families (children, spouses, aging parents). Another audience is mammography patients, women age 40 and over.	Youtube Trueview	Behavioral, Contextual, Keyword, Channels	:15 or :30 Link to Youtube Video	CPV	100,000
Total							

CAMPAIGN PLANNING AND MANAGEMENT

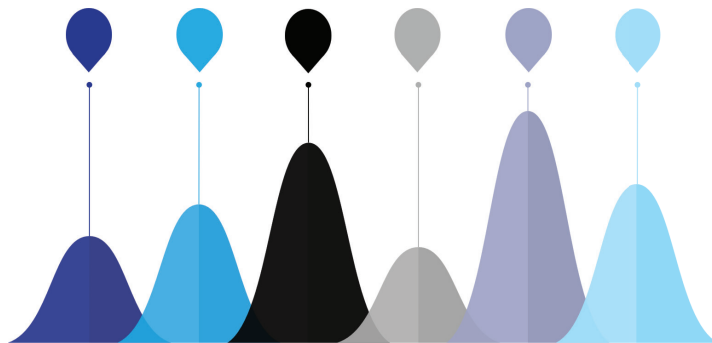
TRACKING

» PIXELS

Website tracking pixels are highly recommended in order to enable Domain Retargeting across tactics and track campaign success against specific website conversions.

» OPTIMIZATIONS

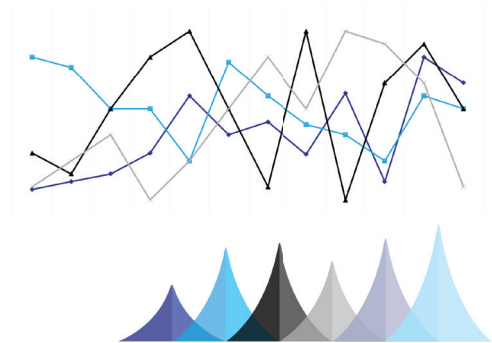
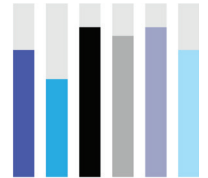
The campaign will be optimized based on factors like the top converting tactic, the time of day most users are converting, the top converting day of the week and the average frequency that it takes for users to convert. These learnings will be shared in regular reporting as well as on the dashboard that is available for you to access 24/7.



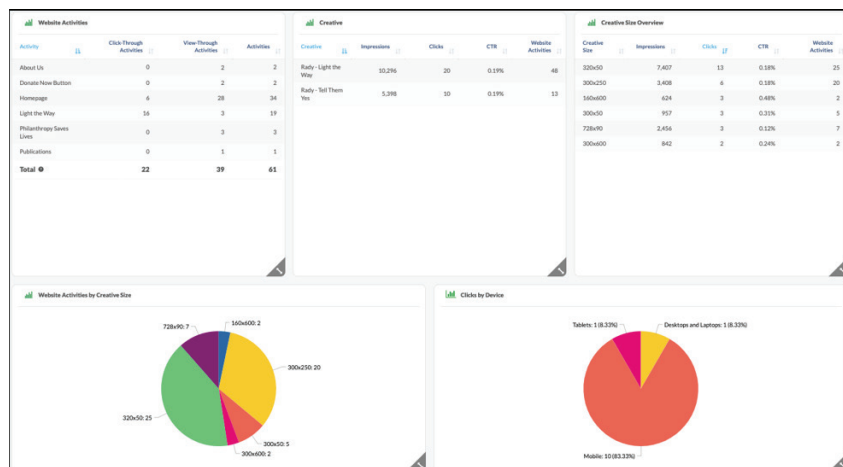
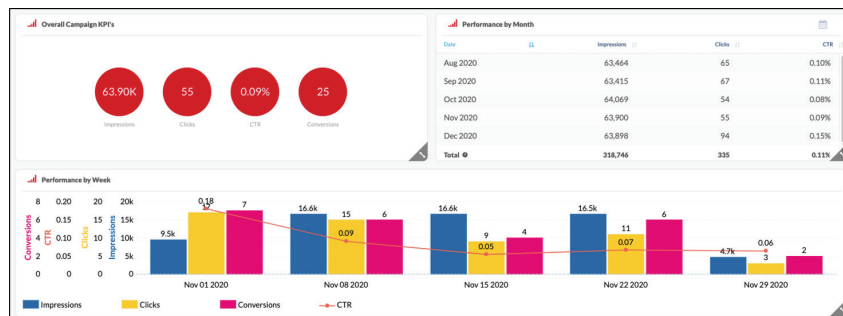
CAMPAIGN PLANNING AND MANAGEMENT

