



NuMEDICA®
ACHIEVING PHYSIOLOGICAL BALANCE

GETTING THE MOST OUT OF YOUR

E-COMMERCE

WEBSITE MARKETING
YOUR PRACTICE



Getting The Most Out Of Your E-Commerce Website



E-Commerce 101

Your customized E-Commerce Website will help you increase marketability and revenue by allowing your patients to purchase formulas and view the services you provide online. We ship formulas directly to your patients for you. You can track orders and send personalized emails with the advanced features of the site. Upload your biography, patient questionnaires, maps with directions to your office and other nutritional resources you use. Now that's Marketing that Works!

E-Commerce Support Team

Our E-Commerce Support Team provides support from the instant your website goes live. We are here to ensure that your site functions smoothly and to help with any questions you may have about your site. We make sure your site is up-to-date with new formulas as they become available.

Experience the possibilities at: johndemo.com

Website Features Overview

Customizable E-commerce Website

Experience the possibilities at:
johndemo.com

About Us Page

Describe your scope of services, mission statement, in-office diagnostics or anything else you want to convey to your patients, add a picture of your clinic or staff on this page as well as a map to help your patients find your office. We design this page with basic information about your clinic and then we give you easy-to-use tools that allow you to customize your pages with the information and look that you want. If you already have this information typed in a word processor, you can simply 'copy and paste'.

Health News Pages

We provide you with a database of health related pictures that you can choose from and a word processor-like interface that you can use to customize your own Health News Page. These tools can be used to create a newsletter or seminar you may be conducting or anything you wish to highlight. Keep your pages for as long as you like. You can switch between the pages you create and the ones we create for you at any time.

Other Items

In addition to our product line, you can add your own. When you do, a new order form is created which allows your patients to place orders for products that you sell directly from your office. Your new site will automatically notify you of any orders patients place for any additional products you may add.

Patient Brochures

Your site is constantly updated with electronic versions of the latest patient brochures from NuMedica®. Your home page will contain the most recent releases. Your website will continue to grow with new information as it becomes available. Older brochures and health news pages are archived for easy reference.

Literature Database

Patients can access a wealth of information on the Research page. This page has a fully searchable database of literature and research items. Patients can view information or download entire documents. Your site contains links to these articles in various places to facilitate patient education. This easy-to-use feature of your site will make it stand out above the rest.

Secure Online Ordering

Your patients can order online 24-hours a day. The intuitive design of your site will make it easy for patients to find what they're looking for and get answers to any questions they may have about the products you recommend. You have full control over who can access your site and what your patients can order. We take care of all the details for you, from collecting payment to filling and shipping patient orders. You receive automatic notification of new patients visiting your site as well as what your patients are ordering.

Call Toll Free **866.787.5175** For More Information

E-Commerce Marketing Checklist



Email Lists

Make sure your patients leave their email addresses when they sign in. If you have a patient email list make sure you give them your website information. Whenever sending mail or email correspondence make sure they have the address to your website.



Store Displays and Literature

Make sure your web address is provided on literature and other places where your patients can readily see it as a reminder to purchase their supplements.



Newsletters

One way to encourage repeat online business is through a newsletter. Send it out with information, new items that have been added and information on any sales or coupon offers. Ask if they have friends who would be interested in the information and get their email addresses also.



Social Networking

Many people use Facebook, Twitter, Yahoo groups, MSN groups and Google groups to promote their sites. These tools give you a mass audience that you normally would not be able to reach.



Keeping Your Content Current

Many practitioners set up their website and never update it again—do not do this. Having content related to your products, research and other health related articles will bring visitors to your site and keep them interested.



Blogging

Search engines love new content. Start a blog about what you know. You can also use links in your text pointing back to you website for people to get more information or buy your products.

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