



# Sesame Search & Social Get Found



Leverage Sesame solutions to keep your practice prominent online with search engine optimization, effective social networking management and pay per click campaigns.

**Target your patients online.** Premium Search Engine Marketing effectively targets the patients you want coming through your front door. Customized advertising campaigns on major search engines like Google®, Bing® and Yahoo!® keep you at the top of the search engine results page.

**Connect with your patient community.** Sesame Social helps you establish meaningful, lasting relationships with your patient community through a custom blog added to your website, as well as your branded practice presence on social network channels such as Facebook®, Pinterest®, YouTube® and Twitter®.

**Stay current with the online world as it changes.** Performance Search Engine Optimization evaluates your website performance in search engines, monitors the keywords used to find your site, and optimizes your ranking on key search terms.

**Measure ROI.** Sesame First Call™ tracks all your online marketing initiatives with a custom telephone number for each campaign (web campaigns, social media campaigns, etc.). By recording these calls it allows you to determine which are the most effective to your practice marketing.

## Features

### Premium Search Engine Marketing

- Search engine sponsored ads
- Demographic and geographic targeted ads
- Unlimited ad groups and personalized keywords
- Pay Per Click (PPC) advertising campaign budget management
- Monthly reports

### Performance Search Engine Optimization

- Monthly SEO management
- Onsite optimization
- Google Places & Bing Business Page optimization
- Google Analytics
- Monthly search engine traffic report
- Quarterly SEO reports

### Sesame Social

- Professional management of practice branded social networks including a practice blog, Google+, Facebook, Pinterest, YouTube and Twitter
- Weekly blog posts
- Monthly reports
- First Call tracking

### Sesame First Call

- Record all incoming web campaign calls
- Dynamic phone assignments
- Caller ID information
- Track specific campaigns
- Callers self-identify as active or new patients
- Online access 24-7



Sesame Communications offers an award-winning suite of patient communications and engagement tools exclusively for dentistry to give you, the practice CEO, everything you need to grow your practice and strengthen patient loyalty.

Contact us today at **866.592.7572** or online at [sesamecommunications.com](http://sesamecommunications.com)  
Over 6 million people use Sesame to communicate with their dental providers.

Searching for health information is now the 3rd most popular activity for all Internet users 18 and over.