

INBOUND MARKETING 90 Day Planner - Q1 2015													
		5-Jan	12-Jan	19-Jan	26-Jan	2-Feb	9-Feb	16-Feb	23-Feb	2-Mar	9-Mar	16-Mar	23-Mar
Lead Gen Offer - DXA - hCG - Product B - Cardio													
	Jan through February and into March is all about resolutions, better one's self, and getting ones physical and mental health in check.												
	For Q1 the focus needs to be on Rock Creek's services that work from the inside out. DXA, hCG, Cardio, Lipo-b-injections, and nutraceuticals. Moving to the end of Q1, bring in the aesthetics to lead in to Q2 that should be a push to get ready for Summer by working on both the inside and the outside. *LASER HAIR REMOVAL will be significant focus - main service to push right now												
				Event 1/31			Event 2/21					Event 3/20	
EMAILS													
Segment lists to make email relevant	dr-mark-hrt-pts - all botox-juvederm - aesthetics	All		All	All		All	All	All			All	
Purpose		Specials / Event		Event - Specials	Specials / Event		Event this week	Event - Specials	Specials / Event			Event this week	
Action required	laser - aesthetics	Click to learn more and call to schedule		There's Still Time	Click to learn more and call to schedule		Still Spots Open	There's Still Time	Click to learn more and call to schedule			Still Spots Open	
Title	hcg-diet - Cardio, DXA	Newsletter		Event - Special Reminder	Newsletter			Event - Special Reminder	Newsletter				
	hydrafacial - aesthetics												
SOCIAL MEDIA													
Twitter			Specials, Event, Wellness, hCG, Peels, lipo-b-injections	Specials, DXA, Cardio, HTR, G-SHOT	Specials, Event, Facials, hCG, Injectables, Laser Hair Removal	Specials, Event, Wellness, weight loss, Pellet	Specials, Event, Peels, lipo-b-injections, DXA	Specials, Wellness, hCG, Cardio, HTR	Specials, Event, Wellness, lipo-b-injections, DXA	Specials, Event, Wellness, weight loss, skin care	Specials, Event, Facials, hCG, Injectables, Laser Hair Removal	Specials, DXA, Cardio, HTR, G-SHOT	Specials, Wellness, weight loss, Pellet, Peels
Facebook -			Specials, Event, Wellness, hCG, Peels, lipo-b-injections	Specials, DXA, Cardio, HTR, G-SHOT	Specials, Event, Facials, hCG, Injectables, Laser Hair Removal	Specials, Event, Wellness, weight loss, Pellet	Specials, Event, Peels, lipo-b-injections, DXA	Specials, Wellness, hCG, Cardio, HTR	Specials, Event, Wellness, lipo-b-injections, DXA	Specials, Event, Wellness, weight loss, skin care	Specials, Event, Facials, hCG, Injectables, Laser Hair Removal	Specials, DXA, Cardio, HTR, G-SHOT	Specials, Wellness, weight loss, Pellet, Peels
VIDEOS													
Artefill - Why you (Dr. Mark) chose it and recommends it to you (the patient)													
Product B - What is it? How to know it's time to get it.													
Laser Hair Removal - Why come to RCW as opposed to others													
BioTE - HRT - Pellet: Which is right for you?													
hCG and Renewed by Rock Creek three-phased program: easy as 1-2-3													
BLOGGING													
Target Audience			Wellness	Wellness	SPA	Wellness	SPA	Wellness	SPA	COMBO	SPA	Wellness	COMBO
Pain point or need			Wellness Appointments	Wellness Appointments	Laser, Event attendees	Wellness Appointments	Laser, Event attendees	Wellness Appointments	Laser, Event attendees	Laser, Event attendees	Laser, Event attendees	Wellness Appointments	Wellness/Spa appts for late Spring
Topic			Change From the Inside	Body Testing	Enhancing the Outside	hCG	Enhancing the Outside	Change From the Inside	Enhancing the Outside	Enhancing the Outside	Enhancing the Outside	Body Testing	Get ready for Summer now

