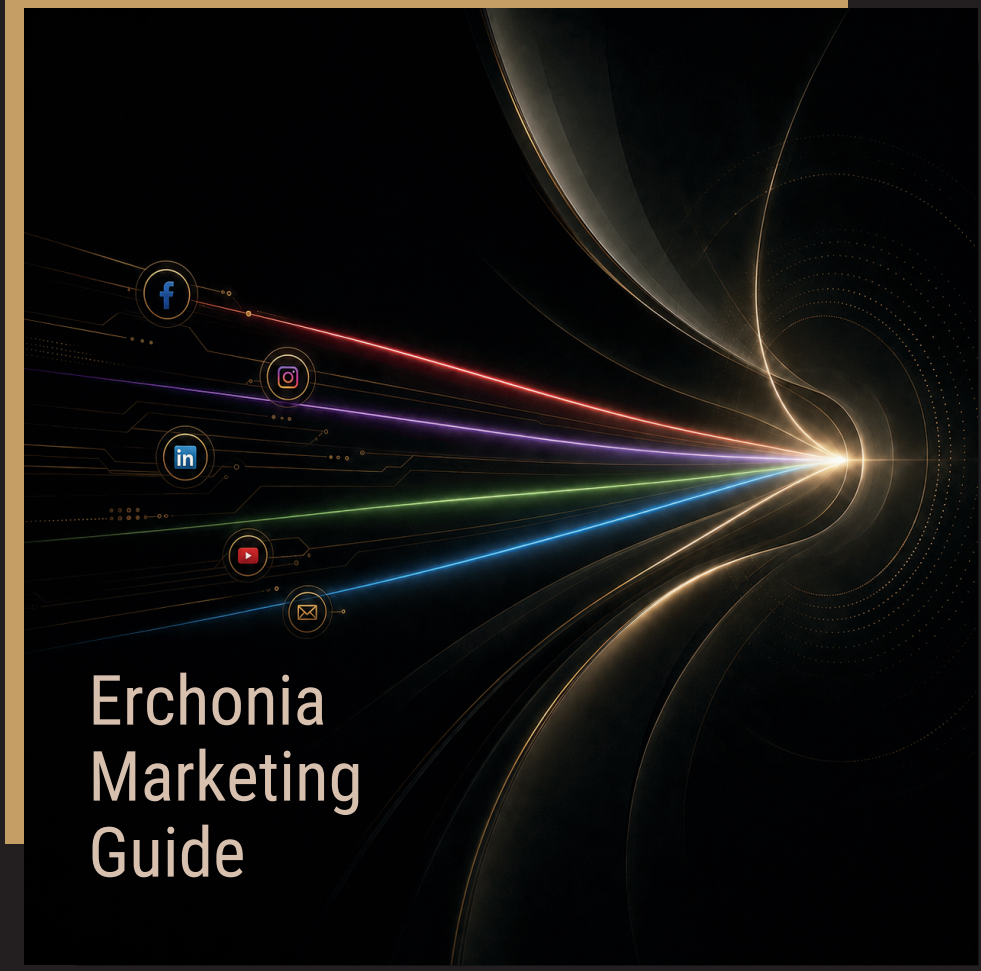
ERCHONIA®
Healing Light, Perfected.



Erchonia Marketing Guide

Congratulations on becoming an Erchonia laser provider!

This Marketing Guide is designed to help you successfully introduce Erchonia laser technology into your practice. You'll learn how to build your online presence, strategically display marketing materials, prepare your staff to confidently discuss your new services, guide patients through the decision-making process, and use Erchonia's available resources to make your marketing efforts simple and effective.

Office Setup | Social Media | Online Marketing | Making an Impact

MARKETING

After purchasing your Erchonia laser, you'll receive access to our online Marketing Portal, where you can download a variety of ready-to-use print and digital resources to support your promotional efforts. If you have questions or need assistance navigating the portal, a Marketing Support Representative is available to help you locate, access, and use the available materials.

Access the Marketing Portal Here:

www.erchonia.com/ecommunity

Marketing Support

Adriana Shanks
tashanks@erchonia.com
888.242.0571 ext. 503





TRAINING

An experienced Clinical Educator and Clinical Education & Development Coordinator will provide staff training and help your practice prepare for the arrival of your new laser. After your purchase, they will remain part of your support team, offering continued guidance and assistance as questions arise.

Clinical Education & Development Coordinators



Brittany Wilson
bwilson@erchonia.com
(734) 788-3795

Gregory Mermigas
gmermigas@erchonia.com
(561) 271-8692

GETTING STARTED

We'll begin with an overview of the Marketing Portal and how to use its resources to create effective marketing campaigns for your practice.