CUSTOMIZABLE, REAL-TIME DASHBOARDS

- Our team conducts on going daily campaign tracking, analysis and optimization
- Endless reporting variables
- Monthly and annual campaign reports
- Graphic visualizations
- Actionable insights



LIVE DASHBOARDS REAL-TIME DATA UPDATED DAILY



SEO SEARCH ENGINE OPTIMIZATION

SEO requires a very personalized approach depending on the type of website or app, what has been done to date, and what the goals and budget are. The SEO plan focuses on organic results; however, we take into account any paid search programs.



SEO SEARCH ENGINE OPTIMIZATION

» PAGE REVIEWS

We analyzed a few of the main pages of SJRA.com and have discovered many items that should be addressed and have found areas that can be improved. The review included only a sampling of pages and did not include the secondary pages and many blog posts. In general, the existing Title and Description meta tags are too long and include too many unvaluable and occasionally repeated terms and phrases.

Home Page Review SJRA.com

SEO Score 72%

Title

Radiology Specialists Voorhees | Diagnostic Imaging Services New Jersey The page title should be shorter than 580 pixels. It is 667 pixels long. Optimize title There are no duplicate words in the title.

Meta description

Top Radiology specialists in Mens & Women's imaging including digital mammography, bone density, ultrasound & breast imaging testing.

Best radiologists in South Jersey. Award-winning medical imaging & diagnostic imaging services: Voorhees, Cherry Hill, Haddonfield, Turnersville & throughout Camden County NJ.

The meta description is too long: 1958 pixels from max. 1000 pixels. Optimize description

List of SEO Improvement Tasks all with priority status "Very Important!"

- Add a H1 heading to this page.
- Enable the compressed HTML content transfer on your server using gzip.
- Improve the page response time.
- Try to reduce the number of used CSS files.
- Try to reduce the number of used JavaScript files.
- Review and improve the page title.

SEO SEARCH ENGINE OPTIMIZATION

Meta specifications 80% achieved

Career Page review

[SJRA.com/about-us/career-opportunities/](https://sjra.com/about-us/career-opportunities/)

SEO Score 51%

Title

Radiology Careers | Imaging Jobs Voorhees & Cherry Hill New Jersey

The page title should be shorter than 580 pixels. It is 627 pixels long. Optimize title.

There are no duplicate words in the title.

Meta description

Join our Team! Find radiology careers & imaging jobs at the area's premier provider of imaging services and the region's ONLY—American College of Radiology Diagnostic Imaging Center of Excellence award winner—South Jersey Radiology. We lead the way by continually investing in new technologies & equipment. Apply today!

The meta description is too long: 2039 pixels from max. 1000 pixels. Optimize description

List of SEO Improvement Tasks all with priority status “Very Important!”

- Use 301 redirects to drive traffic to URLs with the same domain and sub domain (www and non-www subdomain).
- Enable the compressed HTML content transfer on your server using gzip.
- Try to reduce the number of used CSS files.
- Try to reduce the number of used JavaScript files.

SEO SEARCH ENGINE OPTIMIZATION

List of SEO Improvement Tasks all with priority status “Important!”

- Review and improve the page title.