Jan-March Calendar

RCW	January 2015		February 2015		March 2015	
Artefill Event						
	Friday, January 30, 15	\$650 syringe - Artefill	Friday, February 20, 15	\$650 syringe	Thursday, March 19, 05	\$650 syringe
		\$8 unit - Botox		\$8/unit - Botox		\$8/unit - Botox
Monthly Specials						
		O-SHOT / G-SHOT(OMG Shot)		FREE Consult - Pellet Therapy		LASER HAIR REMOVAL - 25% Off
		DXA Scan - 25% off		Same G-Shot special		Same G-Shot special
		\$100 off hCG program		Same DXA special		Same DXA special
		\$25 off HydraFacial		\$100 off hCG program		\$25 off HydraFacial
		\$50 Fire and Ice Peel		FREE Consult - Pellet Therapy		\$50 Fire and Ice Peel
		25% off any laser hair removal treatment		10% off any gift cert purchased		Lipo-b Injection - 25% off area
		10% off any gift cert purchased				10% off any gift cert purchased
Newsletter						
	Thursday, January 15, 15	Artefill Event	Thursday, February 12, 15	Artefill Event	Thursday, March 12, 15	Artefill Event
		Monthly Specials		Monthly Specials		Monthly Specials
		Phlebotomist		Pellet Therapy		Spa Time
		New Year - Better You!		hCG		Outside Enhancements
		Gift Certificates- for Valentines Day		Winter Blues		Between-Season Skin Care
Emails						
	1/6/2015	Monthly Specials	2/3/2015	Monthly Specials	3/3/2015	Monthly Specials
		Newsletter		Newsletter		Newsletter
	1/13/2015	All CTAs (segmented)	2/10/2015	Monthly Event	3/10/2015	Monthly Event
		Wellness and weightloss		All CTAs Feb (segmented)		Skin Procedures - 6 Weeks Prior to Sun Exposure
	1/20/2015	Monthly Event	2/17/2015	Monthly Event	3/17/2015	Monthly Event
		Gift Certificates for Valentines Day				All CTAs March (segmented)
	1/27/2015	Monthly Event	2/24/2015	Spring is right around the corner	3/24/2015	Q2 Specials Event
		Gift Certificates for Valentines Day				

Monthly PPC

Keyword	Campaign	Ad group [1]	Clicks	Impression [2]	CTR [3]	Avg. C [4]	Cost	Avg. positio [5]
chemical peel kansas city	Local	Aesthetics: Chemical Peels	4	32	12.50%	4.01	16.03	1.2
laser treatment skin	Local	Aesthetics: Laser Skin	3	68	4.41%	3.98	11.95	2.2
bioidentical hormones for men	Local	AM: Male HRT	2	76	2.63%	6.48	12.95	4.5
estrogen therapy	Local	AM: Estrogen	2	44	4.55%	5.74	11.48	2.0
chemical skin peel	Local	Aesthetics: Chemical Peels	2	88	2.27%	3.38	6.76	1.5
age management medicine	Local	AM: Age Management	1	3	33.33%	4.42	4.42	1.3
male hormone replacement therapy	Local	AM: Male HRT	1	8	12.50%	7.63	7.63	3.0
hormone replacement therapy kansas city	Local	AM: HRT	1	7	14.29%	6.33	6.33	3.6
natural estrogen replacement	Local	AM: Estrogen	1	13	7.69%	6.32	6.32	2.2
