



# Drive more patients to your exam lane!

## WHY CHOOSE US?

- ✓ Increase practice visibility over your competition in your local area
- ✓ Target new patients searching for Optometrists in your area
- ✓ Custom programs designed for your practice to bring in patients with very minimal time commitment on staff
- ✓ All prices include campaign management team and all advertising costs
- ✓ Our team handles all of the heavy lifting! All campaign build out and creative included

### TARGET PATIENTS BEFORE THEY SEARCH FOR YOU:

- Zip Code
- Household Income
- Home Value
- Family size
- Glass and contact wearers

### TARGET PATIENTS AS THEY SEARCH FOR YOU OR YOUR LOCAL COMPETITION

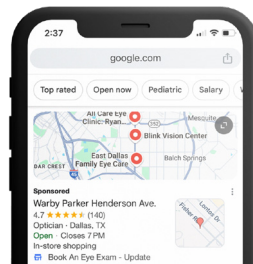
- Our team works on keyword build out with your approval
- Unlimited keywords, including your competition
- Only pay for clicks(PPC)
- Click to call for immediate conversion and appointment booking
- Clear ROI and patient increases



Campaigns start as low as \$2,000/month for ECR Members.

It's time to grow your practice!

SCENARIO 1



OR



#### Patient Searches for an Optometrist

A potential patient looks for an optometrist near them online.

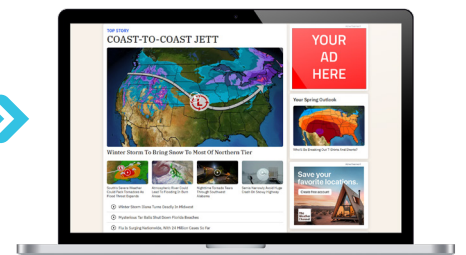
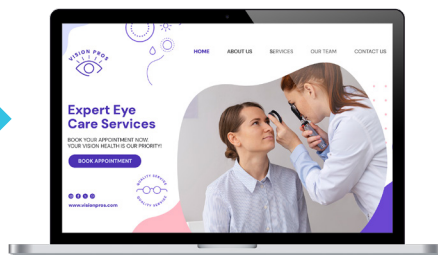
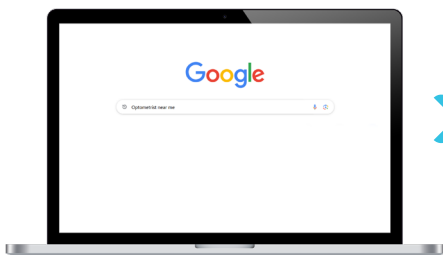
#### Clicks to Call Your Practice

They find your practice on Google Ads and they click to call to schedule an appointment.

#### Books an Appointment on Your Website

Impressed by what they see, they book online and schedule a visit.

SCENARIO 2



#### Patient Searches for an Optometrist

A potential patient looks for an optometrist near them online.

#### Visits a Competitor's Website

They explore a competitor's optometry website but do not book an appointment.

#### Your Ad Brings Them Back

As they browse other websites, your ad appears, keeping your practice top of mind and ultimately driving them to schedule an appointment with you.



PHONE  
214-396-9920



EMAIL  
AAllen@JSJDMedia.com



ADDRESS  
500 N. Central Expressway, Suite 231, Plano, TX 75074