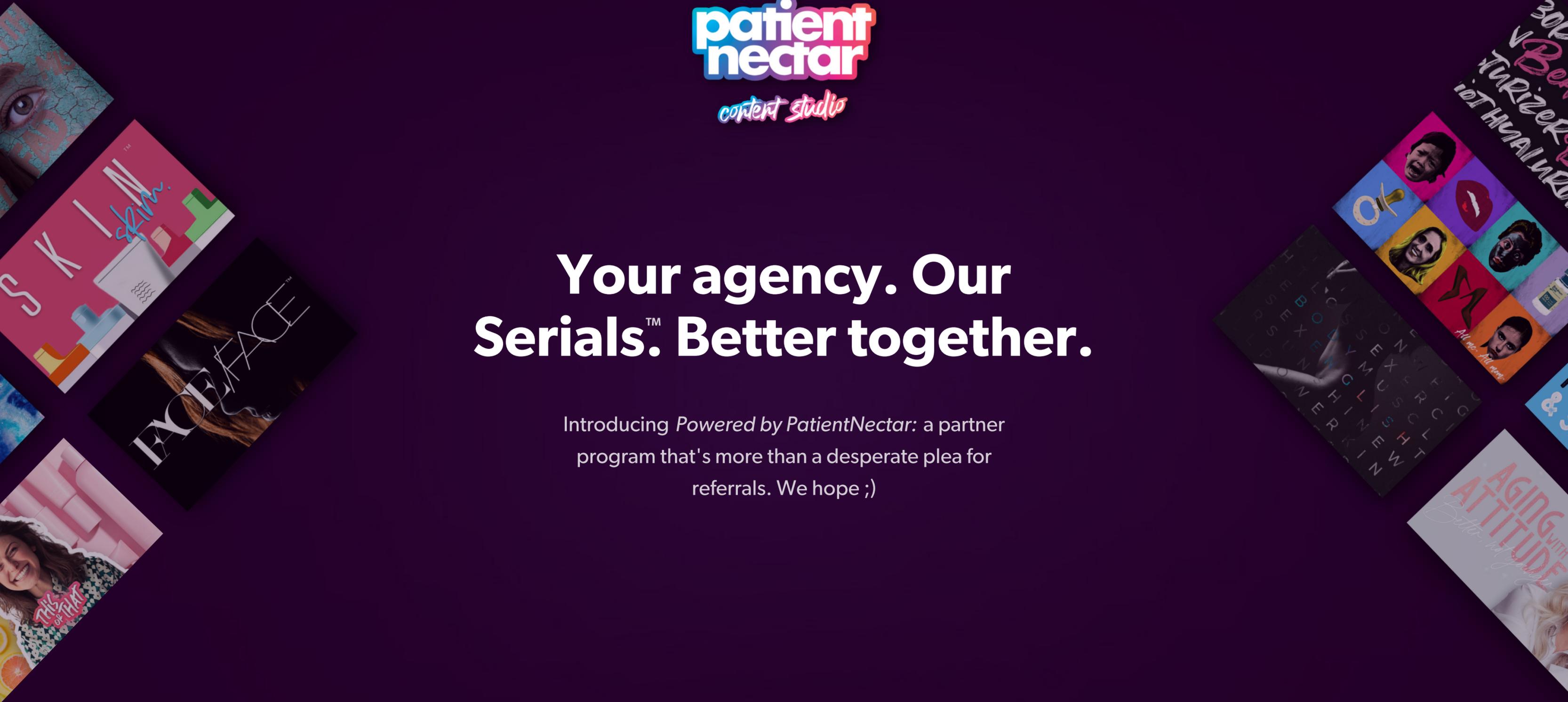




Your agency. Our Serials.™ Better together.

