

TIER 01 · FOUNDATION · PRACTICE GROWTH INFRASTRUCTURE

# Foundation

The essentials — paid acquisition, conversion, and lead capture working as one engine.

**Everything between the click and the calendar.** Foundation is the floor of the Practice Growth Infrastructure: everything required to turn paid traffic into booked consults, with nothing leaking between the click and the calendar. It includes the AI-assisted speed-to-lead responder, inside a CRM you own.

MANAGEMENT FEE

**\$1,500**

per month · USD

- ✓ Ad spend separate, billed to your card
- ✓ Setup fee waived
- ✓ Month-to-month after 90-day initial period

## What's included

01

### Paid Patient Acquisition

1 CHANNEL — GOOGLE OR META

- ✓ Campaign strategy and audience targeting
- ✓ Ad copy and creative production, compliance-reviewed
- ✓ Conversion landing page — one goal: booking the consult
- ✓ Full conversion tracking (calls, forms, booked consults)
- ✓ Monthly optimization and a revenue-focused report

02

### Booking Bot System

INCLUDES THE AI AUTOMATION

- ✓ GoHighLevel CRM setup & configuration — owned by you
- ✓ Speed-to-lead AI responder: AI-assisted first response under 60s, auto-escalating any clinical question to your team
- ✓ Missed-call text-back on every missed call
- ✓ Appointment reminders to reduce no-shows
- ✓ One-time database reactivation of your dormant leads

03

### Reputation Management

REVIEWS, TRUST & VISIBILITY

- ✓ Automated post-visit review generation
- ✓ Real-time review monitoring and alerts
- ✓ Pre-approved, compliance-checked response templates
- ✓ Google Business Profile review prompts

## — What this tier doesn't include

### Organic SEO & AI-search visibility

Full GBP optimization, local SEO, schema for AI search

FROM GROWTH

### Social content & short-form video

Content calendar, posts, reels

FROM GROWTH

### Second paid channel + account manager

Multi-channel paid, dedicated AM, weekly review

FROM DOMINANCE

Each of these is where the next tier picks up — Foundation is designed to be upgraded as you grow, not replaced.

## — Applies to every tier

### You own everything

Your ad accounts, CRM and its data, lead lists, and creative assets. If we part ways, you keep the engine running.

### Healthcare compliance built in

Every asset is produced with the rules for your jurisdiction and profession in mind — ASA/CAP, HIPAA/FTC, PHIPA/PIPEDA, and profession-specific regulators.

### The AI never gives clinical advice

It books, answers logistics, and qualifies. Anything touching symptoms, diagnosis, medication, or distress is auto-escalated to your team. A hard rule, not a setting.

### Ad spend is always separate

The monthly figure is our management fee. Ad budget is billed directly to your card by the platforms, never marked up, always visible to you.



**Before it ever touches a real lead**, the AI responder is tested with simulated patient enquiries — including clinical-escalation cases. It does not go live until escalation behaviour is verified.

WHY OUR CLIENTS STAY

## The four-part promise

01

### Action-based guarantee

A qualified consult-request floor, agreed in writing at onboarding for your tier and market — or next month's management fee is on us.

02

### Geographic exclusivity

One practice of your type per 10-mile radius. We never run campaigns for your local competitor.

03

### You own everything

Ad accounts, CRM data, lead lists. If we part ways, you keep the engine running.

04

### Frictionless exit

Month-to-month after a 90-day initial period. No 12-month lock-in. Cancel any time with 30 days' notice.

## How to get started

01

### Book a 15-minute fit call

We confirm you're in a market we can serve and agree your consult-request floor.

02

### Onboarding & access

Days 1–3: ad accounts, GBP, website and domain access handed over. Goals set.

03

### We build & test

Days 3–14: CRM, AI responder (tested on simulated enquiries), landing page, tracking.

04

### Launch & optimize

Day 14–21 go live. First revenue report at the end of month one.

## Ready, or want a look first?

Start the Foundation tier, or get a free Growth Audit of your practice before you decide.

[rankingeek.com/book-an-appointment](https://rankingeek.com/book-an-appointment)

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