

Direct Primary Care Marketing Solutions for practices of all sizes

BOOK A CALL



At Exec Cast, we're dedicated to growing your Direct Primary Care practice through building long-term relationships with your community.

That's why each of our packages features everything your DPC practice needs to grow, without unnecessary bloat or non-targeted work that doesn't help your practice thrive. Everything is specifically designed to grow your customer base.

Read more about our DPC marketing packages here and book a call with one of our experts today to discuss options for your practice.



Foundations

- DPC Marketing Analytics Dashboard for quick, easy access to all the key metrics you need to know what's working – and what isn't. Fully customizable to show all your metrics in one place.
- Quarterly Marketing Strategy



Growth (most popular)

- DPC Marketing Analytics Dashboard
- Monthly Marketing Strategy Meeting
- Custom Clinic Growth Formula



Ultimate

- DPC Marketing Analytics Dashboard
- Monthly Marketing Strategy Meeting
- Custom Clinic Growth Formula Roadmap for your practice
- Website optimization kit including

Meeting With your Expert Account Manager to see your practice's growth by the numbers and get recommendations for the marketing tactics you should be focusing on.

BOOK NOW

- Customized Content & Marketing Roadmap for your practice
- Website optimization kit, including SSL setup and ongoing SEO
 - Monthly Blog post written by our expert copy team
 - Quarterly Design Items including rack cards, business cards, etc.
 - Weekly DPC Social Media Marketing Posts
 - Access to our DPC Content Library for use in your practice, with blog posts, eBooks, web articles, & more.
 - Monthly DPC newsletter
 - The Primary Care Review System & ongoing reputation management
 - Newsletter sign up setup & management

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- Monthly DPC newsletter
- The Primary Care Review System & ongoing reputation management
- Newsletter sign up setup & management
- **Monthly Sales & Marketing** training for your front desk or admin staff to close more business for you.
- Monthly Sales & Marketing training for clinical staff
- An extra blog post every month to boost your SEO
- The DPC Referral system to bring in word of mouth business
- Chat bot setup
- The Customer Value system SOP
- **PLUS: Get a Complete Website Re-Design Featuring our Perfect Practice website Included at no additional cost.**

BOOK NOW

Foundations



Our Foundations program gives you all the measurement tools you need to keep a pulse on your practice, without setting up numerous analytics platforms and checking dozens of sites each morning. We'll give you every stat you need to know at a glance – without having to be a data scientist to figure out what's important for your business

Our Foundations dashboard features all of the information every practice owner wants to know about their business, such as:

- Website visits & month-over-month change
- New & recurring revenue with our QuickBooks integration
- Total new leads through your website, front desk, and social media
- New shares, comments, and social media engagements
- Total new reviews & user sentiment
- ... and a whole lot more

You'll also get a quarterly marketing meeting with your account manager who will help walk you through every aspect of your business analytics.

Foundations is a great starting point if you just want to get a pulse on your business, but aren't ready to sign up for done-for-you services just yet.

BOOK NOW

Growth

Our growth plan is perfect for DPC practices who are happy with their website and web presence, but just need some help with the heavy lifting of ongoing marketing activities. Our growth plan has access to all of the data & analytics of



the Foundations plan, with the added advantage of tapping in to our network of experts dedicated to accelerating your growth.

You'll receive a custom growth plan tailored to your business, and access to our marketing team to implement it for you.

That means you'll receive:

- Done-For-You email marketing campaigns and newsletters.
- Website optimization and hours of ongoing Search Engine Optimization (SEO) so you rank higher for all-important keywords in your area.
- Done-For-You blog posts and content.
- Ongoing design work each quarter tailored to your needs.
- **Weekly** social media posts and ongoing social media management & analytics tracking.
- Reputation management and our DPC review system to build your practice's notoriety in your area.
- Email marketing sign up setup for your website, so every website visit can turn into a patient.

Plus, you'll get ongoing monthly meetings with your account manager, who will break down everything our team is doing to help you grow your practice while you focus on what matters most: serving your patients.

This system is perfect for new and growing DPCs who know that relying on just their front desk and ad-hoc marketing isn't enough to grow their practices. Ready to get started? Click the button below to book a free consultation:

[BOOK NOW](#)

Ultimate



The Ultimate DPC marketing plan is for practices that are ready to grow and know they need help to do it. You'll receive a complete website overhaul to ensure your practice is set up for success from the get-go. You'll also receive comprehensive training for your team

This of course, is in addition to everything you receive in the Growth and Foundations plans.

That means, on top of everything else listed above, you'll receive:

- A complete website re-design, tailor-made to build your practice from the ground up. This website will include:
 - Custom, mobile responsive web design
 - Monthly hosting, updates, security, and support
 - Interactive content pulled from our DPC content library
 - Appointment request forms
 - Lead capture to grow your list of potential patients &/or waitlist
 - Full SSL & ground-up SEO setup
- TWICE as much content for your website every month, giving you better chances to successfully rank for all important local keywords in your area.
- Chat-bot setup so you can have an automated response to every customer inquiry, instantly!
- Our Standard Operating Procedure for adding value to your customer relationships so they return again and again, and are far more likely to become raving fans who leave reviews and refer new business.
- The DPC referral system to build up your referral base in the area. From excited clients to other businesses, you'll be the talk of the town in the right way.
- And you'll receive monthly training from our expert team on sales and marketing tips and tactics, so your front desk, administrative staff, and clinical staff are all well-versed in how to communicate with customers and help grow the business.

Our Ultimate plan is perfect for clinics who are ready to hit the ground running and build their practice with all of the foundational elements that make for a great marketing plan. If you're ready to get started with the Ultimate DPC marketing plan, or just find out which of these plans is right for your business, click the button below and get started now.

[BOOK NOW](#)

Office Hours

M-F 8:00 AM - 5:00 PM ET

Call Us

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Email Us

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