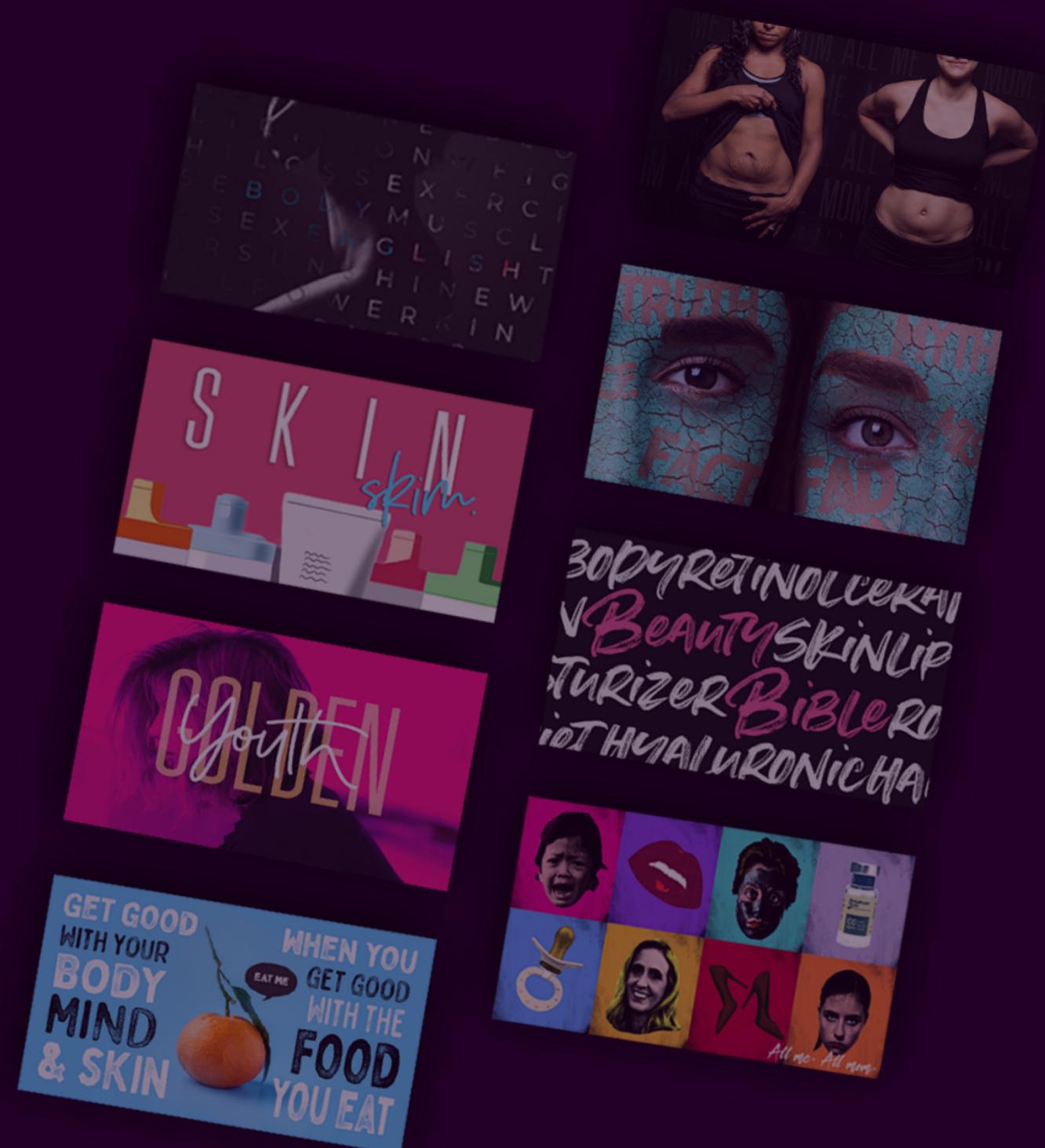
Introducing *Powered by PatientNectar*: a partner program that's more than a desperate plea for referrals. We hope ;)

*Invite only



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What are Serials™?

