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JYI Scope of Services Since 2020

- Manage Healthcare Reputation Management Solution – 25%
  - Resident experts and maintain vendor relationship w/ Rater8
  - Oversee "negative and positive review" process
  - Respond to 100% of Google and FB reviews
  - Reporting

- Manage Website – 15%
  - Page/content updates
  - Landing Page development
  - Podcast
  - Blogging
  - Website & SEO Reporting

- Manage Social Media Strategy – 40%
  - Graphic Design + Content development
  - Posting and responding to engagement
  - Social Ad Management – targeted ad campaigns

- Manage Referral Networking Strategy – 10%
  - In market networking, office visits
  - Geo and specialty practice (PT) focus
  - Event Marketing

- Video Development – 10%
  - 2 projects currently
  - 36-year JY Legacy
  - Doctor / Patient Testimonials

- Other – OT
  - Liaison w/ Physician teams and Leadership team
  - Lead weekly JYI Marketing Sessions – w/ agenda
  - Promo products
    - magnets, highlighters, calendar, pic frames, etc.
  - 24/7 availability

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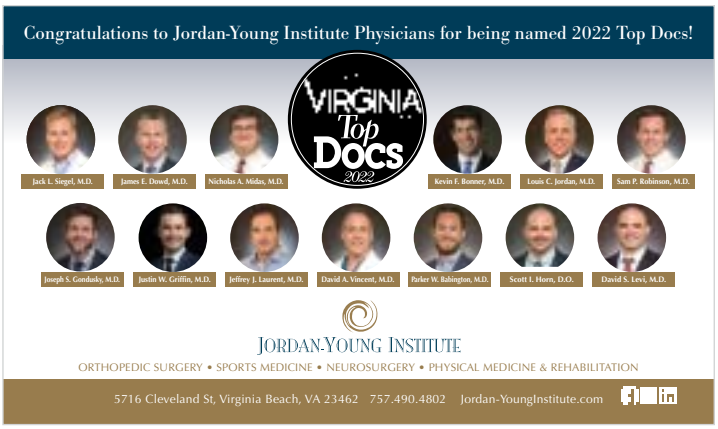
Print (Ads, Newsletter, Brochure, Flyers, Posters, Banners)

calendar

newsletter

print ads



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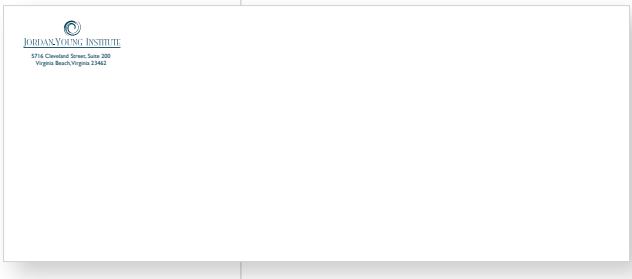
Print (Ads, Newsletter, Brochure, Flyers, Posters, Banners)

posters

physician flyer



letterhead/envelope

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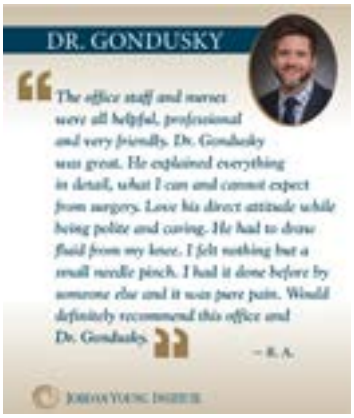
Social Media



testimonials/reviews

holidays

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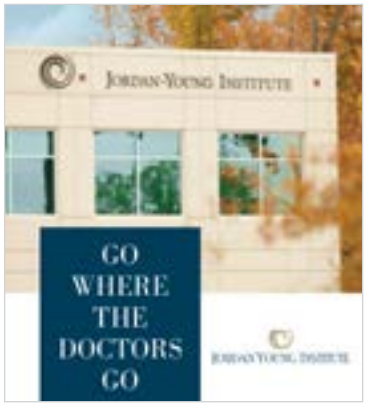
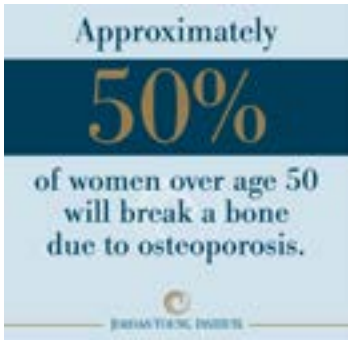
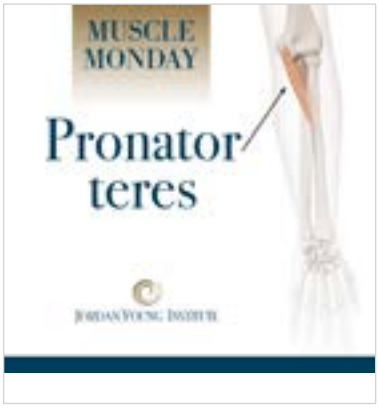
Social Media

