



Wellness Marketing has never been easier, more streamlined, or more cost-effective!

Campaign Wellness has redefined how our industry markets itself. Call us to learn how.

- Pre-Built Aesthetic Content
- Choreographed Marketing Campaigns
- Email Marketing
- Personalized Direct Mail
- Point-Of-Sale
- Banner Ads/PPC
- Website Management
- Landing Pages
- Complete Response Tracking
- Online Gift Certificates
- Appointment Requests
- Coupon Creation Tool
- Before and After Flash Photo Galleries

“Organizations that don’t see sizeable returns from their marketing budgets tend to have 80% manual marketing processes in place. What does that mean? Simply put, marketing automation equals greater return to the bottom line.”

[Source: Aberdeen Group, July 2007]

What will a subscription to the Campaign Wellness system do for me?

Simple. In less than 10 minutes per month, you will be able to Create, Launch, and Track professional campaigns that you absolutely know will GROW YOUR PRACTICE. How do you know? Because Campaign Wellness gives you the tools you need to measure responses from ALL of your marketing channels with a single login, including your website, direct mail, email, newsletters, and TV Ads.

Our web-based system provides you with:

- + Aesthetic services website content
- + Customizable marketing campaigns
- + Print and online marketing
- + Feature-rich website functions
- + Individually tracked results
- + Targeted database marketing

The revolutionary Campaign Wellness Marketing System is as easy to use as it is powerful. With just a few clicks, you can manage highly targeted, powerful marketing campaigns.

Marketing campaigns that once took weeks or months to coordinate can now be prepared in minutes...and Campaign Wellness will track all the results for you. It can even track the responses of magazine ads run outside the Campaign Wellness platform and post the results online.

The easy-to-use and affordable Campaign Wellness System was designed to meet all your marketing needs.

Features

Personalized Direct Mail/Print

- + Customizable postcards
- + Instant Online Proofs
- + Automated release to coordinate with your marketing campaign
- + Individually tracked responses
- + List Procurement Service
- + Low postcard cost includes design, printing, addressing, postage, fulfillment, and tracking.
- + Matching Point of Sale Displays

Monthly Email Marketing

- + Graphic HTML or text emails
- + Easy-to-use editing tool
- + Custom Template that matches your website
- + Top accreditation, high deliverability; used by Fortune 500 Companies
- + Complete drill-down reporting: track everything from email open rate to site activity

Electronic Newsletters

- + Pre-built & Professionally written aesthetic services articles
- + Just click your article choices, then you're done
- + Branded with your business information
- + Choose one of our stories, or create your own
- + Reader is directed to your site to view the complete article

Search Marketing

- + Pay-per-Click Bid Management Services
- + Dynamically written ads to match search criteria
- + Local, regional and national programs
- + Easy account management within the Marketing Manager
- + Track your results on our dashboard reports

Marketing Tools and Features

- + Over 125 pages of pre-built and peer-reviewed website content grouped by category
- + Easy to use Editing Tools
- + Automated Campaign Promotion Landing Pages
- + Campaign Promotion Online Banner Ads
- + Online Gift Certificates
- + Online Coupons
- + Newsletter and Email Sign up form
- + Appointment Requests
- + Flash Photo Booklet Galleries

Additional Services

- + Custom design work
- + Specialized Search Engine Optimization
- + New Mover Programs
- + Rules-based campaigns for existing data
- + Brochures
- + Business Cards
- + Marketing Collateral

Response Tracking

- + Track Responses by Campaign, Channel/Element, Promotional Offer, or even Call-To-Action
- + Track Individual Behavior and Adjust your Next Campaign Accordingly
- + Track off-line components such as Magazine Ads, Television Commercials, Online Banner Ads, PPC, or any other Campaign you invest in.
- + Toll-Free 800 or Local Number Provisioning & Tracking

Marketing Reports

- + Advanced Reporting Dashboard featuring “Marketing-At-A-Glance” information, or Drill-Down as much as you like on All Campaign Responses, Activities, and even Return on Investment.
- + Track your Direct Mail Responses, Email click-throughs, Site Traffic, Sales Conversion Activities, Landing Page hits, and much more.

Call today for Your Personal Demo!

800.861.6782