



ACOEM MEMBER MARKETING MATERIALS INTRODUCTORY GUIDE



AMERICAN COLLEGE OF
OCCUPATIONAL AND
ENVIRONMENTAL MEDICINE



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ACOEM Member Marketing Materials; Introductory Guide

OVERVIEW OF MARKETING MATERIALS KIT

This marketing kit has been put together to help ACOEM members promote their practices and introduce our specialty to prospective clients, collaborators, and individual workers.

The items in this kit will allow you to produce three items:

1. A customized brochure that introduces you, your practice, and describes in some detail some of the most important services you offer.
2. A generic brochure that describes our specialty, our areas of unique expertise, and the kinds of services we offer. It also explains why your affiliation with ACOEM is an important signal of quality.
3. A website (either a one-page or multi-page version) that combines features of both of the brochures.

These materials were developed collaboratively by the leadership of ACOEM's Work Fitness & Disability Section and [Red Dragon Marketing](#) under a competitively bid contract. The members of the Work Fitness & Disability Section's list-serv helped us put together the inventory of 20 occ med services included in this marketing kit. In a survey, we asked them to select the most and least frequent and/or important services from a much longer list.

We encourage you to work with your own marketing and graphics consultants (or Red Dragon Marketing) and a local print shop to produce high quality and professional-looking materials.

We also solicit your feedback and suggestions for how to improve this kit when it comes time to produce Version 2.0.

Cordially,
Jennifer Christian, Chair
Marianne Cloeren, Immediate Past Chair
September, 2018



BROCHURES

Member Brochure Template – One Customizable Version

The *Member Template Brochure* was created to give you a customizable marketing tool that you can modify yourself using [Adobe InDesign software](#), or take to a graphic designer/marketing professional who is able to work with InDesign. Most printing companies have staff available on-site who can make changes to the template for a small fee.

In the Member Template brochure folder you will find:

- Member Template Use Guidelines – a step-by-step “how to do it” guide
- PDF for Markup – use this to draft your customizations and envision the final product
- InDesign File Member Template Brochure - the electronic file the graphics designer will use

Member Brochure Template Use Guidelines

The *Member Brochure Template Use Guidelines* details what you will need to create your very own brochure, by fitting your text, diagrams and photos inside the sections of the brochure that have been pre-allocated for them. The Guidelines describes the maximum character counts, font type, size and color for each section. At the end of the guide are the top 20 service descriptions chosen by ACOEM Work Fitness & Disability Section members to be available for inclusion in this brochure. Each service description will fit into the space allocated for them in the brochure template.

PDF for Markup

Print out and physically mark on a paper copy of this to add your customizations to the brochure – and envision what the finished product will look like. For example, to create a mock-up, you can paste text and/or graphics onto the printed pdf.

Electronic InDesign File – Member Brochure Template

If you have and know how to use the software Adobe InDesign, you can customize this brochure in-house. Alternatively, you can send it to a graphic designer/marketing professional who is able to work with InDesign to customize the brochure for you. In either case, you will use the ZIP'd file *Design File - Member Template Brochure.zip* which includes all of the information and formatting to start Step 1 of the Member Template Brochure Guidelines.

ACOEM Brand Brochure - Several Print Ready Versions

The *ACOEM Brand Brochure* is an informational brochure that promotes the value of your participation in ACOEM. It defines our specialty, explains why affiliation with ACOEM is an indicator of professional quality, and lists the wide range of services that can be offered by occupational medicine practices. These brochures are in a ready-to-print format and cannot be customized.

You will select which one of the six versions of the ACOEM brochure you will use – the one that most closely describes your clinicians’ credentials. There are three versions for Members and three for Fellows. Those that mention board certification explain why that is an additional sign of quality.



Versions for ACOEM Members

- ACOEM Member
- ACOEM Member & Board-Certified
- ACOEM Member & Board-Certified in Occupational Medicine

Versions for ACOEM Fellows

- ACOEM Fellow
- ACOEM Fellow & Board-Certified
- ACOEM Fellow & Board-Certified in Occupational Medicine

Each brochure is provided in two formats: a PDF file and a Print Ready File.

