



j. FITZGERALD **group**, INC.  
MARKETING COMMUNICATIONS



# Why JFG

Solving Problems,  
Delivering Results.

**Nimble, flexible, reliable  
and easy to work with.** At  
JFG, we pride ourselves  
on satisfying our clients'  
needs by providing sound  
strategy, creative solutions,  
and top-notch design and  
copywriting — all with  
flawless execution and  
unparalleled service.

COLLABORATIVE

NIMBLE

PASSIONATE

STRATEGIC

UNIQUE

GROWTH-ORIENTED

ROI-DRIVEN

DEDICATED

Who We Are

TRUSTWORTHY

COMMUNITY-FOCUSED

RELIABLE

RESPONSIVE



# About JFG

## **20+ Years in Business**

We have a proven track record of results and are trusted by many local and global clients, big and small, for over 20 years.

## **Focused on You**

Our smaller-scale team allows us to be more nimble, and able to innovate and adjust our efforts quickly based on budget, trends and your unique needs.

## **Health Care & Service-Focused Agency**

With a strong focus on service industries, especially in the health care, higher education, financial and nonprofit sectors, JFG offers specialized expertise.

## **Rooted in WNY**

As a local agency, we have the advantage of knowing the WNY area and who you are trying to reach.



# About JFG

## Our Service Offerings

### DIGITAL

Paid Search & Display Ads  
Social Media (Paid/Organic)  
YouTube Ads  
SEO  
Google Business Profile  
Reputation Management  
Website Design

### TRADITIONAL

TV/Radio Ads  
Print Collateral  
Outdoor Advertising  
Public Relations  
Trade Show Support  
Community Outreach

### STRATEGY

Brand Development  
Rebranding  
Media Relations  
Market Research  
Surveys & Focus Groups  
Strategic Marketing  
Communications Plans



# Solutions We Provide Our Health Care Clients

## Branding & Corporate Identity

- Brand Messaging & Voice
- Logo & Tagline Development
- Style Guides
- Audience Research & Targeting

## Traditional Advertising

- Outdoor Advertising (Billboards & More)
- TV/Radio Advertising
- Public Relations
- Video Production

## Print Collateral & Graphic Design

- Business Cards
- Patient Appointment Cards
- Tabletop & Floor Easels
- Google Review Request Cards

## Web & Digital Marketing

- Website Development & Maintenance
- Landing Page Design
- Search Engine Optimization (SEO)
- Blogs & Content Creation
- Google & YouTube Ads
- Meta & LinkedIn Ads
- Organic Social Media Management

## Internal & External Communications

- Reputation Management & Review Trackers
- Monthly/Quarterly E-Newsletters
- Office Signage
- Digital Screen Graphics
- Slideshows & Other Templates
- Office Stationery
- Event Promotion



# A Few of Our Clients







Relevant Experience





Case Study

**Branding, Print Design, Web & Digital Marketing**  
Northtowns Ambulatory Surgery Center



# Branding, Print Design, Web & Digital Marketing

## Northtowns Ambulatory Surgery Center

### Background:

- Centrally located in the Buffalo region within the newly built 716 Health Medical Complex, Northtowns Ambulatory Surgery Center (NASC) is set to provide a wide range of ambulatory surgery services from its 38,000-square-foot, state-of-the-art facility.
- Sponsored by a nonprofit affiliate of Kaleida Health, two University of Buffalo nonprofit Physician/University affiliates and 33 physician members, the new facility will offer a high-quality, cost-effective alternative for outpatient surgical procedures.

### Challenge:

- To prepare for the center's grand opening, the NASC leadership team knew they needed to establish a strong brand and website presence from the start, as they embarked on recruitment initiatives and sought to build awareness among the WNY community.

### Solution:

- In planning the look and feel of the new NASC brand, JFG sought to develop something modern, sleek and classy that would best represent state-of-the-art, world-class surgical care. The NASC logo visually represents the center's location within the 716 Health Complex, and the "A" without the cross line is meant to illustrate an arrow pointing upwards — directional in nature to highlight the elevated level of care.
- Once the NASC branding was established, print collateral including business cards, patient appointment cards, office stationery and folders were created to prepare for the grand opening. Recruitment materials were also designed, including tablecloths, easels and takeaway cards.
- To establish a web presence, a landing page was designed to serve as an information hub on the center, as well as its services, physician members and career opportunities. This page was used for early campaigns and outreach, as the full website was being developed.
- To further assist with NASC's hiring and awareness goals, social media accounts were created, and Meta Ads were launched.

