



MEDICAL TOURISM MARKETING

Web Development
Public Relations
Social Media Management

WWW.GOODNESSCOMPANY.COM

INTERNET MARKETING: FAST FACTS

- 75% of Internet users will conduct health research online.
- 12% of Internet users will visit a health-related site today.
- 88% of All Professionals Conduct Research on Potential Purchases Online Prior to Purchase
- The Internet will become the dominant global advertising media vehicle by 2012
- 75% of Internet users with a chronic health condition reported that "online research" influenced their treatment decision.

SOCIAL MEDIA MARKETING: FAST FACTS

- 85% of 30-50 year olds are active social media users
- 51% of 65-75 year olds are active social media users
- 60% of Facebook fans & 79% of Twitter followers are likely to recommend brands they support on social media sites.
- 51% of Facebook fans & 67% of Twitter followers are likely to buy from the companies they support via social media.



The world of medical tourism is more competitive than ever.

To succeed, you need a marketing partner that understands how to reach potential customers, how to create effective marketing tools and how to maximize positive media exposure to grow your business.

It starts with listening. We'll take the time to understand your goals and will work closely with you to create a plan for growth and increased profitability. We'll work within your budget to develop an effective marketing strategy that generates attention and drives results.

We'll create the tools you need to succeed...from engaging web sites, powerful brochures and attention-getting press releases to cutting-edge social media marketing, email marketing and more.

GET THE COMPETITIVE EDGE YOU NEED TO SUCCEED!

Partner with The Goodness Company and discover the advantage of our unmatched marketing knowledge and experience.

"Our experience with The Goodness Company is always positive and inspirational. Their team is always brimming with great ideas to help us grow! If you're looking for a marketing agency that provides strong experience, personal attention and creative ideas that generate positive returns, you can trust The Goodness Company. We do."

"Whenever I call with questions they take as much time as necessary explaining, offering advertising guidance, but most importantly looking to help my business grow. They have captured the essence of my vision and are helping me make it a reality."

NATALIE GARVEY, M.P.S.C, CD(DONA)
INNER BALANCE • COSTA RICA



Partner with The Goodness Company and transform our knowledge and experience into successful marketing programs that will grow your business.

MEMBER OF:

Pro-Med: Council for the International Promotion of the Costa Rica Medicine

AMCHAM: Costa Rican – American Chamber of Commerce

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the
GOODNESS COMPANY

ADVERTISING • MARKETING • GRAPHIC/WEB DESIGN • PUBLIC RELATIONS

REACHING THE NORTH AMERICAN MEDICAL TOURIST

Before you can effectively reach the lucrative North American market, you need to understand it.

- Who is your target customer?
- What is important to them?
- What do they truly need?
- What do they need to understand about your business to help them say "YES"?

When you truly understand your market, you have an advantage over your competition. By understanding how your customers think and react, and what motivates them to action, you can communicate more effectively, and move potential customers to become "real" customers.

With offices in the U.S. and Latin America, The Goodness Company is positioned to help your business better understand and reach the American & Canadian markets. Since 1994, The Goodness Company has provided our clients with effective branding, marketing and public relations services that generate results. As an American company, we know how to reach the North American market with messaging that educates and differentiates.

*If you want to reach the North American consumer,
The Goodness Company is your link to success!*

SERVICES:

ADVERTISING SERVICES

- Creative Ad Concept, Copy & Design
- Trade Show Booth Design, & Production Coordination
- Media Research, Planning, Negotiation & Purchasing
- Advertising Campaigns
- Strategy & Market Consultation
- Competitive Website Analysis & Strategy
- Internet Advertising, Pay-per-Click Advertising and SEO
- Social Media Marketing, Google Adwords

MARKETING SERVICES

- Planning & Consultation
- Campaign Development
- Marketing Plans
- Market Research & Analysis
- Promotions & Incentives

DESIGN SERVICES

- Logo Creation: Identity and Branding
- Sales Literature & Brochures
- Marketing Planning, Web Site Design, Development, Strategy, and Programming
- Multi-Lingual Web Site Development
- Annual Reports
- Newsletters
- Email Campaigns
- Social Media Management

PUBLIC RELATIONS

- Press Kits and Public Backgrounders
- News & Product Announcements
- Editorial Development
- Marketing Planning
- Media Relations
- Product, Service & Trade Show Publicity