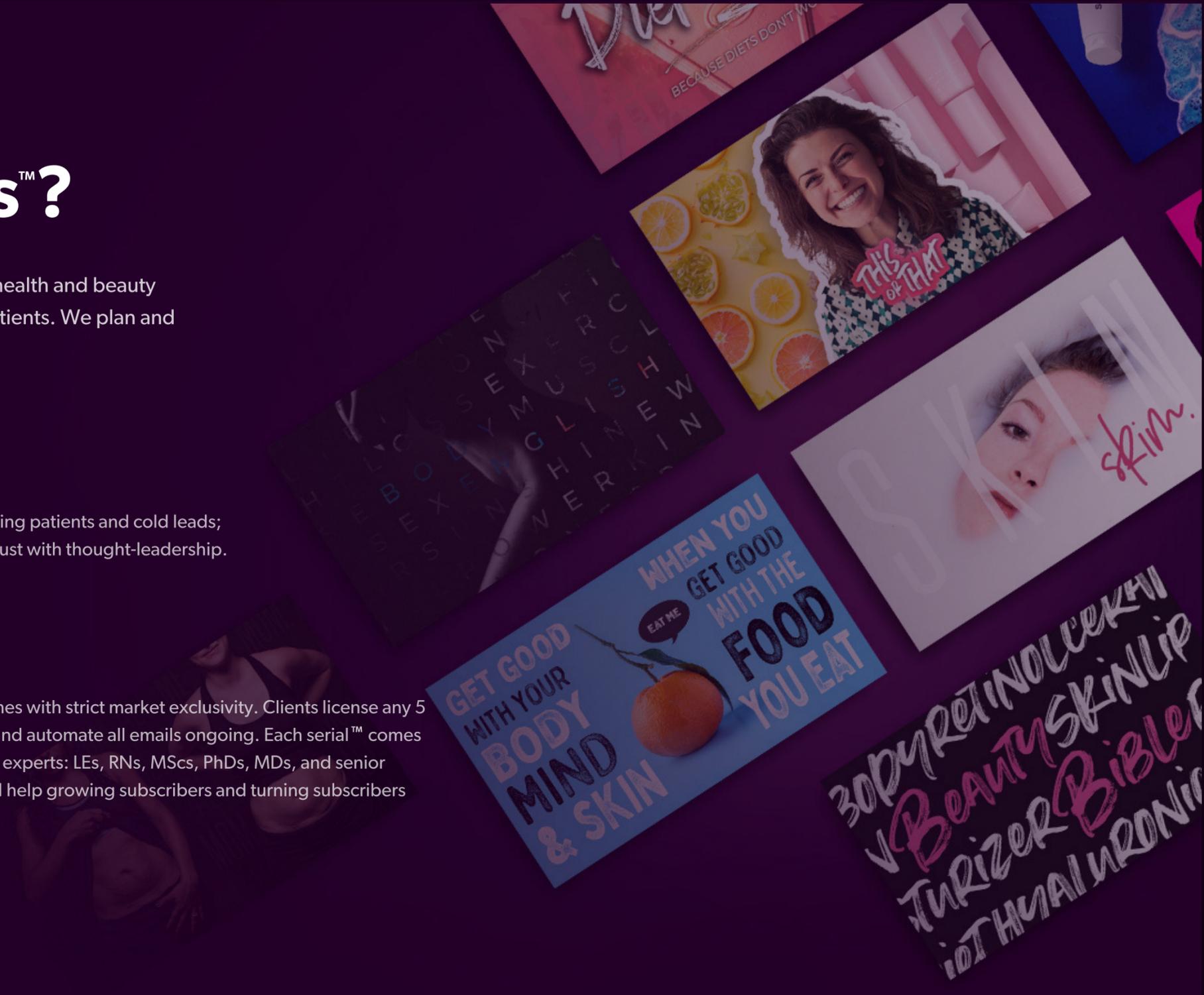
Subscriber-only email publications. Like a practice's own health and beauty magazine delivered exclusively through email to future patients. We plan and produce them. Practice's license and send them.

What serials are not

Newsletters. Newsletters deliver specials and promotions to existing patients and cold leads; serials™ attract new and future patients to the practice and earn trust with thought-leadership. Newsletters are bottom of funnel. Serials™ are top of funnel.

How it works

Serials™ are pre-produced in our content studio and resold 99 times with strict market exclusivity. Clients license any 5 cities within 20mi. of their practice. Then we setup, personalize, and automate all emails ongoing. Each serial™ comes with 156 emails annually (2-3 weekly). And they're written by real experts: LEs, RNs, MScs, PhDs, MDs, and senior beauty editors. We sell serials™ with just the content- clients need help growing subscribers and turning subscribers into patients. That's where you come in :)



What can they do?

Increase long-term sales and profit by strengthening the brand with more people.



1. Reach an untapped market. Get there first.

For the first time, serials™ will allow practices to build brand and generate demand in the passive part of the potential market: with people before they enter the market, before they ever consider treatments. First mover advantage.



2. Grow an audience on owned land

Attract people who fit your client's ideal patient profile, and keep their attention through email, where no algorithm will throttle your reach, charge you rent, or change the rules. Direct line of communication, unabated.