Meta specifications 80% achieved

General Recommendations for better optimization

- 297 pages compete with each other because of identical anchor texts.
- 2 pages redirect to an erroneous target page.
- 46 page/s could not be checked due to technical problems
- 23 problem/problems were found with pages, that compete with each other due to keyword optimization
- 251 pages have duplicate content problems

SEO SEARCH ENGINE OPTIMIZATION

» SEO STRATEGY AND MANAGEMENT

Sky would recommend the following plan and tactics to improve the SEO for SJRA.com. US Radiology should take into consideration how long the current version of the SJRA.com website will be in use prior to committing to a long-term SEO strategy. If the plan is to replace the site within 3-6 months, it may make more sense to invest in the new site and make sure the new site is SEO optimized from the onset. The following program can be applied to the current site or a new site.

» SEO MANAGEMENT

Initial SEO Consultation

Establish baselines

- Google Analytics Access
- Google Search Console Access
- Lighthouse SEO Audit

Initial Sitewide Audit

Review technical structure pages and recommend fixes

Review all page and post title tags and write/optimize meta descriptions

Review H1 headers and subsequent headers to ensure copy flow

Review image alt tags

Review of all content for readability, keywords, and links in copy

Review of URL slug and taxonomies structure

Submit sitemaps to Google and Bing

Address GA and Search Console errors

PRICE \$1,200

SEO SEARCH ENGINE OPTIMIZATION

Performance/Security/Compliance (optional)

Establish Baselines

- Lighthouse Performance Audit
- Review Search Console errors

Address any errors found in inspector

Resolve www vs. non-www issues

Resolve https:// vs http:// URLs in website

Enable compressions

Optimize/minimize all CSS and JS

Ensure new images are served in optimized next-gen format

Optimize DB

PRICE \$900

Bi-Monthly Review

Includes:

- Tri-annual SEO review
- Tri-annual Technical Maintenance

Every 2 months Sky provides either 2 hours of SEO adjustments or 2 hours of technical maintenance on an alternating schedule. The bi-monthly review can include a combination of SEO and technical maintenance as we encounter crossover.

PRICE \$300/BIMONTHLY

CONTENT-BLOG POSTS

- Ongoing SEO-Optimized Content Creation
- On Brand Social Media Campaign/Posts
- Blog Posts
- Videos
- Quizzes
- Infographics
- Trending Content
- How-To Guides
- Lists

RESEARCH, COPYWRITING,
DESIGN, CHANGES

PRICING OPTIONS

10 HOURS PER MONTH: \$1,000

15 HOURS PER MONTH: \$1,200

20 HOURS PER MONTH: \$1,500

AN OUNCE OF PREVENTION...

June 27, 2018 | Mammography

By William F. Muhr, Jr., M.D.

An ounce of prevention is worth a pound of cure. I'm a big believer in that old adage coined by Ben Franklin, although my spin on the quote is this: "Early detection saves lives... and prevents over-treatment. I see it every day." I find some women are just afraid to get a mammogram and either delay their screening or forego it altogether. I know early detection leads to better outcomes for patients.

I've written this blog for those women who get anxious about mammograms.

A new study confirms that many women with early-stage breast cancer can forego chemotherapy, along with its unpleasant and often detrimental side effects, and still beat the disease.

AMERICAN SOCIETY OF CLINICAL ONCOLOGY STUDY

The study, presented at the American Society of Clinical Oncology 2018 annual meeting, followed more than 10,000 women over ten years to assess whether hormone therapy alone was more or less effective than hormone therapy plus chemotherapy.

When patients enrolled in the trial, a biopsy sample was analyzed to determine a risk score for cancer recurrence. Women in the low-risk range received hormone therapy only; women in the high-risk range were treated with hormone therapy and chemotherapy. In the intermediate-risk range, half of the women received hormone therapy alone and half received hormone therapy with chemotherapy.

Nine years after treatment, the overall survival rate for both intermediate-risk groups was approximately 94 percent. The rate of survival with no signs of disease recurrence was also similar: 83.3 percent for those who'd undergone hormone therapy alone and 84.3 percent for women who'd had both treatments. This is not a statistically significant difference.

The results of this study will help patients, and their physicians make more informed treatment decisions. According to estimates, more than 70,000 women diagnosed annually in the U.S. can be treated with surgery and hormone therapy alone. The key, however, is early detection. Late-stage disease is not amenable to these less aggressive options.

