



Volume 3 Issue 1- SPRING EQUINOX 2017

– Tools & Tips –

We've gathered some of favourite social media and marketing tools here in this handy reference guide.

Free Easy to Use Image Tools:

Canva – For the non-designer. Lets you easily create simple graphics, put images and texts together, and create infographics using a "drag and drop" function.

Giphy – The best way to search, share, and discover GIFs online. Great for adding humor to your posts.

Recite – Create beautiful & professional visual quotes ready to download and share on social media or your website.

Imgflip Meme Generator – Site for adding custom resizable text to images to make memes.

PostCreator – Allows you to add messages and logos to images for creating branded visuals.

Free Easy to Use Video Tools:

Adobe Spark – A free online tool for creating animated videos, web stories and social graphics. Quick and easy to use!

Magisto – For creating easy to make professional videos to promote your practice. Add music, themes and effects with ease.

GoAnimate – Allows you to make animated videos for promotional & educational purposes.

Wideo – For creating videos with animation, voice-over & music. Lots of templates to choose from & design experience necessary.

Powtoons – Another tool for creating engaging animated business videos with very little prior design experience.



Make sure to post on your social media accounts that patients should never post personal information related to healthcare. Make it clear that the platform content should not be considered medical advice, and to call your office to discuss any clinical matters privately. You can also set up an automatic message reply on Facebook for followers that try to engage you that way – a simple 'we prefer that you call our office directly for an and all inquiries and we cannot answer messages here' is an easy way to re-direct patients to more appropriate channels. Here is an example of a very robust social media policy by the Northport VA Medical Center. You may not want to post information to this extent on your page but it serves as a nice example of a comprehensive disclaimer.

This article was originally published in ViewPoint magazine.

Brought to you by The Verden Group

- Tools & Tips -

Email Marketing Tools

Mailchimp – Free to use for a list of 2,000 subscribers or 1,200 emails per month. The platform has a simple dashboard where you can import and manage lists of subscribers, create an email campaign, choose between various templates or import your own, integrate your social channels and get reports on your email campaigns.

Constant Contact – Starting at just \$20 per month, you can choose from hundreds of design templates, add various features including videos, images, links, polls, etc., integrate with social media and get comprehensive reports on all of your campaigns. There is also a marketing coach available to advise you.

Aweber – This platform starts at just \$19 per month for 500 subscribers, unlimited emails, and a 30-day refund guarantee if you are unsatisfied with the services. You can choose from over a 100 design templates, set up an autoresponder, integrate with social media, and get statistics on your email campaigns.

Vertical Response – Subscription is free for 4,000 emails per month and 1,000 contacts. You can choose between designing a template yourself through html or using the email wizard to help you build one easily. You can also connect your email marketing campaigns to your social channels for further reach.

Flashissue – Starting at only \$5 per month, this platform lets you sign in through your Google or Facebook account and will automatically sync your contacts. You can add content from various sites, including blogs and articles, and Flashissue will summarize the content for you. You can then make edits for personalization and your newsletter is created and delivered in a matter of minutes.

Website Platforms

Wordpress – One of the more popular content management systems, Wordpress lets you create a website for free. For premium services, plans begin at just \$8.95 per month, for access to advanced design tools, CSS editing, and more space for audio and video. You can also add a domain name, remove Wordpress ads, and get quality email and live chat support. Wordpress offers a wide selection of designs, many of them free.

GoDaddy – With this web hosting platform, you can easily and quickly build your website and buy and register your domain. Plans start at only \$5.99 per month and you get a one-month free trial and 24/7 support. Upgrades include SEO, email marketing, and PayPal integration.

Wix – This website builder lets you create a site for free using a variety of templates and themes. Using the “drag and drop” feature you can easily add and customize photos, videos, links, blogs and more. Premium plans start at \$5 per month.

Design and Prints

Vistaprint – Create, customize, and order business cards, postcards, flyers, posters, brochures and more. Pick from their large selection of designs or create your own. Get 100 business cards is only \$16. Designers available through the site to create materials for you.

99Designs – This online graphic design tool creates designs for logos, websites, business cards, posters, newsletters, and more. A great place to shop for your logo design, packages start at \$299 for 30 designs. 100% money back guarantee.

Fiverr – If you're on a budget and you're seeking simple services, Fiverr is great. Search through a database of freelancers from different fields to provide services such as graphic, logo, and website design, copywriting, video producing and editing, voiceover, press releases, etc. All for as little as \$5.