

MD Clients is the newest division of WOM Communications, which is headquartered in Sherborn, Massachusetts, United States. WOM Communications is an online marketing provider that has been growing steadily over recent years. WOM has received such a demand for online medical marketing that they had to create a new division to service the growing niche market.

History

MD Clients has been in business for a year now and their list of clients has been growing steadily. They specialize in helping medical professionals from around the country to get exposure for their practice and bring in new clients. To accomplish this, MD Clients focuses on a combination of non-traditional marketing techniques to bring healthcare professionals legitimate leads, higher traffic and a greater local exposure for their practice.

Services

MD Clients offers all of the standard services that are expected from an online marketing provider but they are not limited by them. Online marketing is a constantly evolving field and MD Clients stays on the cutting edge. They have gained a reputation for their holistic approach to online medical marketing. Where other companies may take an either/or approach to online marketing, MD Clients often blends different techniques to provide their customers with a more complete package.

Basic Services

These are the standard services that are used to provide a strong foundation for any successful medical marketing campaign. They include:

- **SEO-friendly, HIPPA/PHI-safe Website Design & Implementation**
- **Website hosting on a server with a medical IP address**
- **Landing Pages and Micro-sites to help create a sales funnel**
- **Live customer and tech support**
- **Traditional advertising services such as the creation of banners, flyers and other print style marketing materials**

Social Media Integration

MD Clients uses a wide assortment of emerging technologies to bring maximum exposure to medical websites . One of the most successful is the integration of social media into the clients online marketing campaign. MD Clients realized early on that when a potential patient wants to change doctors, the first thing that they do is ask for referrals. They ask friends, neighbors and family members because they want to find a medical practitioner that they can trust. MD Clients uses Facebook, Twitter, LinkedIn, and Yahoo Answers to build awareness of the clients medical practice and connect them with new patients. MD Clients also uses blogging and article marketing to build a buzz around their clients website.

Organic Versus Paid SEO

There is an ongoing argument between online marketing professionals about whether it is better to use an organic approach to SEO or use a Paid approach. Each has its own advantages and disadvantages. Organic is very slow to build properly but it is free and once it gains momentum it will continue on its own with very little input. Paid SEO is very quick to get started but it costs money and once the payments end, so will any of the benefits associated with it. MD Clients combines the two approaches to offset their disadvantages and provide a marketing campaign with both short and long term benefits.