

Restaurants



CREATE. BUILD. OPTIMIZE.

Mission, Vision, and Values



Mission

To help 15,000 **businesses** become more **profitable**, *functional*, and **higher** performing by 2025. We pride ourselves on creating seamless business processes to help **businesses** stand out in their **marketplace**. We create, build, and optimize many different **processes** with in a business. Our fully-functioning **seamless processes** helps any business remain in the green, stand out in the **marketplace**, and help create a fail-proof **business model** to generate more money.

Vision

Our vision is to create build and optimize medical companies to help them remain profitable and stand out.

Values

We pride ourselves on helping businesses ethically stand out in the marketplace and create data driven lead generation strategies.



CREATE. BUILD. OPTIMIZE.



Services that we offer.

Here at **Create Build Optimize** Medical we provide medical businesses and **practices** the guidance to stand out in there marketplace. We offer Website design, Search Engine Optimization, Reputation Management, Content Creation, Pay Per Click, Sales Funnel Creation, Social Media Growth/Content creation, Local, B2B referral program design, EHR and Tech **Integration**, Local, Creative Branding, Staff Training, and Data and Analytics.

We've created a proven system to help any medical business attract more customers, get more business, and make more money.



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● Website Design

Your website is the first impression that your customer gets of your business. Now more than ever, your website business will make or break the perception of your business. There are many aspects that you can portray with your business.

● Search Engine Optimization

Search engine optimization is the process of optimizing web pages and their content to be easily discoverable by users searching for terms relevant to your website. The term SEO also describes the process of making web pages easier for search engine indexing software, known as "crawlers," to find, scan, and index your site.

● Reputation Management

Online reputation management services are designed to help you build and maintain a positive online image. They use a variety of tactics to replace defamatory or unflattering web content with information that shows you or your business at its best.

● Content Creation

Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format.

● Pay Per Click

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC.

● Local

We work hard to generate a daily inflow of high-quality, targeted followers that are ready to engage with your content and buy from you.

● Data and Analytics

What separates you from competitors? What makes you ahead of the pack?

● Video Marketing

How will you reach your target consumers? Direct marketing, social media, ads, partnerships – identify the effective ways to reach them.

● Tech Integration

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

● Paid Media

What are the specific characteristics of your early adopters?

● Analytical Dashboard

Analytical Dashboard is the best place to get in the

● Creative Branding

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

Get more **Business.**
Get more **Sales.**





Website design

Highly Converting and Promotional Video

A SWOT analysis maps out your company's path towards your goals by identifying strengths and weaknesses (internal attributes) and opportunities and threats (external conditions). Uncover your company's competitive position with these guiding questions. Use the blank framework on the next page to start filling out your own SWOT analysis.

● **Aesthetically Pleasing**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Attract more leads**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Convert traffic into leads**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Creative branding**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



● **Custom Business Photography**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Attract more leads**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Convert more customers**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Promo Business Video**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Search Engine Optimization

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment-of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution.



● **23-Point Optimization**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Backlinking**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Market Research**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Optimization**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



● **Competitive Analysis**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Content Strategy**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Strategic Planning**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Optimization**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Reputation Management

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution



● **Vitals/Web MD**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Google Business Reviews**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Yelp Monitoring**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Bad Review Monitoring**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Pay-Per Click

Pay-per-click (PPC) marketing is a complex digital marketing channel. It presents a significant opportunity for digital marketers to grow their traffic and conversion metrics. But without a smart strategy and careful tactics, pay-per-click can cause major headaches.

The most common PPC ad format appears on search results pages of search engines like Google or Bing. Advertisers have the opportunity to place their brand, product, or service front and center in the form of an ad that targets a specific keyword or behavior. The benefit of this is getting more traffic to your website.



● **Market Research**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Split Testing**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Keyword Targeting**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **High ROI**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Social Media

Clearly defining your company's mission, vision and values is a powerful way to align your team and reach your goals. Use the blank framework on the next page to start filling out your own mission, vision, and values.