- Use the PDF file (a) to print it yourself on your office's color printer, or (b) to preview what the brochure will look like after it is produced by a professional printer.
- For the highest quality appearance, take the Print Ready File to a professional printer to ensure the brochure is printed with accuracy and quality as it includes *bleed lines* (these lines will not show on the brochure when printed.) Costs for professional printing have dropped considerably in recent years.

WEBSITE TEMPLATES

The two website templates created for you in this folder are prepared and detailed in way that you can hire a professional company, and avoid them spending 2-3 weeks of effort determining the best layout for the information. These templates will allow you to focus on the content of your website instead of the layout and structure -- saving you significant development time and cost.

Important: Notice the red number on left-hand side of each of the web-page templates. These numbers are what you will refer to when reading the "how to do it" Use Guidelines.

Website Template Use Guidelines

The *ACOEM Member Website Template Use Guidelines* describes each section of the web-page and what you should include in each section. The section numbers in this document correspond with the red number on left-side of each web-page template.

Single-Page Website Template

Understanding that not all occupational and environmental physicians will have enough information to create a multi-page website or have the need to showcase that much information for what they do, the single-page website template is the recommended alternative to a multi-page website.



Multi-Page Website Template

The multi-page website folder includes PDF & JPG web-page templates for each recommended page you should have on your website. Each web-page template shows the layout of information, images and buttons that would give the optimal user experience when prospective clients and patients are using your website. The web-page templates included are:

- Home Page
 - About Page
 - Service Page
 - Contact Page
-

SERVICE DESCRIPTIONS

This document *Service Descriptions* describes 20 occupational medicine services in Microsoft Word format. You can select the ones you want to feature in your brochure or put on your website – and then copy and paste in those descriptions. This is a duplicate of the 20 service descriptions that appear in the *Member Brochure Template Use Guidelines*.

SEARCH ENGINE OPTIMIZATION BEST PRACTICES GUIDE

If you want your company's website to pop to the top when prospective clients and customers do an internet search, this document will help you do that. The *ACOEM Search Engine Optimization Best Practices* describes what Search Engine Optimization (SEO) is, what Keywords are, why each are important, and how each apply and can be used in digital marketing efforts by occupational medicine physicians. At the end of the document it includes SEO key terms for reference, and top performing keywords for:

- Job Specific Examinations
 - Work Injury Services
 - Medicolegal Examinations & Services
 - Fitness for Duty Determinations
 - Employee Health Services
 - Consulting Services
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About Red Dragon Marketing

Red Dragon Marketing Inc. (RDM) is a full-service marketing firm, specializing in the delivery of digital and traditional marketing services for the healthcare industry across North America. Our value is evident in our commitment to deliver on our promises, including consistent quality outcomes. We empower our clients with information and results, allowing them to make informed decisions in order to realize an optimal return on their marketing investment.

RDM brings years of professional marketing experience and capabilities to help clients target their key audiences, create brand awareness, and generate sales prospects. Our expertise includes developing plans for growth using strategic and creative marketing strategies, and full execution of integrated marketing and advertising campaigns.

What separates RDM from competitors is the quality of outcomes (value) combined with relationships built on trust. Clients have come to trust that RDM is highly qualified in all the necessary areas to ensure the efficient and effective management of their marketing, advertising, and promotional requirements. This trust has been cultivated from our high level of responsiveness and passion for excellence and performance-based results.

Our work spans global companies headquartered in North America, Scotland, Ireland, and Italy. RDM has not only launched new brands, but has provided clients with long-term marketing strategies, communication plans, creative design, and full marketing campaign execution. We look forward to the opportunity to work with clients who can benefit most from our specialized industry knowledge, and who share similar values.

Sincerely,
The Red Dragon Marketing Team

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