1 **SELECT CATEGORY**
First select the thumbnail that fits your product.

2 **SELECTFOLDER**
Next, choose what kind of material you are looking for, i.e "Print" or "Video" and select that folder.

3 **SELECT MATERIAL**
Next, pick the piece you would like to download for use.

4 **SAVE AS IMAGE**
Right click on the image or file and click "Save As" or "Save as Target" (this will depend on your browser.)

PRINT

CLICK TO ACCESS MATERIALS

IMAGES & VIDEOS

CLICK TO ACCESS MATERIALS





You can print materials by selecting the image and saving it to your device or by downloading the available PDF. Once downloaded, the file can be printed in-house or sent to a professional printing service such as Staples, Office Depot, or VistaPrint.

WEBSITE ESSENTIALS



Having an updated, user-friendly website is essential for attracting new patients and introducing your Erchonia laser technology. Your website should be informative, easy to navigate, mobile-responsive, accessible, and optimized for search engines. Include a dedicated page for your Erchonia laser treatments with clear, accurate information such as:

- Photo of laser and/or a patient getting treated
- Explainer video (Showing the laser in action & how it works)
- Overview of the laser and how it is used in your office
- Details on your services and benefits of low level lasers
- Why you use laser therapy for pain vs drugs/alternative therapy
- If you own a fat loss laser, include key differences that you offer VS competitors
- Add any testimonials you have to the website



Patient testimonials can be a powerful way to build trust, share real experiences, and generate interest in your new technology.

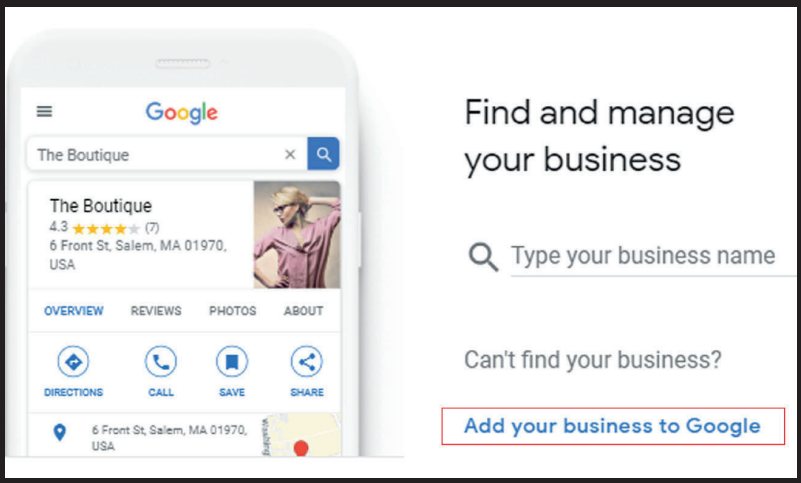
"The XLR8 laser supported my recovery following reconstructive surgery. My physical therapist was amazed by the range of motion and strength I regained in such a short time."
— Aaron S.

GOOGLE
BUSINESS PROFILE

Setting up a free Google Business Profile is essential for helping potential patients find your practice online. Your customizable profile can appear across Google Search and Google Maps, allowing you to showcase important information such as your services, location, hours, contact details, photos, and patient reviews.

Get started at: www.google.com/business/

1



2 Adding Your Business: Enter your business name. If it doesn't appear in the suggested results, select "Add your business" and complete the required information.

Be as specific and accurate as possible. The more complete your business information is, the better Google can categorize your business and display your profile in relevant searches.

TIP: Decide exactly how your business name, address, and phone number (NAP) will appear online, including details such as using "Street" or "St." Use the same format everywhere. Your Google Business Profile address should serve as your standard address across the web, as consistency helps strengthen your local search presence.

3 Category Selection: Choosing the right category is essential because it helps Google understand your business and determine which searches should display your profile.

Begin typing a keyword that describes your business, then select the closest match from Google's preset categories. You can add additional relevant categories later.

4 Verify Your Business: Google may require you to confirm that your business is legitimate and connected to the location provided. Available verification methods vary and may include phone, text, email, video recording, live video, or mail.

Choose the fastest available option and follow Google's instructions to complete the verification process.

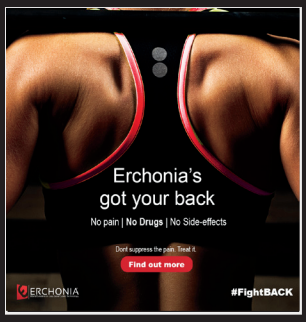
TIP: If verification by mail is required, let everyone who handles your business mail know to watch for the Google postcard. Once it arrives, complete the verification promptly. Postcards can easily be mistaken for junk mail, which may require you to restart the verification process.