estrogen replacement therapy	Local	AM: Estrogen	1	8	12.50%	6.37	6.37	1.8
estrogen replacement	Local	AM: Estrogen	1	13	7.69%	3.49	3.49	2.2
lipotropic injection	Local	Aesthetics: Lipotropic	1	30	3.33%	1.28	1.28	2.0
lipotropic injections	Local	Aesthetics: Lipotropic	1	87	1.15%	2.84	2.84	3.0
laser skin treatments	Local	Aesthetics: Laser Skin	1	38	2.63%	3.93	3.93	1.9
age management services	Local	AM: Age Management	0	1	0.00%	0.00	0.00	1.0
testosterone replacement therapy	Local	AM: Male HRT	0	57	0.00%	0.00	0.00	4.7
male hormone therapy	Local	AM: Male HRT	0	17	0.00%	0.00	0.00	2.1
hrt for men	Local	AM: Male HRT	0	3	0.00%	0.00	0.00	5.0
hormone replacement for men	Local	AM: Male HRT	0	10	0.00%	0.00	0.00	4.3
hormone replacement therapy men	Local	AM: Male HRT	0	12	0.00%	0.00	0.00	3.8
hormone replacement therapy for men	Local	AM: Male HRT	0	5	0.00%	0.00	0.00	2.0
men hormone replacement therapy	Local	AM: Male HRT	0	5	0.00%	0.00	0.00	2.8
hormone therapy for men	Local	AM: Male HRT	0	5	0.00%	0.00	0.00	2.6
hormone replacement therapy for males	Local	AM: Male HRT	0	2	0.00%	0.00	0.00	2.0
bioidentical hormone replacement therapy for men	Local	AM: Male HRT	0	4	0.00%	0.00	0.00	4.0
testosterone therapy for men	Local	AM: Male HRT	0	5	0.00%	0.00	0.00	4.8
bioidentical hormone replacement therapy men	Local	AM: Male HRT	0	1	0.00%	0.00	0.00	6.0
replacement hormone therapy for men	Local	AM: Male HRT	0	3	0.00%	0.00	0.00	1.7
hrt men testosterone	Local	AM: Male HRT	0	1	0.00%	0.00	0.00	1.0
men hormone treatment	Local	AM: Male HRT	0	6	0.00%	0.00	0.00	4.7
testosterone replacement therapy kansas city	Local	AM: Male HRT	0	1	0.00%	0.00	0.00	4.0
hormone replacement therapy kansas city	Local	AM: Male HRT	0	19	0.00%	0.00	0.00	4.3
bio-identical hormone replacement therapy for men	Local	AM: Male HRT	0	8	0.00%	0.00	0.00	5.4
men bioidentical hormone replacement therapy	Local	AM: Male HRT	0	1	0.00%	0.00	0.00	1.0
hormone replacement	Local	AM: HRT	0	20	0.00%	0.00	0.00	1.7
hormone therapy	Local	AM: HRT	0	12	0.00%	0.00	0.00	4.0
hormone treatment	Local	AM: HRT	0	19	0.00%	0.00	0.00	2.8
hormonal replacement therapy	Local	AM: HRT	0	7	0.00%	0.00	0.00	1.6
bioidentical hormone replacement therapy	Local	AM: HRT	0	11	0.00%	0.00	0.00	3.9
bio-identical hormone replacement therapy	Local	AM: HRT	0	14	0.00%	0.00	0.00	3.4
bhrt	Local	AM: HRT	0	4	0.00%	0.00	0.00	3.5
replacement hormone therapy	Local	AM: HRT	0	28	0.00%	0.00	0.00	1.2
bio-identical hrt	Local	AM: HRT	0	8	0.00%	0.00	0.00	3.1
hormone replacement center	Local	AM: HRT	0	1	0.00%	0.00	0.00	4.0

