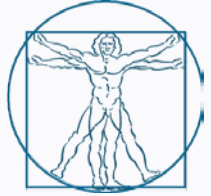
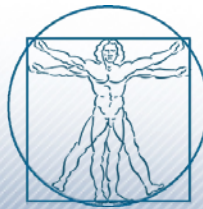


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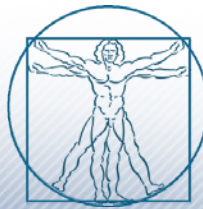


# Website & Branding Solutions Proposal



## Build a Brand – Not Just a Website

- Creating a website for your business is an investment in a 24x7 advertisement that defines your practice's brand.
- But a website by itself isn't enough to differentiate your medical services...



## All Physicians Need a Branded Online Identity

- Social media channels like Facebook and Twitter are free and pose opportunities to enhance your brand while promoting your services.
- 69% of active web users visit Facebook at least once per month and more than 1 billion people use social media.
- An April 2011 study by PricewaterhouseCoopers found 1 in 3 U.S. consumers use social media to find and recommend medical services.



## Gain an Edge With a Branded Digital Presence

- Carr Web Design works directly with clients using a proven model to provide logo design, website design and print materials at affordable prices.
- Approximately 1 in 2 medical practitioners does not have a website.
- Developing an online identity can easily result in ROI from new patients who find your website.



## Benefits of an Online Brand

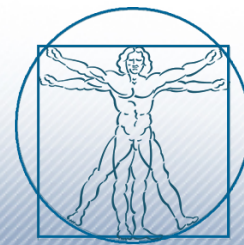
- Enhances the credibility of your practice.
- Allows prospects and patients to easily find who you are and what you do.
- Reduces phone calls about office hours and services, freeing up time for office managers.
- Patients can download and print forms prior to office visits.





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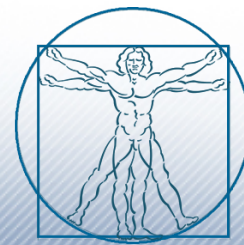


## Website Example

Personalized branding that can be repurposed for print materials.



Social Media implementation and content strategies to build your brand and promote your services.



## Sample Brochure