Setting up and optimizing your Google Business Profile is an essential first step in local search—and a top priority for any business that wants to be found online.

SOCIAL MEDIA

Incorporating social media into your marketing strategy is one of the easiest and most effective ways to promote your laser treatments and practice. Maintaining an active presence helps increase visibility, connect with potential patients, differentiate your practice, and build a loyal following.

Facebook and Instagram remain two of the world's most widely used social media platforms, reaching billions of people each month. Creating business accounts is simple, and our Marketing Portal provides ready-to-use content to help you maintain a professional and engaging online presence.



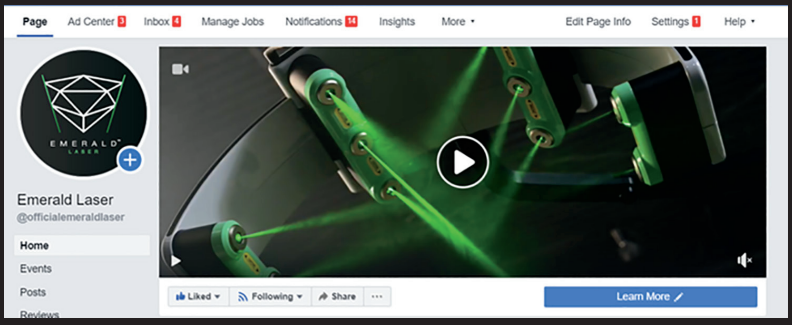




There are endless possibilities of content you can share on social media.
We recommend the following:

Videos & Photos - your device in use/staff/patients who permit/before & after holiday content
Promotions - limited time offers
Events - all events you host/attend
Blogs - share content you think is factual, interesting,and helpful

7 EASY STEPS TO GET STARTED



Sign up
facebook.com/pages/create

Download Instagram app

Add pictures
Upload profile/cover images. It is important to create a good visual first impression. Make sure your photos are good quality and easily identifiable with your business.

Create your username
This is how you tell people where to find you - make it easy to type and remember.

Add your business details
This is where you will add information such as: business description, contact information, location, hours, etc.

Tell your story
There is a section on Facebook where you can add a longer description of your business. In this section, you can add a detailed description of what your busi- ness offers and why people should follow your page. This is a great place to set expectations.

Create your first post
Before you start inviting people to like your page, post some valuable content. Once again, you will have access to many materials in the Erchonia marketing por tal.

Invite an audience
Invite your existing Facebook friends, contacts, and employees to like your page. Add “follow us” logos on promotional materials, website, and email signatures. Ask current clients to leave you a Facebook review.

MAKING AN IMPACT

Building Block to Ad Success
The following building blocks will help you create an impactful and benefit-driven ad that yields results.

1. Offer & Hook
   Marketing hook is what catches potential customer's attention, reels them in, and makes people want to take you up on your offer. It is important to communicate how your treatment offers an irresistible and unique solution.

2. Curiosity
   E.g. Questions, little known fact, thought provoking statement, announcement, special opportunity.

3. Challenge or Frustration
   What problem does your treatment solve that you want your audience to become aware of?

4. Benefits & Desires
   What will people actually get? Include the benefits of the features.

5. Credibility
   Why should people listen to you?

6. Call to Action
   What do you want them to do next and why should they do that now?



Reminder: Erchonia's online marketing portal will have new materials for all your seasonal and promotional events to drive clients into your clinic.


Curiosity
Hook
Own The Future of Healthcare Today!
WITH THE WORLD'S FIRST AND ONLY RED/VIOLET LASER FDA MARKET CLEARED TO TREAT CHRONIC PAIN
Each of Erchonia's cold laser products is designed to effectively target muscles and tissues and promote natural healing.
Low-level lasers stimulate the body's light-sensitive components to produce an effect similar to photosynthesis in plants – the cells' mitochondria are stimulated, encouraging the cell to produce more ATP naturally.
Clinically Proven | No Side-effects | No Pain
And with Erchonia's handheld red and violet laser treatment device, you get more than just a typical cold laser. The violet and red lasers produce different wavelengths to stimulate different types of healing and provide for greater Treatment versatility. Medical professionals can now treat more conditions with a single device and create a more personalized treatment regiment.
Contact Erchonia at (844) 960-PAIN or visit www.erchonia.com/contact/
ERCHONIA
Credibility
Benefits & Desires
Call to Action

ADDITIONAL WAYS TO GROW

Press Release

The purpose of a press release is to get attention, make news and generate publicity. Erchonia provides a press release template that you can personalize, available in the marketing portal. We recommend that you share this with a press release company (NewsWire/PRWeb/etc) that will release the information to local news outlets. This service could be free or cost $200-$300 depending on the company.

