



MEDIA MASTER MINDS

MARKETING - CONSULTING - CONNECTIONS



Foot and Ankle Associates, Inc.

In thirty years the medical industry has changed and operating in the diverse Northern New Mexico market has presented a number of challenges to the Foot and Ankle Associates. To grasp understanding and control of these changes the need for focused marketing and information management became a stark reality. Market research efforts customized for the Foot and Ankle Associate include customer survey design, collection, interpretation, creative ad development, Pay Per Click targeted internet marketing, and online advertising analytic research just to name a few.

At the beginning Foot and Ankle Associates approached the Masterminds to help them gain a better understanding of target markets and how best to communicate with those market. Market research findings first were used to help direct purchasing and development of Foot and Ankle advertisements. Secondly MMM developed a database organization and collection system for Foot and Ankle

Associates to collect and easily assess information. An emphasis throughout the development process was to create a system that Foot and Ankle Associates doctors, nurses and administrative staff would accept and use voluntarily. Listening to user concerns and customer interaction training helped to insure accurate information collection became a part of everyday operations.

Throughout the years new technologies to innovate the practice were added and each time the Masterminds were called in to develop marketing strategies. Strategies were effective due to the first steps taken in the process and the continuous collection of market research. The enthusiasm and support the doctors and their staff throughout the process also contributed to the success of marketing efforts and the practice as a whole.

Most recently Dr. Williams of Foot and Ankle approached Media Master Minds for ideas of how to drive more traffic to their website. Video contact was of interest and through the use of a viral strategy and utilizing site like Youtube the Masterminds were able to successfully increase hits on the Foot and Ankle website in addition to making the website more educational and user friendly.



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