

## SIGHTPATH CREATIVE CAMPAIGN

# SOCIAL MEDIA AND DIGITAL MANAGEMENT

**GOALS:** Create clinic awareness and generate patient engagement



The Sightpath Creative Social Media & Digital Management services handle the following to keep your staff focused on what really matters: the patient.



### Content Creation

All we do is eyes! Our creative team regularly researches and creates eye-related content to post on your social channels. In addition to our curated content, our team works in tandem with practices to share individual practice photos (which you provide) to build engagement and help patients feel connected with your staff.



### Monthly Blog

Practices receive a monthly blog featuring the topic of the month to post on your website. Our team also links the blog to your social channels. Blogs help maximize SEO, engage followers, and keep your website updated with new content.



### Reputation Management

When a patient searches for your practice, what do they find? We make sure your digital presence is strong by claiming and monitoring all online review sites (Healthgrades, Yelp, WebMD, Vitals, Google My Business, etc). Did you get a bad review? Did you add a new doctor to your practice? Our team makes those updates online for you!



### Platform Development

Whether starting from scratch or reviving a current social platform, our digital team keeps your digital footprint active and updated. We regularly schedule posts 3-4 times per week (variable per platform) with eye-related practice material and fun holiday themes. We provide continual feedback on best social practices and ideas for growth, bringing in new leads.

At Sightpath Creative, our team partners with your practice to provide expert support. We stay up-to-date with the changing social landscape through seminars, online research, community news, and more, ensuring that your digital presence is optimized. Plus, think about how much time your staff could save if we're doing the heavy lifting!

Contact us today for your complimentary digital analysis!