SEO

Itisimportant to invest in search engine optimization (SEO) for your website because ranking has become so competitive. When a potential client uses a search engine such as Google, you want to be one of the first businesses to pop up in your area - specifically in the top five slots.

Events

Events, trade shows, etc are a great way to showcase your device and maximize exposure. If you choose to attend events, we encourage you to:
Host a booth
Bring brochures and flyers for potential patients to take home
Perform demos
Encourage people to follow you on social media
Offer a free consultation or special promotion for a limited time
Use previous patient photos or testimonials
Provide giveaways to generate traffic
Capture the information of potential clients

Testimonials

Testimonials work great as an authentic way to build trust and boost a potential client's confidence in your treatments
Testimonials are relatable
They back up claims
They endorse your treatments
They offer comparisons to other treatments
Once you have great reviews, put them where they can be seen
They can include your website, social media, email campaigns, etc.

Offer an Incentive

Incentivised promotions are a great way to attract new clients and get repeat business from existing clients. There are multiple holidays and seasons through- out the year that you can use to promote limited time discounts and offers.

A successful promotion:

Creates new content and communication opportunities
Provides value
Creates upsell and cross sell opportunities
Drives customer decision making
Creates word-of-mouth opportunities
Grows revenue

Referral Marketing

Referral marketing isa sales promotion strategy that allows you to encourage existing clients to bring in new clients. This is done by providing them with a special discount or offer.

Email Marketing

Stay in front of clients and potential clients with email marketing. This tool allows you to share new promotions, blog posts and general information. This drives traffic to your website and social media pages, which in turn, drives business and referrals.

TOOLS TO UTILIZE

Wix

Wix is a web development platform that allows users to easily create professional websites with drag and drop editing tools.

Canva

Canva isa free and user friendly graphics editing software. This is great for ads, posts, cover photos, flyers and more.

Google AdWords

Google AdWordsis Google's online advertising program. The program allows you to create online ads to reach audiences that are interested in the services you offer. The platform runs on pay-per-click (PPC) advertising, meaning you pay every time a visitor clicks your ad.

Google Analytics

Analyticsisafree service offered by Google that allows you to track and analyze customer data.

Shutterstock

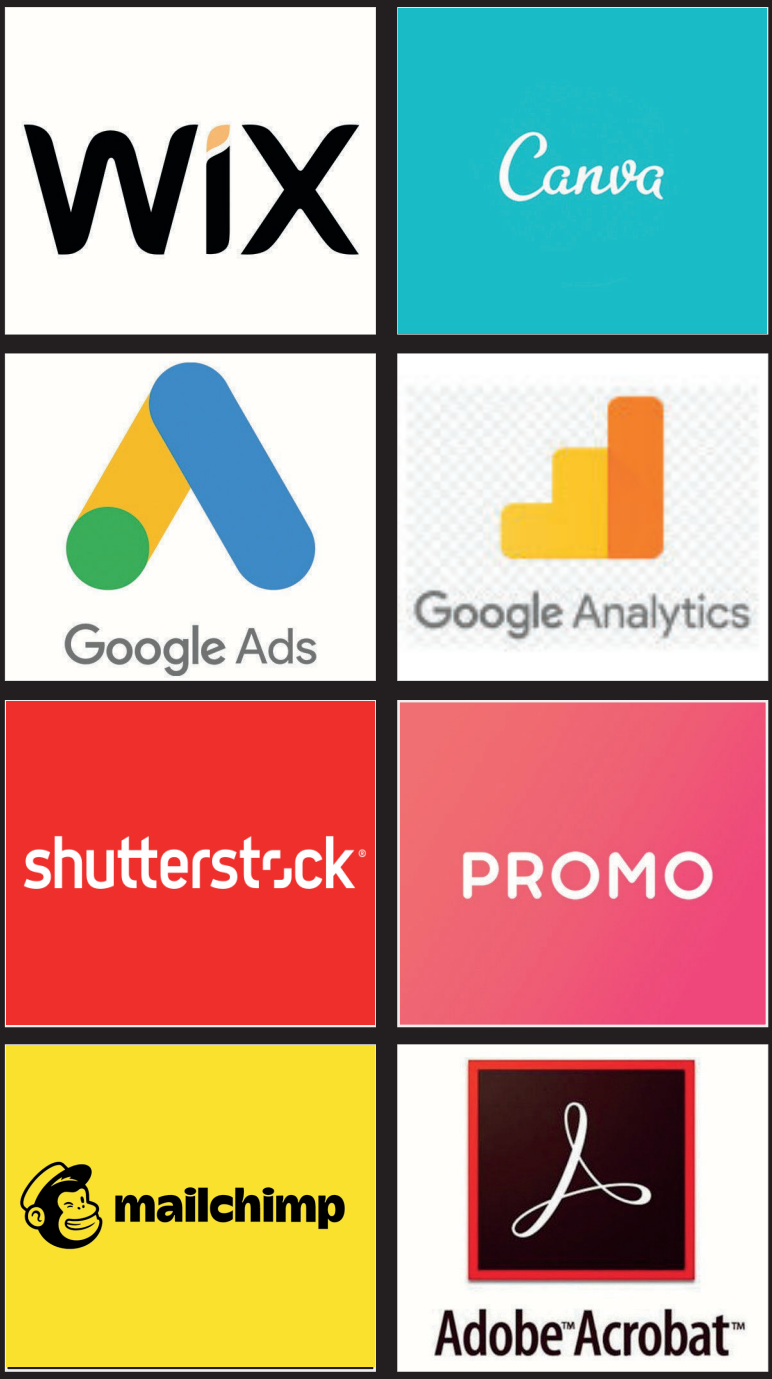
Shutterstock offers a collection of more than 300 million images and 3 million videos—with powerful search tools you can use to your advantage.