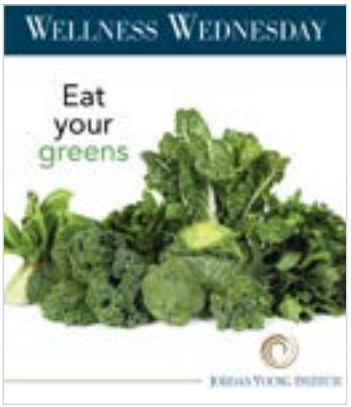


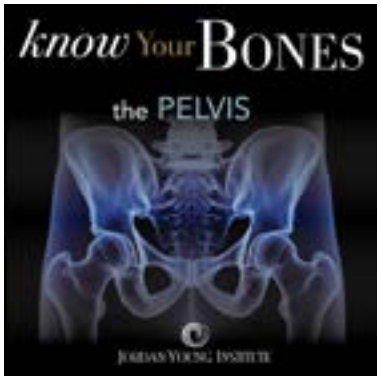
branding

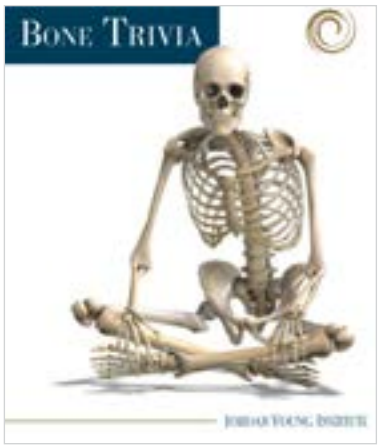


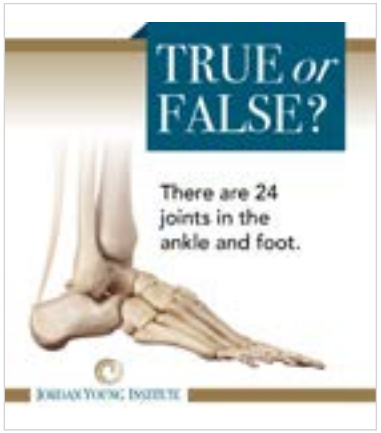
statistical

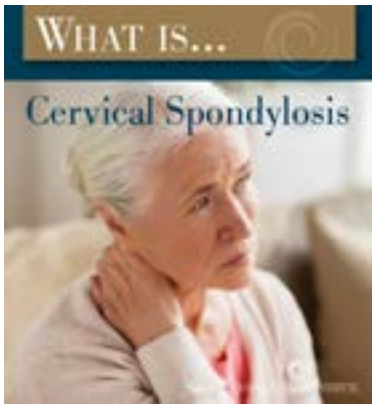












day specific/engagement

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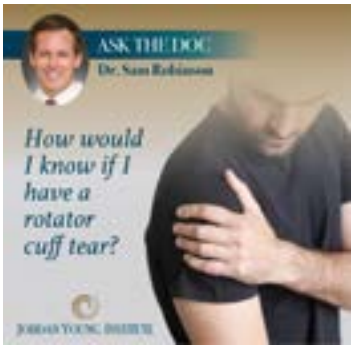
Social Media



achievements/orthopedic authority

employment

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Social Media

motivational

humor

employee engagement/internal events

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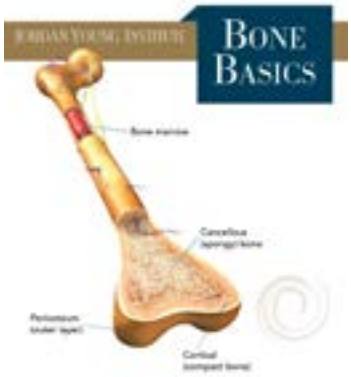
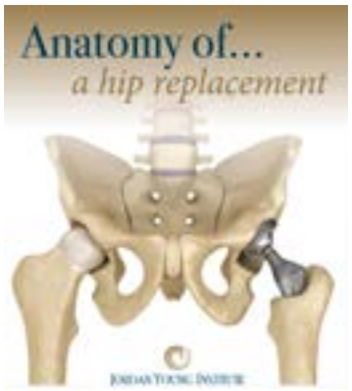
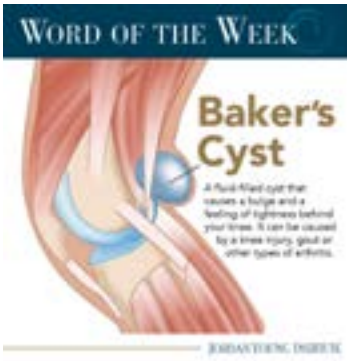
Social Media







general educational

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Video

Hiring & Recruitment: https://www.jordan-younginstitute.com/employment-opportunities.html

Podcast: Know Bones About It

Educational Video and Patient Testimonials in development: Bonner Patient Testimonial Video.

JYI The Legacy Video - in development

Banners, Digital Ads + Website Landing Pages

AdImpact Creative Capabilities and Execution Plan

Typical Client Execution Plan: (client example)

Aligned Ortho - Creative Services Director Portfolio