Monthly PPC

Keyword	Campaign	Ad group [1]	Clicks	Impression [2]	CTR [3]	Avg. C [4]	Cost	Avg. positio [5]
hormone replacement doctors	Local	AM: HRT	0	2	0.00%	0.00	0.00	4.0
hormone replacement doctor	Local	AM: HRT	0	1	0.00%	0.00	0.00	3.0
hormon doctors	Local	AM: HRT	0	1	0.00%	0.00	0.00	1.0
hormon doctor	Local	AM: HRT	0	3	0.00%	0.00	0.00	1.7
hormone replacement centers	Local	AM: HRT	0	1	0.00%	0.00	0.00	3.0
hormone replacing therapy	Local	AM: HRT	0	1	0.00%	0.00	0.00	1.0
hormone therapy kansas city	Local	AM: HRT	0	1	0.00%	0.00	0.00	4.0
hrt kansas city	Local	AM: HRT	0	12	0.00%	0.00	0.00	1.0
kansas city hormone replacement	Local	AM: HRT	0	9	0.00%	0.00	0.00	2.4
hormone pellet	Local	AM: BioTE	0	4	0.00%	0.00	0.00	2.5
pellet hormone replacement therapy	Local	AM: BioTE	0	2	0.00%	0.00	0.00	4.0
hormone pellet doctor	Local	AM: BioTE	0	1	0.00%	0.00	0.00	3.0
estrogen hrt	Local	AM: Estrogen	0	4	0.00%	0.00	0.00	1.8
estrogen hormone therapy	Local	AM: Estrogen	0	11	0.00%	0.00	0.00	1.7
estrogen bioidentical	Local	AM: Estrogen	0	8	0.00%	0.00	0.00	2.1
bioidentical hormones estrogen	Local	AM: Estrogen	0	45	0.00%	0.00	0.00	2.1
dexa scan	Local	AM: DXA	0	12	0.00%	0.00	0.00	1.9
dxa scan	Local	AM: DXA	0	11	0.00%	0.00	0.00	2.3
hydrafacial treatment	Local	Aesthetics: HydraFacial	0	1	0.00%	0.00	0.00	3.0
hydrafacial	Local	Aesthetics: HydraFacial	0	26	0.00%	0.00	0.00	1.6
hydrafacial kansas city	Local	Aesthetics: HydraFacial	0	3	0.00%	0.00	0.00	3.7
face chemical peel	Local	Aesthetics: Chemical Peels	0	8	0.00%	0.00	0.00	1.8
chemical face peel	Local	Aesthetics: Chemical Peels	0	22	0.00%	0.00	0.00	1.4
facial chemical peel	Local	Aesthetics: Chemical Peels	0	37	0.00%	0.00	0.00	1.5
chemical peels	Local	Aesthetics: Chemical Peels	0	300	0.00%	0.00	0.00	1.5
chemical face peels	Local	Aesthetics: Chemical Peels	0	22	0.00%	0.00	0.00	1.7
facial chemical peels	Local	Aesthetics: Chemical Peels	0	8	0.00%	0.00	0.00	3.1
chemical peel treatment	Local	Aesthetics: Chemical Peels	0	8	0.00%	0.00	0.00	1.6
chemical peels kansas city	Local	Aesthetics: Chemical Peels	0	1	0.00%	0.00	0.00	1.0
professional chemical peel	Local	Aesthetics: Chemical Peels	0	7	0.00%	0.00	0.00	1.6
chemical peel treatments	Local	Aesthetics: Chemical Peels	0	2	0.00%	0.00	0.00	1.0
chemical peel for face	Local	Aesthetics: Chemical Peels	0	8	0.00%	0.00	0.00	1.0
chemical peels for face	Local	Aesthetics: Chemical Peels	0	103	0.00%	0.00	0.00	1.4
kansas city chemical peels	Local	Aesthetics: Chemical Peels	0	10	0.00%	0.00	0.00	1.5
lipotropic fat burner	Local	Aesthetics: Lipotropic	0	20	0.00%	0.00	0.00	3.5
mic injection	Local	Aesthetics: Lipotropic	0	1	0.00%	0.00	0.00	4.0
permanent laser hair removal	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	4.0
laser treatment for hair removal	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	4.0
laser hair removal clinic	Local	Aesthetics: Laser Hair	0	2	0.00%	0.00	0.00	4.0
laser hair removal treatments	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	4.0
laser hair removal clinics	Local	Aesthetics: Laser Hair	0	2	0.00%	0.00	0.00	5.0
best laser hair removal	Local	Aesthetics: Laser Hair	0	3	0.00%	0.00	0.00	2.7
laser hair removal center	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	1.0
laser hair removal for back	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	4.0

Monthly PPC

Keyword	Campaign	Ad group [1]	Clicks	Impression [2]	CTR [3]	Avg. C [4]	Cost	Avg. positio [5]
laser hair removal in kansas city	Local	Aesthetics: Laser Hair	0	1	0.00%	0.00	0.00	2.0
laser hair removal overland park	Local	Aesthetics: Laser Hair	0	4	0.00%	0.00	0.00	2.5
laser skin resurfacing	Local	Aesthetics: Laser Skin	0	47	0.00%	0.00	0.00	2.0
laser skin treatment	Local	Aesthetics: Laser Skin	0	4	0.00%	0.00	0.00	1.8
laser for skin	Local	Aesthetics: Laser Skin	0	45	0.00%	0.00	0.00	2.0
laser treatment for skin	Local	Aesthetics: Laser Skin	0	12	0.00%	0.00	0.00	2.1
kansas city laser skin resurfacing	Local	Aesthetics: Laser Skin	0	3	0.00%	0.00	0.00	1.0
laser treatment skin kansas city	Local	Aesthetics: Laser Skin	0	2	0.00%	0.00	0.00	4.5
Total - filtered	--	--	22	1651	0.0133	4.63	101.78	2.2
Total - Search	--	--	22	1651	0.0133	4.63	101.78	2.2
Total - Display Network	--	--	0	0	0	0	0	0
Total	--	--	22	1651	0.0133	4.63	101.78	2.2

- [1] Ad group: Group of keywords categorized by semantics that share the same set of ads..
- [2] Impressions: the number of times an ad displayed (from a search query)..
- [3] CTR: Click-Through Rate, the ratio of clicks to impressions expressed in percentage amounts..
- [4] Average CPC: average Cost-Per-Click across the date range for a particular keyphrase..
- [5] Average position: Average ad rank throughout a date range for a particular keyphrase..