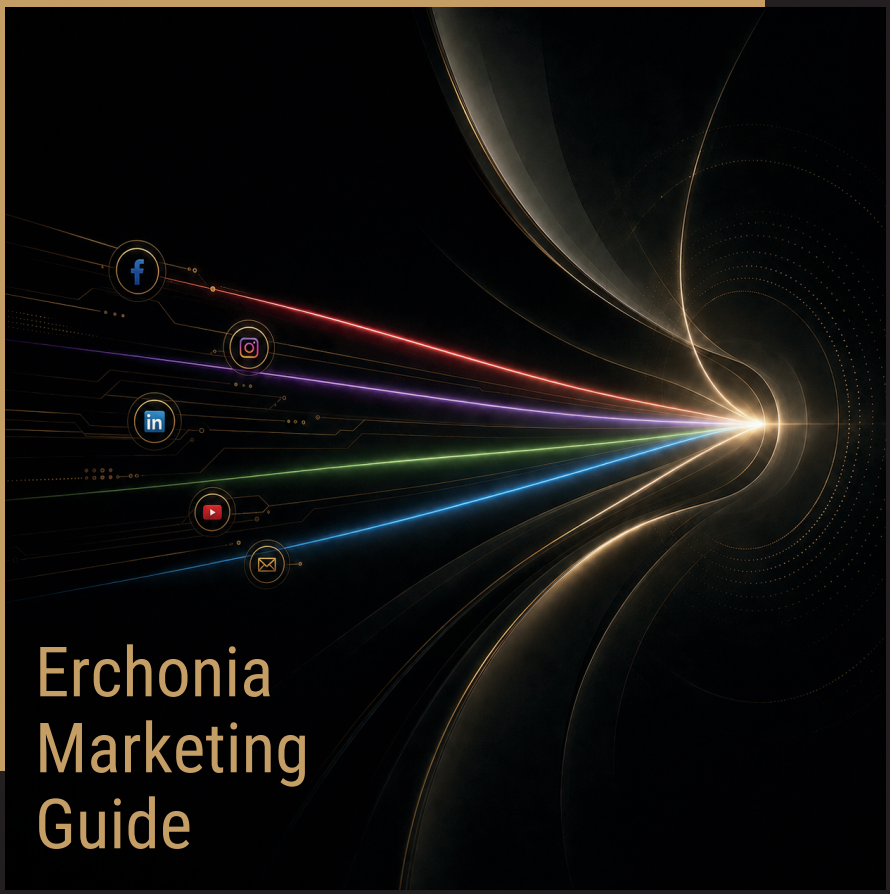
Promo

Promoprovides high-quality professional clips and customizable templates to create videos for a variety of content.

MailChimp

MailChimp isan email marketing tool that offers several key features. You can add email lists, create marketing emails and track activity on your various campaigns.


WIX
Canva
Google Ads
Google Analytics
shutterstock
PROMO
mailchimp
Adobe™Acrobat™



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