ANNUAL MAMMOGRAM SCREENING

Annual mammogram screening, beginning at age 40, is still the best "ounce of prevention" in battling breast cancer. SJRA is the best place to get your mammogram. We are committed to providing the most advanced technology in the hands of the most experienced women's imagers. We were first in the region to offer 3D mammography and first to receive the Breast Imaging Centers of Excellence (BICE) designation from the American College of Radiology (ACR). We are still the region's ONLY ACR Designated Diagnostic Imaging Center of Excellence. We are the only center to offer evening diagnostic mammography in our area. Excellence.

ABOUT WILLIAM F. MUHR, JR., M.D., D.A.B.R.

Dr. William F. Muhr is President and CEO of South Jersey Radiology Associates (SJRA) in the greater South New Jersey & Philadelphia area. SJRA offers a full spectrum of state-of-the-art imaging technologies. Dr. Muhr, an expert in Diagnostic Radiology (DR) Body, received his undergraduate degree from Lehigh University and his M.D. from Hahnemann University, completing both his internship and residency at Hahnemann University Hospital.

ADD COMMENT

Comments

Your name: Your email:

Save my name, email, and website in this browser for the next time I comment.

ADD COMMENT

CASE STUDIES

Client: Critical Health Protection + Disease Control Non-Profit

» CHALLENGE

Generate awareness and drive adoption of a new and virtual medical tool, to improve cancer patient/provider conversations about infection risk.

» SOLUTION

We distributed dollars across programmatic digital, paid social media and search campaigns. To support the Spanish language rollout, we layered on hyper-targeted campaigns to providers in high-risk Hispanic markets.

» RESULTS

The campaign surpassed the annual goal of website visits and patient engagement within the first 60 days. The Spanish language rollout topped the general population CTR and engagement by 50%.



CASE STUDIES

Client: B2B Healthcare

» CHALLENGE

Winning the approval of influencers is mission-critical for any B2B company. Managing strategies that speak to these entities, decision-makers, and end-users may seem like a daunting task. With complex sales funnels and multiple audiences in play, it's the basics that deliver the fastest results.

» SOLUTION

We launched a multichannel campaign using SEM, display, and LinkedIn. Messaging focused on a limited set of branded and non-branded vital terms critical to our client's business. This innovative approach drove qualified leads to our client's landing page.

We also implemented Google Search Dynamic Ads - A/B testing Dynamic Ads vs. Responsive Ads, which resulted in continual high-quality leads.

» RESULTS

Paid search outperformed, yielding high results and delivering fast ROI.

- Realized a 116% lift in conversions, with the biggest changes coming from the branding campaign (217% increase) while maximizing our client's advertising spend (56% decrease in CPA)
- Desktop devices received 68% more clicks, a lift in direct conversions of 500% and a 250% lift in cross-device conversions
- We also increased our client's average SEM position by 1 full position for each term



CASE STUDIES

Client: Senior Living Facility

» CHALLENGE

Our client, a senior living facility, had previously relied on traditional media such as TV, print, and public relations and had not kept pace with the changing media habits of people searching for this type of care for their loved-ones.

» SOLUTION

We launched a multichannel campaign using SEM, video and display. Our SEM strategy focused on a limited set of branded and non-branded vital terms critical to our client's business. This innovative approach drove qualified leads to our client's landing page.

We also used video and display to create awareness and drive site traffic to the Get In Touch page of their site.

» RESULTS

Paid search was a top performer, yielding clicks to site, phone calls, tour appointments and delivering impressive ROI for the client.

Video played an important role in creating awareness of the facility's many amenities and quality of care while display was a workhorse, driving site engagement and conversions (tour appointments). The combination of Site targeting and Category Contextual saw month-over-month increases in clicks to the site. The About page saw a 15% increase in website activities month-over-month.