### Results:

- In the first few months, the digital efforts generated thousands of impressions, website visits and engagements.
  - **5,894 Landing Page Sessions** first 4 months post launch
  - **194,895 Impressions, 6.86% Average CTR, \$0.09 Average CPC** and **13,373 Clicks** from 3 months of Meta Ads

# NASC 716

Northtowns Ambulatory Surgery Center

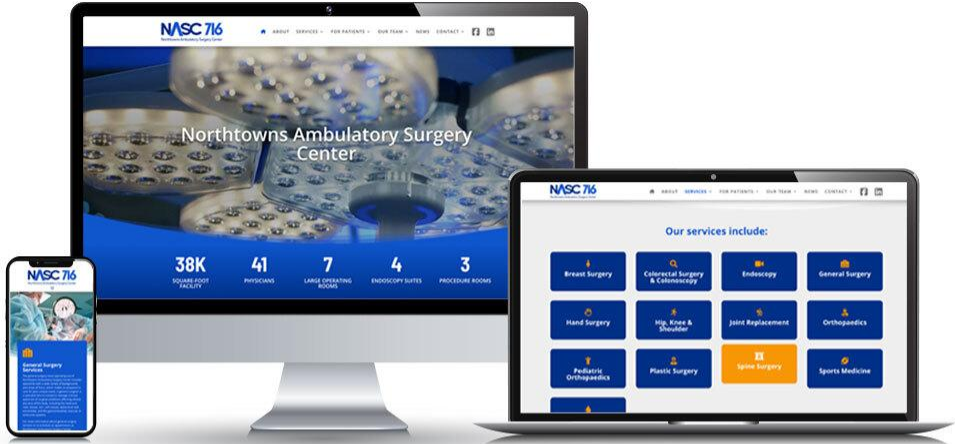


**NASC 716**  
Northtowns Ambulatory Surgery Center

## We Are Hiring

Join Our World-Class Team

[APPLY TODAY](#)



## Join Our Mission to Bring World-Class Surgical Care to WNY

**INTRODUCING**  
Northtowns Ambulatory Surgery Center

**38K** SQUARE FOOT FACILITY  
**41** PHYSICIANS  
**7** LARGE OPERATING ROOMS  
**4** ENDOSCOPY SUITES  
**3** PROCEDURE ROOMS

**Orthopaedics**  
Breast Surgery

**Colorectal Surgery**  
General Surgery  
Plastic Surgery

**Vascular Surgery**  
Endoscopy

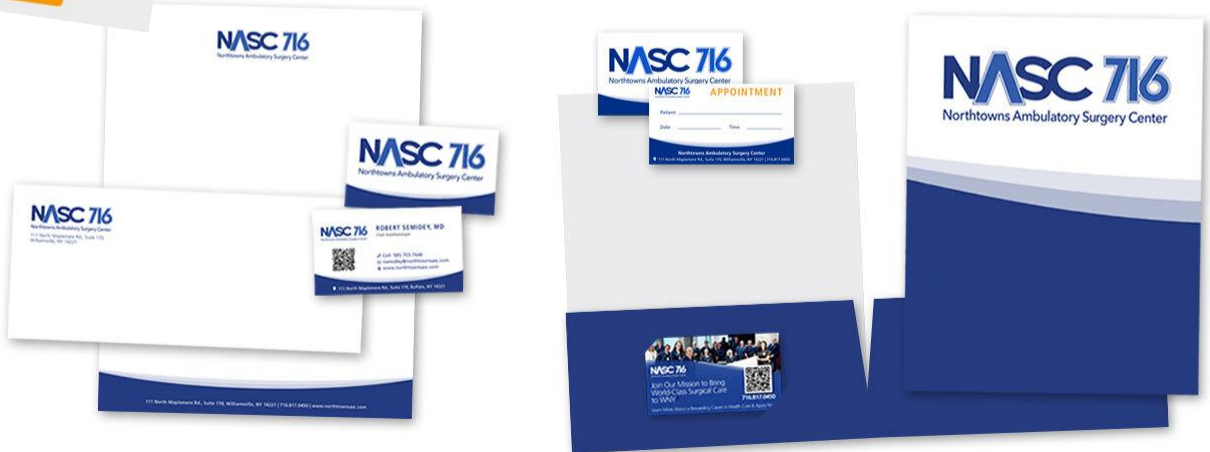
Centrally located in the newly built 716 Health Medical Complex, Northtowns Ambulatory Surgery Center provides world-class outpatient interventions, state-of-the-art equipment and the highest level of patient care.

