

Encore

Building an Allbound Machine

How Sales & Marketing can thrive in harmony!

B2B SALES &
MARKETING
EXCHANGE

 #B2BSMX

About Us



Kevin Dorsey - Vice President of Inside Sales

Top 10 Inside Sales Leader, TOPO Sales Development Exec of the Year, other random made up awards. I think like a marketer act like a salesperson.



Jared Jost - Vice President of Marketing

Revenue focused marketer with experience building demand generation programs for B2B companies across multiple verticals.

About PatientPop

We provide a platform for independent healthcare providers to promote their practice online, attract patients, and retain them for life.

- Target audience: Independent Healthcare practices
- Length of sales cycle: 28 days
- # of decision makers: 1-3
- Competitive market dynamics: crowded with point solutions, consultants and a DIY mentality

The Challenge

Demo book rates were OK, but could be so much better

Inbound and Outbound were operating in silos without strong collaboration

Production and activity volume were low and unpredictable

The Strategy

Take the best from Sales and Marketing and truly work together to improve

- Create a feedback loop across Inbound and Outbound
- Have regular meetings involving all parties
- Have the TOUGH conversations!

Integrate Inbound and Outbound activities with a scalable process

The KPIs

Tracking activities and outcomes

- SDR activities: time to first touch, # of touches
- Performance by asset: Demo book rates, win rates
- Demo metrics: DM v Influencer performed, days to perform

Goal: Build the buyer's journey to purchase through the metrics

Keywords and Ad Copy

Marketing knows prospect behavior better

Infuse what works in marketing into sales outreach

Common objections- problem based language

Keywords and Ad Copy

 **PatientPop**
Sponsored · 

72% of patients say their first step in finding a new doctor is checking online reviews.



PATIENTPOP.COM
How do you compare to local competitors? [Learn More](#)
Find out instantly!

 Like  Comment  Share

Subject Your online reviews

Hello Dr. {{last_name}},

Love them or hate them online reviews have changed the way doctors run their practices forever.

"Almost three-quarters (72%) of patients use online reviews as their first step in finding a new doctor" - Software Advice

Now I haven't been to your practice, but I have to assume you have more happy patients than what your reviews show right now [INSERT IMAGE OF REVIEWS], and I'd like to help you change this.

In fact, the easiest place you can really stand out against your competition is just having more and better reviews.

This is just one of the many things that PatientPop is already doing for over 3,000 doctors all across this country to help them get found more, picked more, and make

WWTCS - Exercise

Interview 30 Customers and Ask the following

- What does our product do for you?
- Why did you buy?
- What problem were you hoping to solve?
- What were you afraid of?
- What has changed the most since you purchased?
- What is your favorite part of our product?

Content & Conversion Rate

Content for each stage of the buyer's journey

Identify top performing content assets

Integrate top performers into Outbound campaigns and build a “Super” cadence

Content & Conversion Rate

5 ways your practice can outpace the competition

Learn how to stand out against healthcare competitors so more patients choose your practice.

Watch the webinar for free

By providing your information, you will automatically receive practice growth content, news, and other promotional offers from PatientPop.

Staying ahead of your healthcare competitors involves much more than providing unique, quality care. Watch this healthcare practice competition webinar to learn:

- Why you should focus your practice marketing efforts online
- Steps to online success for healthcare practices
- How PatientPop helps healthcare practices outpace their competitors

Download the free whitepaper

2019 healthcare providers survey report: online reputation management

The second edition of the healthcare provider survey report identifies year-over-year online reputation trends and reveals how practices can move ahead in their market.

Full Name*

Email*

Phone*

Practice Name*

of providers at practice

By providing your information, you will automatically receive practice growth content, news, and other promotional offers from PatientPop.

[Download](#)

Testimonial Quotes- Ideally categorized by practice type (Dental, Ortho, etc)

"In our first year with PatientPop, we have seen incredible results. We've been with multiple companies in the past and nothing rivals PatientPop."

- SARAH SPECK, MD, FACC

"The process to join PatientPop was efficient and easy. We are already seeing results after just two months."

Amy Alberse, Coordinator at CorCareTX

"We have seen incredible results with PatientPop. Nothing rivals the SEO and analytics PatientPop provides." - Justin Klein - Back Total Health

"This is the best SEO I've ever had. The scheduling, profile review, and web presence have been great. I would, and have, recommended PatientPop to colleagues."

- David Bray - MD Plastic Sun Images/Product Shots

"We couldn't be happier with PatientPop. OB-GYN:

the same as other companies, but it

- Kaiulani Morimoto - MD - PI

CASE STUDY

Seattle cardiology practice doubles new patients

- Practice size: 2 providers
- Specialty: Cardiology & Internal Medicine
- Location: Seattle, WA

Sarah M. Speck, MD, FACC

"We've seen a huge increase in web traffic and have a steady stream of new patients who've discovered us."

