

LASIK DOCTOR NETWORK
SUBSCRIPTION PLANS

Plan	Pricing*	Description
Basic Plan	\$495/month	<p>A. Microsite, which includes:</p> <ul style="list-style-type: none"> i) A unique local SEO-optimized microsite on the LASIKDoctorNetwork.com site. ii) Monthly blog content iii) Monthly microsite activity reports <p>B. Access to quarterly marketing campaigns. Each campaign will support a specific idea/theme and will consist of:</p> <ul style="list-style-type: none"> i) A 90-second video/animation. ii) A six-email sequence designed to nurture the idea or theme. iii) Social media bite-sized content for LinkedIn®, Instagram® and/or Facebook® iv) Scripting for office staff to support the quarterly idea/theme. v) A professionally designed PDF lead magnet for use in office collateral, print and digital. <p>C. Access to LDN Community</p>
Growth Plan	\$695/month plus PPC	<p>A. All services of the Standard Package</p> <p>B. Coordination of pay-per-click advertising campaigns (NOTE: this service requires Customer to maintain a credit card on file)</p> <p>C. Lead follow-up</p>
Pay-per-click (PPC) Advertising	You set the PPC budget, subject to a minimum of \$1,000/month	PPC only available with the Growth Plan. LDN will retain 10% of the PPC budget for ad placement fees. Example – If you set a \$1,000/month PPC budget, \$900 will be allocated to PPC and \$100 will be allocated to ad placement fees.

*Pricing does not include tax.