3. Reduce price sensitivity; grow profit

Serials™ recruit more people to the brand (earlier in their journey) and establish your client as a trusted anchor of expertise. Trust and esteem make you more resilient to competitive pricing, enabling you to deliver future cash flows at higher margins.



4. Grow base sales long-term

Base sales are the # of sales a practice can generate without incentives, discounts, promos, or advertising. Serials™ will grow the base of sales so that even when mid-to-bottom of funnel activation campaigns are off, sales still increase YoY.



5. Increase short-term efficiency

When you market to an audience who already knows, likes and trusts you, lead volume swells, conversions increase, sales cycles shorten, and ROI skyrockets. Every bottom-of-funnel/sales activation tactic you provide will work harder when reach + brand comes first.

What can they do?

Data-inspired.

- *The Long and Short of It (Binet/Fields)*
- *Marketing Effectiveness in the Digital Era (Binet/Fields)*



82%

% of marketers who believe email is the most effective channel for marketing to future customers.

MarketingCharts.com

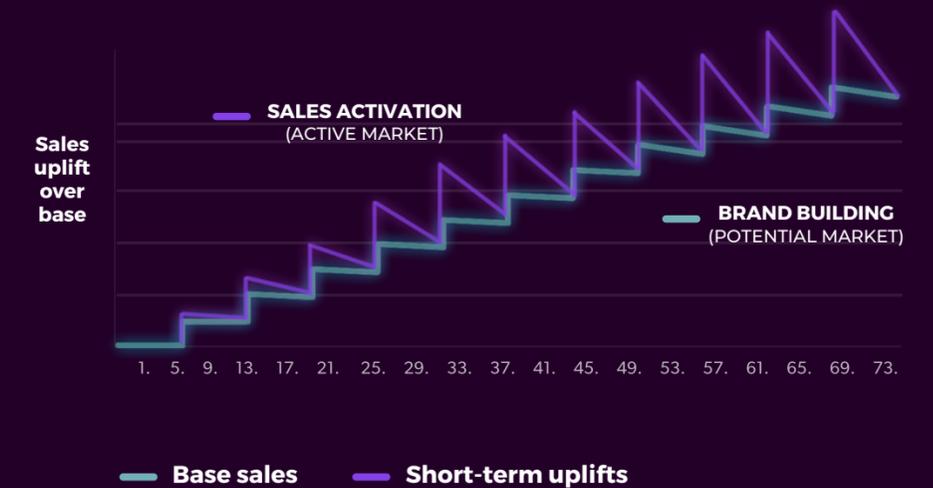
BRAND BUILDING DELIVERS LONG-TERM PROFIT



BRAND BUILDING DELIVERS LONG-TERM SALES GROWTH UNLIKE ACTIVATION



WHEN COMBINED, BRAND BUILDING MAKES ACTIVATION WORK HARDER



What can you do with them?

We'll bring the product. You bring the service.



Bundle em'

Your same ol' services, with serials™ integrated into them.

- PPC: TOFU ad creative; retargeting
- Email: Audience; brand building
- Branding: Voice + POV
- Social media: Algorithm-free/security
- Websites: Lead magnet
- SEO: Linkable asset
- PR: Community building tool
- Content: TOFU; thought-leadership



Add-on to em'

Mid-to-bottom of funnel service add-ons that turn subscribers into patients, quicker.

- Newsletters
- Retargeting
- Events (virtual/in-person)
- Contests/giveaways
- Native ads
- Lead magnets
- Funnels



A La Carte em'

Create a new, standalone service or hybrid service featuring serials.™

- Brand Builder (E.g. Brand identity + website + serial™ + social ads)
- Audience Builder (E.g. Serial™ + social media + social ads; or Serial™ + social ads)

What's in it for your clients?

Partner perks for shared clients.



First dibs

New serials™ go out to partner clients first, before anyone else. Get first dibs on exclusivity.



Preferred pricing

Partner clients will always pay pre-order price no matter when they buy (\$240 savings).



Shared resources

Partners work directly with PatientNectar to ensure optimal effectiveness. Shared data, ad creative, tactics, etc.

What's in it for you?

Partner perks for you.



Increase MRR + MRP

Grow retainers and recurring profit by adding a new low-cost, low-overhead service to your arsenal. Upsell and cross sell with ease.



Earn new clients

Direct referrals for clients who need serial™ marketing and/or add-on services and who don't have agency partners.



Commission or...

We've got commissions to divvy out, whether you take them or pass off savings to your client. Let's discuss.