312%
growth in organic search traffic

518%
increase in new patient appointments

Page 1
ranking on Google for location and specialty

Dr. Amersi

Orthopedic Surgeon:

107%
increase in appointment requests

356%
increase in site visitors requesting appointments

109%
increase in new patients

Aligned Campaigns

Align on target audiences, content, and cadences for campaigns

Coordinate execution across multiple channels - display, direct mail, email, call, video

Bring engaged audiences into retargeting

Disposition leads that do not make it to an opportunity into nurture programs

Aligned Campaigns



Subject A package in the mail for you

Arial 11

Hi Dr. {Name},

Keep an eye on your mailbox! I've sent something as a small token of appreciation for all that you do as a doctor in honor of Doctor's Day on March 30th.

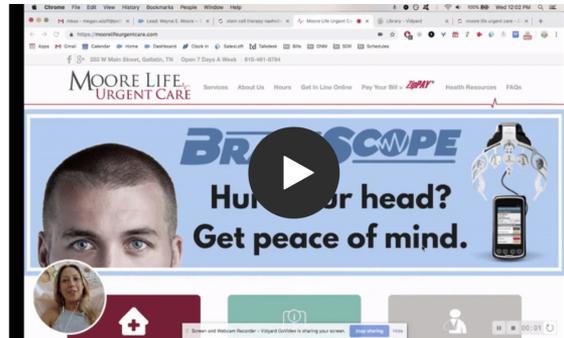
PatientPop exclusively works with doctors to improve their online presence, attract more patients and equip them with tools to provide a better patient experience.

Take this practice scan and see how PatientPop can help your practice:
<http://patientpop.com/doctorsday>

Let me know if you receive our package!

Best,
Cody

Vidyard GoVideo Recording



PatentPop
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The first step to creating a thriving practice is knowing where you stand today.

PATIENTPOP.COM
Are you realizing your full potential?
Instantly see how you compare to other practices in your... [Learn More](#)

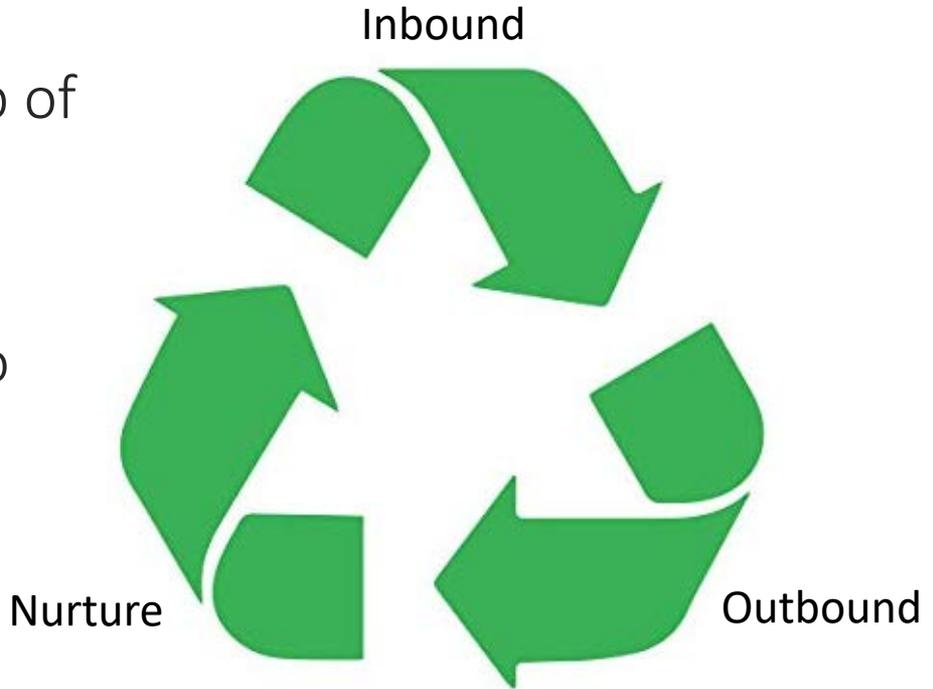
Like Comment Share

Lead Nurture

Re-engage prospects through top of funnel content and campaigns

Engagement moves them back to Outbound

Rinse and repeat



The Tools

- Sales process & communication tool
- Marketing automation platform
- Direct mail integration
- Meeting scheduling/routing
- Copywriting services
- Video prospecting
- Sales call recording and analysis



Did it work?

- 60% YoY increase in marketing-sourced revenue
- 70% decrease in time to first touch
- 27% increase in demo book rates on marketing generated leads
- 12% increase in demo performed rate
- Outbound rates - Have more than double OB team meeting production
- Win rates / Revenue - New highs in wins, ACV, and total revenue production

Takeaways

Close the loop between sales and marketing - apply the best of both worlds

Enable Allbound approach to engage prospects through online and direct channels

Test, measure, optimize... repeat



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