



Want a marketing manager
who needs no management?

Hire your own E-m²

If you want to do a better job at marketing your medical or dental practice, hospital or healthcare organization—but don't want the overhead and issues that come with employees—you need E-Marketing Manager—or E-m².

E-m² was created by Knight Marketing, an established healthcare marketing agency, to meet the growing need for professional marketers who have significant experience in the healthcare advertising field. Your experienced E-m² will manage the major responsibilities typically assigned to an in-house marketing manager or director, **at a fraction of the cost of a full-time employee.** In fact, you'll get the focused efforts of a marketing director and the collective expertise of an advertising agency, all in one!

Your E-m² will:

- Develop an annual marketing plan and budget
- Create and produce advertising, educational material, etc.
- Coordinate media placement
- Update and maintain your Web site
- Plan and staff events and programs
- Manage your internal communications, such as employee newsletters
- Field and manage all marketing-related inquiries and sales calls
- Assist in cultivating referral sources

A Great Short-Term Solution

“We needed an interim marketing director at our health system so we could take our time in filling the position permanently. Our E-m² had an excellent understanding of our organization and helped keep our work moving.”

– Jackie Weder, Vice President
Southeast Georgia Health System

Your E-m² is waiting.
Contact us today
to learn more!

Tracy Knight
941.486.8756, ext. 222
tracy@knightmarketing.com

A flat monthly fee covers:

- Initial site visit and marketing needs assessment
- Development of annual marketing plan
- An E-m² assigned specifically to your practice, hospital or organization
- Dedicated phone line that will be answered by your E-m² with your organization's name
- Weekly virtual meetings including your principals, staff, and your E-m² (we will install Skype on your computers)
- Semi-annual 360° assessment (site visit)

Six-month, 12-month and 24-month contracts are available

Out-of-pocket expenses, such as production and media, are not included



Sample annual cost comparison:

In-House Marketing Manager		E-Marketing Manager (E-m ²)	
Cost to hire, train & equip	\$5,000	Cost to hire, train & equip	\$0
Annual salary	\$48,000	Annual Salary	\$0
Payroll tax	\$4,000	Payroll tax	\$0
Benefits	\$7,000	Benefits	\$0
Management fees	\$0	Management fees	\$42,000
Sick & vacation days	???	Sick & vacation days	\$0
Total	\$64,500	Total	\$42,000

The difference, approximately
\$22,500, could buy you:

- Two full page newspaper ads
- A new Web site
- 350,000 tri-fold brochures

100 W. Venice Avenue, Suite G
Venice, FL 34285
p: 941.486.8756
knightmarketing.com



HEALTHY STRATEGIES. BETTER OUTCOMES.