Learn More About a Rewarding Career in Health Care & Apply Now to Join Our Growing Team  
**716.817.0450**



111 North Mapleview Rd., Suite 170  
Buffalo, NY 14221

**NASC 716**  
Northtowns Ambulatory Surgery Center



Case Study



# Branding & Awareness Campaign

UBMD Orthopaedics & Sports Medicine



# Branding & Awareness Campaign

## UBMD Orthopaedics & Sports Medicine

### Background:

- For more than a decade, JFG has served as the trusted marketing partner for UBMD Orthopaedics & Sports Medicine (UBMDOSM), the largest orthopaedics group in Western New York (WNY).
- Already established as the best Orthopaedic Group in WNY, but known as the docs who only treat the pros.

### Challenge:

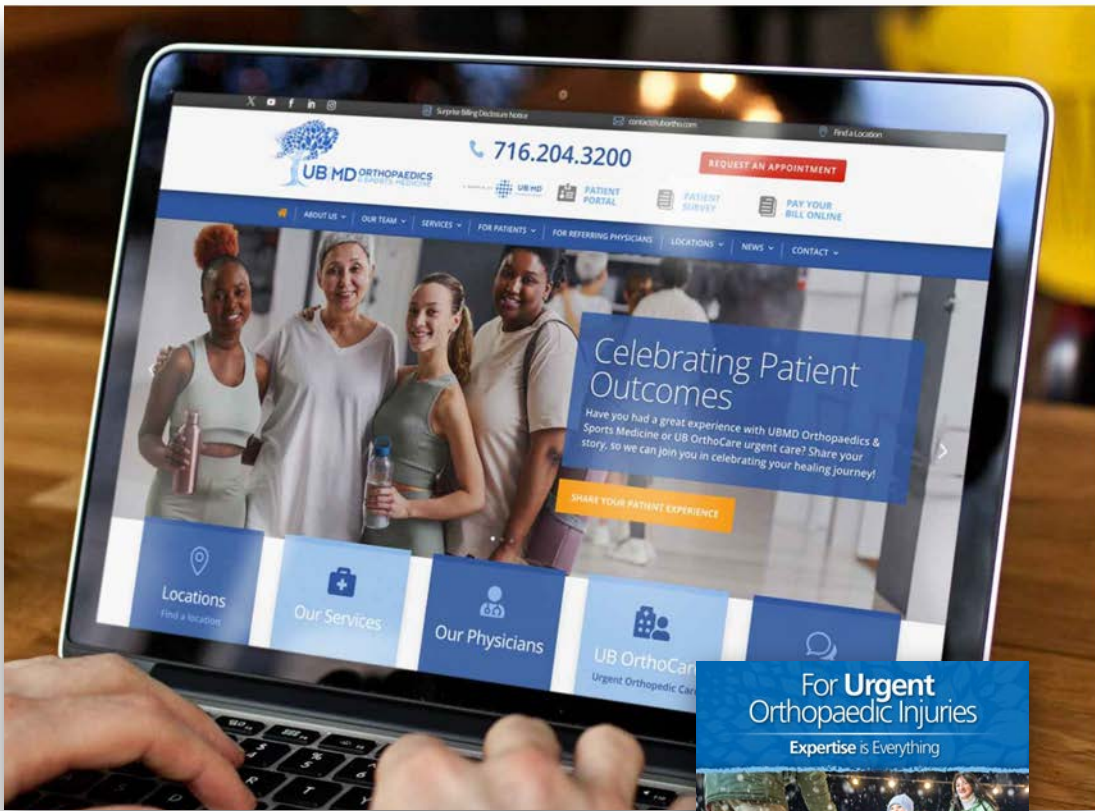
- To make it clear “We Treat Every Body” and develop a strong brand message firmly positioning UBMDOSM as the leading orthopaedics experts in WNY, even among increasing health care options and competition.