● **Social Media Content Strategy**

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

● **Social Media Targeted Growth**

Activities that facilitate evaluation
Convert those who are aware into leads

● **Social Media Profile Optimization**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision



Creative Branding

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution





● **Graphic Design**

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● **Brand Aesthetic**

Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● **Visual**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets



● Videography

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● Promo Video

Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● Branding Board

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets

B2B Database

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution





● Referral System

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● Market Research

Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● Contact Strategy

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets

Data and Analytics

As an enormous amount of data gets generated, the need to extract useful insights is a must for a business enterprise. Data Analytics has a key role in improving your business. Here are 4 main factors which signify the need for Data Analytics: Gather Hidden Insights – Hidden insights from data are gathered and then analyzed with respect to business requirements. Generate Reports – Reports are generated from the data and are passed on to the respective teams and individuals to deal with further actions for a high rise in business. Perform Market Analysis – Market Analysis can be performed to understand the strengths and the weaknesses of competitors. Improve Business Requirement – Analysis of Data allows improving Business to customer requirements and experience.





● Google Analytics

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● Social Media Metrics

Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● Phone Call Tracking

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets

Video Marketing

Video marketing can be used for everything from building customer rapport, to promoting your brand, services or products. Additionally, video marketing can serve as a medium to present how-to's, promote customer testimonials, live-stream events and deliver viral (entertaining) content.





● **Produced Video Content**

Activities that facilitate awareness

Make your target audience aware of the problem you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● **Keyword Research**

Activities that facilitate evaluation

Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● **Video Optimization**

Activities that facilitate conversion

Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets

● **Vitals/Web MD**

What advantages does your company have? What do you do better than anyone else? What are your unique selling points?

● **Google Business Reviews**

What changes in technology, policies, and social patterns can be a growth opportunity for the company?

● **Yelp Monitoring**

What areas can you improve on? What does your company lack? What things do your competitors do better than you?

● **Bad Review Monitoring**

What are the obstacles to your company's growth? Who are your competitors? What changing factors can threaten your company's position?



Tech Integration

We help medical companies integrate the best EHR and CRM systems into their company.





● **EMR**

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

● **CRM**

Activities that facilitate evaluation
Convert those who are aware into leads

- Discounts
- Exclusive offers
- Free trial
- Event

● **Point of Sale**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

- Demo
- Feedback
- Success stories
- Comparison sheets

Linked In Optimization

A strategy, a list of tactics, and knowing how to execute them are integral in the attainment of your company goals. Use the blank framework on the next page to start filling out your own strategy, tactics, and execution





- **Optimize your Professional Linked In profile**

Activities that facilitate awareness
Make your target audience aware of the problem you're addressing and how you're solving it

- **Scripted Linked In log out**

Activities that facilitate evaluation
Convert those who are aware into leads

- **Scheduled Networking Calls**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

Local

Local marketing -- also known as "location-based marketing" and "neighborhood marketing" -- is the process of optimizing your website and online advertising to help drive foot traffic and awareness in localized regions.

Local marketing leverages this, giving you tools, tactics and strategies to make it easier to convert that local traffic into sales, either online or in person.





- **Phone call tracking**

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

- **Local Search Optimization**

Activities that facilitate evaluation
Convert those who are aware into leads

- **Scheduled Networking Calls**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

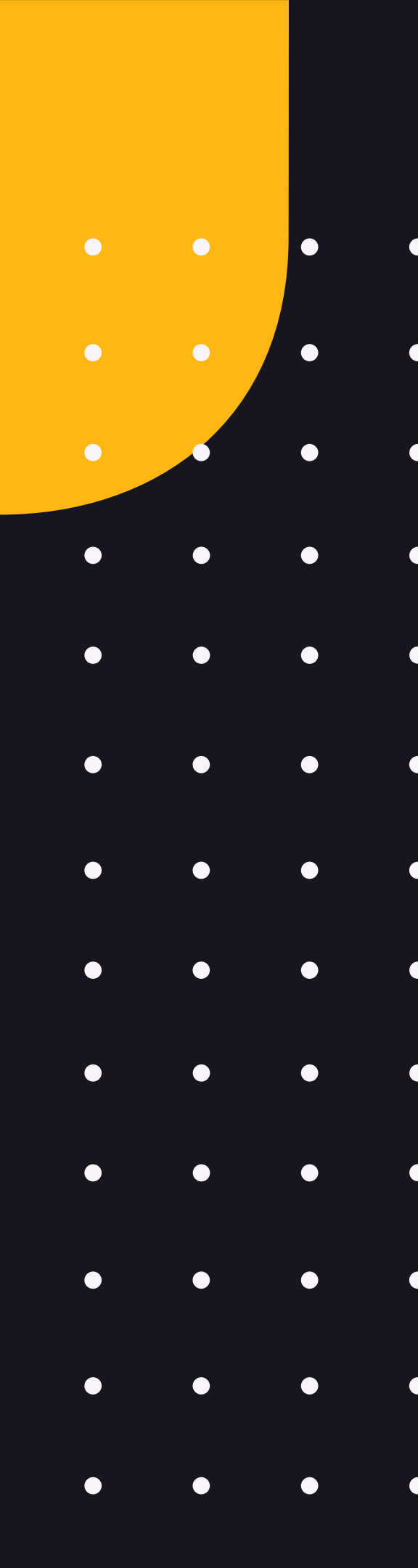


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Engagement Marketing

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- **Follow up Email Marketing Engagement**