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ADVERTISING
 BRANDING
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TIMELINE

SKY's estimated timeline is as follows:

	DIGITAL MARKETING	SEO MARKETING
Week 1	Stage 1 Preparation 1 week	Stage 1 Review 2 weeks
Week 2	Stage 2 Content Creation 2-3 weeks	
Week 3		Stage 2 Implementation 2 weeks
Week 4		
Week 5	Stage 3 Launch Campaign 1 week	Stage 3 Confirmation and Review of Changes 1 week
Ongoing	Analysis and Optimization	



TIMELINE

» DIGITAL MARKETING PLAN TIMELINE

Stage 1: Preparation – 1 Week (requires input from USRS team)

Determine Goals and Objectives: Brand Awareness & Lead Generation measured through Impressions, CTR, Website Traffic, Cost Per Conversion

Identify Distribution Channels and Necessary Content: Programmatic Display, SEM, Facebook & Instagram, YouTube

Decide on Directing Traffic to OpenDr or to SJRA.com. Note: There's a Google Analytics tag on the SJRA OpenDr page but that account seems to be managed by a third party (perhaps the OpenDr team). If deciding on OpenDr as the target URL, getting access to its analytics is crucial to determining KPIs and ROIs and ultimately the campaign's success.

Stage 2: Content Creation – 2-3 Weeks (requires input from USRS team)

Develop Creative Messaging for all Channels

Write Ad Copy and Create Ad Designs

Creative Approvals

Technical Setup: Tags/Pixel Strategy, Keyword Research, Location and Call Extensions

Stage 3: Launch Campaign – 1 Week

Launch the campaign, Update Social Media Headers.



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TIMELINE

» SEO MARKETING PLAN TIMELINE

Stage 1-3 : SEO – 5 Weeks (Independent of Digital Campaign Timeline) (requires input from USRS team)

Determine if SEO spend/implementation should start immediately or be delayed until new website roll-out.

Stage 1: Review 2 weeks

Stage 2: Implementation 2 weeks

Stage 3: Confirmation and Review of changes and updates 1 week

After two months, enough performance data should be available to review.

Stage 4: Analysis – Ongoing

Collect Information Regarding SEO Performance: Look for any trends, Identify what is Working.

Stage 5: Review – Bi-monthly (requires input from USRS team)

Review SEO Results with US Radiology Specialists Team

Adjust campaign to achieve optimal results.

TIMELINE

» ONGOING SEO-OPTIMIZED CONTENT CREATION

- On Brand Social Media Campaign/Posts
- Blog Posts
- Videos
- Quizzes
- Infographics
- Trending Content
- How-To Guides
- Lists

RESEARCH, COPYWRITING, DESIGN, CHANGES

YOUR INVESTMENT

Digital Media Plan			
	Option 1	Option 2	Option 3
Tactic	Impressions/Clicks	Impressions/Clicks	Impressions/Clicks
Meta (Facebook) & Instagram Display	1,158,301	1,351,351	1,621,622
Display/Mobile	2,521,008	2,941,176	3,529,411
SEM	3,175	4,223	6,349
YouTube Trueview		83,333	1,000,000
Cost per Month	\$ 6,500.00	\$ 10,000.00	\$ 13,000.00
Annual	\$ 78,000.00	\$ 120,000.00	\$ 156,000.00

SEO	
Website Review	\$ 1,200.00
Performance/Security/Compliance	\$ 900.00
Total Phase 1-3	\$ 2,100.00

SEO	
Ongoing Bimonthly Maintenance	
Bimonthly Cost	\$ 300.00
Annual	\$ 1,800.00

SEO			
SEO Content Production	10 Hours	15 Hours	20 Hours
Cost per Month	\$ 1,000.00	\$ 1,200.00	\$ 1,500.00
Annual	\$ 12,000.00	\$ 14,400.00	\$ 18,000.00

Annual Budget Range			
	From	\$ 93,900.00	to \$ 177,900.00
Average Cost per Month		\$ 7,825.00	\$ 14,825.00



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This proposal is made on April 4, 2022, by Sky Advertising, Inc. The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modifications of fees due to the change of scope of the project will be submitted in writing and approved by client. This proposal is valid for 30 days. © All costs and ideas submitted in this proposal are intellectual property of Sky Advertising Inc. and are not to be used or altered without the consent of Sky Advertising Inc.



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LET'S DO GREAT THINGS TOGETHER

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