Quick links

PatientNectar (home)

<https://www.patientnectar.com/>

Serials™ URL

<https://www.patientnectar.com/email-serials/>

Out now

[Peeled: Total Beauty](#)

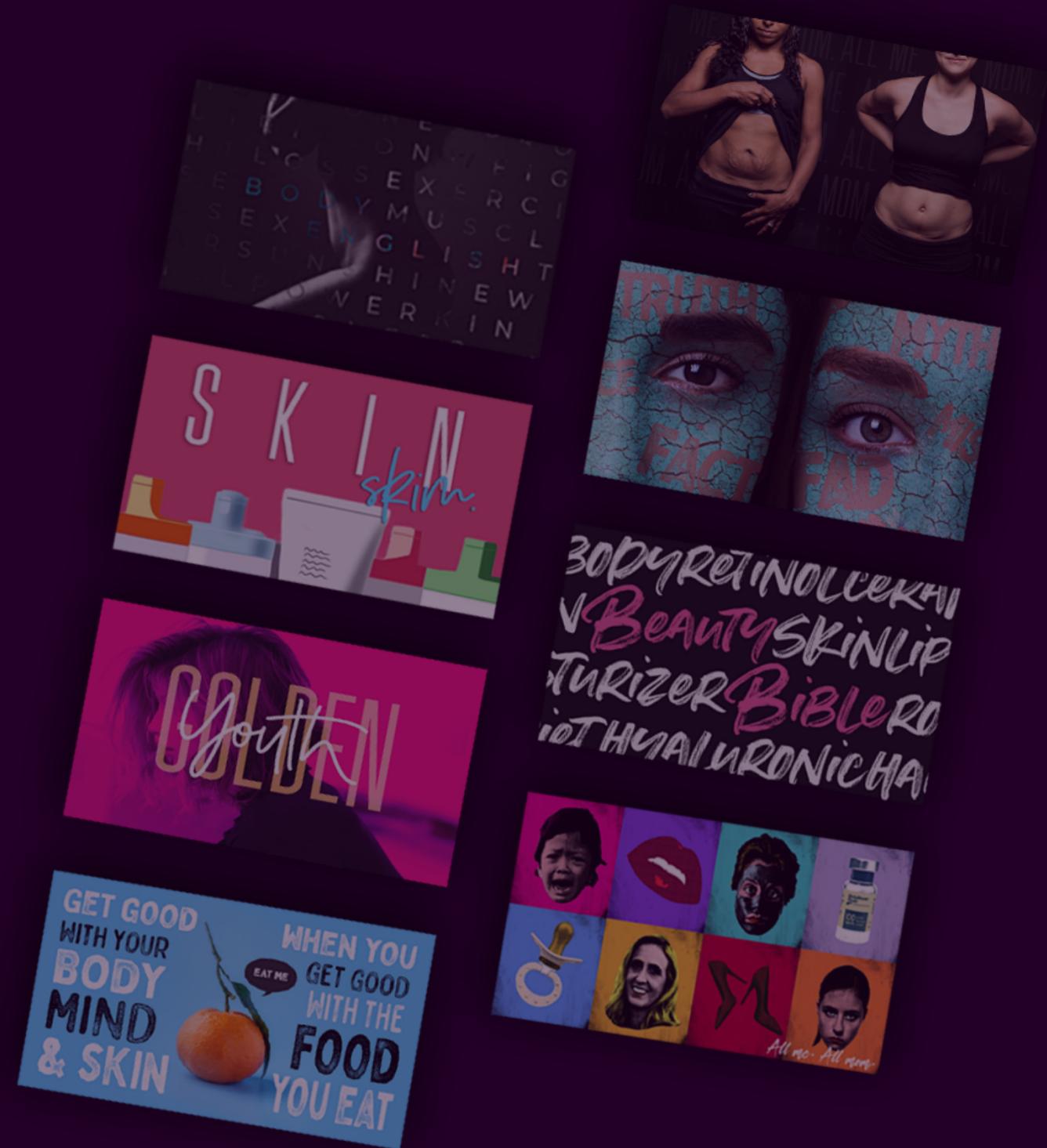
[Skin Skim](#)

[Face to Face](#)

Example issues

[Peeled example issue](#)

[Skin Skim example issue](#)





Powered by Serials.™

The secret to long-term, profitable growth isn't more sales today; it's a stronger brand tomorrow.



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