### Solution:

- Expertise was always at the center of the work UBMDOSM was doing, which led JFG to develop the overarching brand message, **Expertise Is Everything**, with a supporting message, **The Best at Making You Better**.
- Referring to highly specialized, fellowship-trained physicians, and superior patient outcomes, this value proposition is what both patients and referring physicians can relate to, persuading them to seek UBMDOSM for expert care.
- This unified brand messaging continues to be used in all ongoing marketing initiatives across traditional and digital media, website content, print collateral and more, elevating the perception of UBMDOSM across the WNY community.

### Results:

- **Since partnering with JFG, UBMDOSM has seen awareness, engagement and lead-generation metrics increase consistently, constantly performing well above health care industry averages. Most recent results include:**
  - **17.15% Increase** in Appointment Requests on Website Year-Over-Year (2022 to 2023)
  - **23.5% Increase** in Organic Traffic Year-Over-Year (2022 to 2023)
  - **45% Increase** in Leads from Google Ads Year-Over-Year (2022 to 2023)
  - **23.53% Increase** in Average Social Media Engagement Year-Over-Year (2022 to 2023)



For **Urgent Orthopaedic Injuries**  
Expertise is Everything

**UB ORTHOCARE**  
Urgent. Orthopaedic. Experts.

**UB MD ORTHOPAEDICS** 716.204.3200 [REQUEST AN APPOINTMENT](#)

[PATIENT PORTAL](#) [PATIENT SURVEY](#) [PAY YOUR BILL ONLINE](#)

ABOUT US | OUR TEAM | SERVICES | FOR PATIENTS | FOR REFERRING PHYSICIANS | LOCATIONS | NEWS | CONTACT

Caring for the **BILLS, SABRES** and Your Future Star  
Team Doctors of the Buffalo Bills and Buffalo Sabres

[Locations](#) [Our Services](#) [Our Physicians](#) [UB OrthoCare](#) [Patient Testimonials](#)

EXPERTISE IS EVERYTHING FOR | Concussion Management

[Request an Appointment](#) **UB MD ORTHOPAEDICS & SPORTS MEDICINE**

EXPERTISE IS EVERYTHING FOR | Joint Replacement

[Request an Appointment](#) **UB MD ORTHOPAEDICS & SPORTS MEDICINE**

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

**EXPERTISE IS EVERYTHING** | Sports Medicine

ubortho.com | 716.204.3200

**Announcing our Newest Location now open in Williamsville**

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

**716 Health**  
111 North Maplestone Rd., Suite 100  
Williamsville, NY 14221

**UBMD Orthopaedic & Sports Medicine is the largest orthopaedics group in Western New York**

Specializing in the entire spectrum of treatment for bones, joints, muscles and concussions.

- Adult & Senior Fitness
- Carriage Muscular Center
- Concussion Management Clinic
- Knee & Ankle Fusion
- Hand Surgery
- Hip Arthroscopy & Reconstruction
- Joint Reconstruction & Replacement
- Limb Salvage
- MRI & Imaging Services
- Reconstructive Orthopaedics
- Physical Therapy
- Rehabilitation Services
- Shoulder & Elbow Fusion
- Sports Medicine
- TMS (Deep) and Acupuncture

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**  
4225 Governor Street,  
Cheektowack, NY 14225

**EXPERTISE IS EVERYTHING FOR** | Physical Medicine & Rehabilitation

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

**EXPERTISE IS EVERYTHING** | Hand & Wrist

ubortho.com | 716.204.3200

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

Leaders In Orthopaedic Care Has Expanded

Team Doctors For:

- Arthroscopy
- Concussion Management
- Hand & Wrist
- Hip Arthroscopy
- Joint Reconstruction
- Limb Salvage
- MRI & Imaging
- Reconstructive Orthopaedics
- Physical Therapy
- Rehabilitation
- Shoulder & Elbow
- Sports Medicine
- TMS (Deep) and Acupuncture

**UB MD ORTHOPAEDICS & SPORTS MEDICINE**

Trusted Orthopaedic Care for Bones, Joint, Muscles, Concussions.