Activities that facilitate awareness
Make your target audience aware of the problem you're addressing and how you're solving it

- **Text Message Engagement**

Activities that facilitate evaluation
Convert those who are aware into leads

- **Automated appointment experience**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

Analytical Dashboard

Here at Create Build Optimize we provide you with an analytical dashboard to see where your phone calls are coming from. We assist with seeing where your patient flow came from. The benefits of having this allows the business to see where there traffic is coming frpm.





● **Traffic Analytics Report**

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

● **Google local listing analytics**

Activities that facilitate evaluation
Convert those who are aware into leads

● **Call Tracking**

Activities that facilitate conversion
Guide the leads in making an informed purchase decision



● Referral Origin

Activities that facilitate awareness
Make your target audience aware of the problem
you're addressing and how you're solving it

● Many Integrations

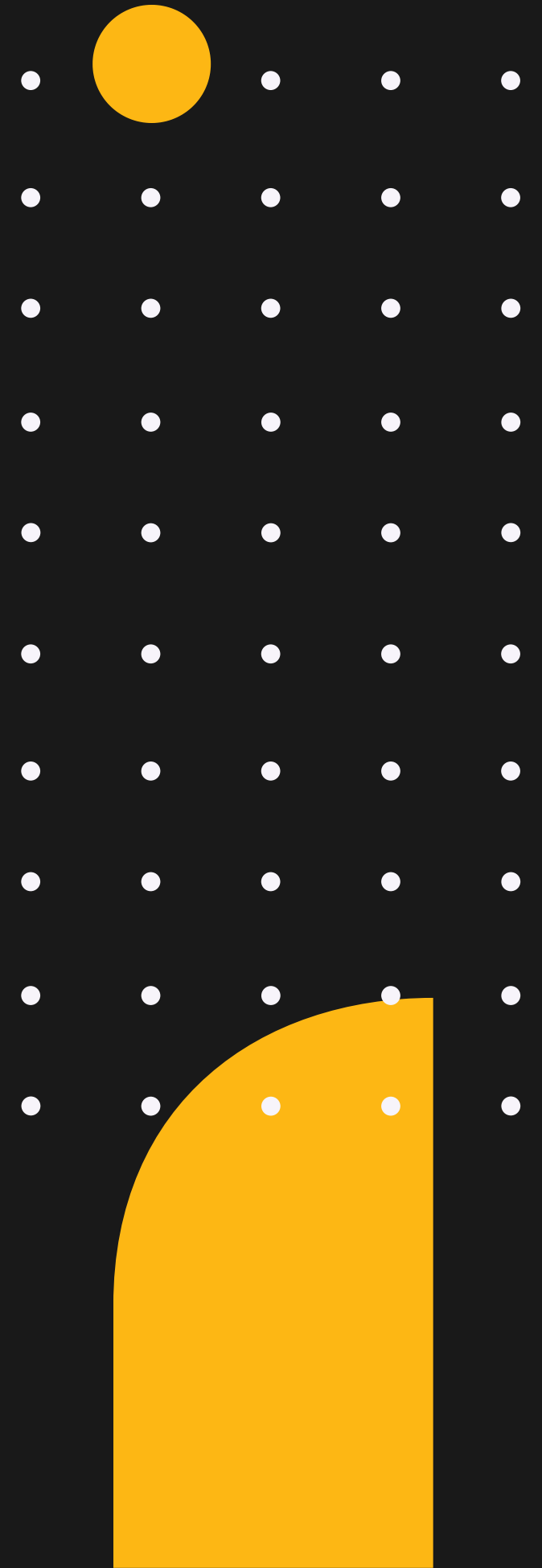
Activities that facilitate evaluation
Convert those who are aware into leads

● Analytics Reporting

Activities that facilitate conversion
Guide the leads in making an informed purchase decision

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