Call Us | 716.204.3200 | ubortho.com

**EXPERTISE IS EVERYTHING FOR** | Foot & Ankle

**EXPERTISE IS EVERYTHING FOR** | Joint Replacement

**EXPERTISE IS EVERYTHING FOR** | Urgent Care

**UB ORTHOCARE**  
Urgent Care

Wanting ready with urgent expert care.

Our locations:

Call us available 24/7

716.204.3200







Case Study

# Website Development & Awareness Campaign

OWM Integrative Wellness



# Website Development & Awareness Campaign

## OWM Integrative Wellness

### Background:

- Based in Buffalo and founded by board-certified physician Dr. Leonard Kaplan, OWM Integrative Wellness (OWM) provides integrative, regenerative, naturopathic and functional medical care, in addition to advanced medical aesthetics and yoga services.

### Challenge:

- OWM came to JFG looking to increase awareness of its unique and highly sophisticated array of services among prospective clients in WNY and Canada. They needed a web presence and brand messaging that better communicated their comprehensive offerings.

### Solution:

- Knowing OWM's focus on holistic healing, JFG developed the tagline **"Your Total Health Center,"** in order to represent the full range of health and wellness services that take care of every part of a person.
- In designing the new website, written and video client testimonials were brought to the forefront, and the user experience was prioritized with easy navigation and clear calls to action to push contact and appointment conversions. An SEO strategy was also implemented to optimize organic traffic and keyword rankings among individuals searching for health care solutions.
- To further increase OWM's digital footprint and engage current and prospective clients, JFG developed Meta ad campaigns, Google Ads, monthly e-newsletters, and video assets used on YouTube, the website and social media.
- A comprehensive women's health landing page was developed and used for digital ad traffic.

### Results:

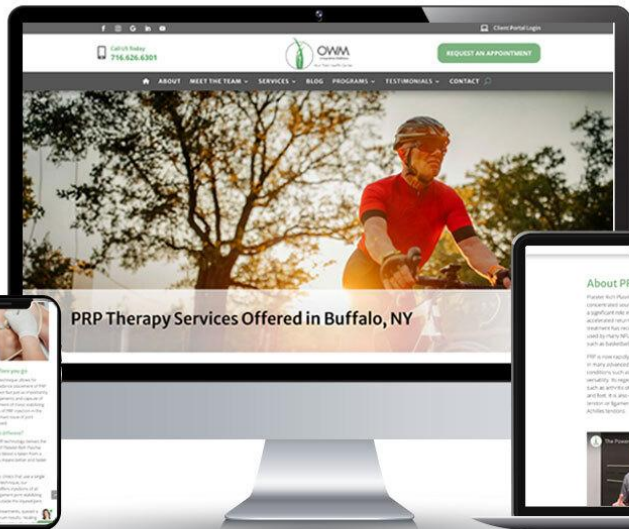
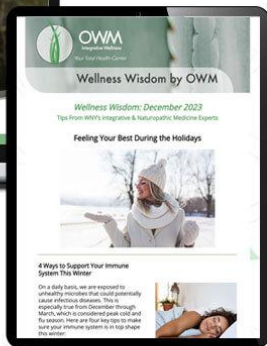
- Since partnering with JFG and launching the new website, OWM Integrative Wellness has seen awareness, web traffic, engagement metrics and leads continue to increase, and digital ads continue to far outperform health care industry averages.
  - **33,538 Website Sessions** first 6 months post launch
  - **382 Website Appointment Requests/Contacts** in first 6 months
  - **52/86 Keywords Rank in Top 5** on Google
  - **508,817 Impressions, 4.28% Average CTR, \$0.16 Average CPC** and **21,773 Clicks** from 6 months of Meta Ads
  - **60% Average Open Rate** for first 3 e-newsletters



# OWM

Integrative Wellness

Your Total Health Center





[jfitzgeraldgroup.com](http://jfitzgeraldgroup.com)



Let's Work **Together!** We'd like to help you out

12 West Main Street | Lockport , NY 14094 | 716.228.3434