

A Growth Strategy Built Around
Your Hearing Care Practice –
with Expert Guidance, an Elite
Marketing Team Driving Execution,
and the Collective Intelligence
of 90+ Leading Hearing Care
Practice Owners Across
North America.

“They’re the difference between surviving and thriving in today’s world”

Dr. Kelsi Mangrem, Holland Hearing Center

You didn't build your practice because you wanted to become a marketing expert.

You built it because you wanted to help people hear better.

You wanted to create an exceptional patient experience, build a great team and grow something meaningful in your community.

And for a long time, doing great work could take you a very long way.

You looked after people exceptionally well. They told their friends. Local physicians knew your name. Your reputation grew and the practice grew with it.

Marketing mattered, but it did not need to occupy this much of your time, attention or headspace.

Today, it does.

- Physician referrals are less predictable.
- Patients have more choices.
- Large groups, manufacturers and increasingly sophisticated competitors are fighting harder for the same people.
- The way patients search has changed.
- Google is changing.
- AI is changing how practices are discovered and recommended.
- Advertising is becoming more crowded and more expensive.

The tactics that produced predictable results five years ago cannot be relied upon to produce the same results today.

None of this changes the quality of care you provide.

It changes whether prospective patients ever see that quality.

And that is the uncomfortable part.

You can be the most experienced hearing care provider in your market. You can have an exceptional team, hundreds of delighted patients and a standard of care that your competitors cannot match.

And you can still lose a prospective patient to a less capable practice that has done a better job of being seen, understood and trusted.

Because patients cannot choose the best practice if they cannot see why it is the best practice.

Most practice owners recognize the problem, so they do what seems logical.

They hire a marketing company.

They rebuild the website, run Google Ads, work on SEO, post on social media, send emails, sponsor local events and try yet another campaign.

Soon, there is an enormous amount of marketing activity.

But activity and progress are not the same thing.

- The website is live, but you are not sure whether it is doing its job.
- The reports arrive, but you still cannot confidently say what is driving growth.
- Campaigns are launched, but they rarely feel connected to a larger plan.

There is always something else you could be doing, something you should be improving or something a competitor might be doing that you have missed.

So the same questions keep circling:

- Is our marketing actually working?
- Are we investing in the right things?
- What should we stop doing?
- What are the strongest practices doing differently?
- What should our next priority be?
- And when those questions need answering, they land back on you.
- You are still expected to come up with the ideas.
- You are still deciding what should happen next.
- You are still reviewing the work, connecting the pieces, chasing implementation and trying to work out whether the results are good enough.

All while leading your team, recruiting good people, protecting clinical standards, managing profitability and running the practice.

You hired a marketing company because you wanted expert help. Somehow, you ended up with *another department to manage.*



“ We honestly had a great practice before Orange & Gray, but I am not sure our marketing truly reflected who we were. Today, our marketing feels like us. ”

Mark Rahman, Gulf Gate Hearing Aid Center

That is the real frustration.

- You are paying for marketing, but you are still carrying it.
- You do not need more disconnected activity.
- You need to know what matters next.
- You need experienced people who can take responsibility for getting it done.
- You need to understand what is producing results and what is wasting time and money.
- You need access to what other successful practice owners are learning, testing and seeing in the market.
- And you need all of that without becoming the full-time manager of your own marketing function.

Because the answer is not simply to do more marketing.

The answer is to become the obvious choice in your community.

The practice patients find first, understand immediately and trust before they have even made contact.

That means becoming:

- Easier to find when someone needs help.
- Easier to understand when they compare their options.
- Easier to trust before the first conversation.
- Easier to choose when they are ready to act.

When that happens, more of the right patients arrive already understanding what makes you different and feeling confident that your practice is the right place for them.

You spend less time competing for attention, defending your value or relying on one referral source, campaign or advertising channel to keep the phone ringing.

Over time, your practice becomes locally iconic: known, remembered and recommended throughout the community.

- The practice local physicians think of.
- The practice patients tell their friends about.
- The practice prospective patients already feel they know before they make contact.

That is the goal of an independent business, and that is what you deserve to ensure the right patients see you as ‘head and shoulders’ above all other options.



“I cannot imagine not having them in my corner. Nor would I want to.”

Dr. Jen Mayer, South Shore Hearing Center

You have already built a practice worth choosing.

Now you need the strategy, team and infrastructure to make sure your community recognizes it.

That is where Orange & Gray fits.

Our role is to become your partner to define your custom marketing plan, drive the implementation through a team of specialists and give you access to the collective experience of leading independent practices across North America.

- So the work gets done.
- You know why it is being done.
- It's all custom-built for your practice (no cookie-cutter nonsense)
- You can see where the practice is heading.
- And you have a marketing team leading you.

*Your practice remains
at the center of the story.*
Our job is to help the
market see what your
patients already know.

Why is Orange & Gray Different?



Put simply; we act as your full-service marketing function, giving you access to a team of 25+ specialists across strategy, positioning, web, search, content, campaigns, paid media and creative execution.

But great execution without the right strategy simply means doing the wrong things very well.

That's why everything is driven through our proven growth framework that has added tens of millions of dollars of practice growth - continually identifying where the biggest opportunities exist, what needs improving next, and where your time, attention and investment will have the greatest impact.

And because no practice grows in isolation, you're also surrounded by the collective intelligence of 90+ leading independent practice owners across North America. Owners who are testing ideas, solving operational challenges, adopting new technology, sharing lessons, and helping one another continually raise the standard.

That combination is what accelerates true growth, makes it consistent, and turns practices from another option to the obvious option.

If you're finding yourself frustrated or tired of the same tired marketing campaigns, agencies that report action but don't move the needle, and you're curious to what fast-growing practices are actually doing right now and a fast-changing market, then we may be an ideal fit.

Let's walk through the three big areas:

#1 An Elite Marketing Team of 25+ Specialists Working On Your Practice

This isn't a small team propped up by virtual assistants, outsourced overseas support, and AI-generated slop.

It's a team of **25+ dedicated marketing specialists**, focused on delivering premium, gold-standard marketing for your practice - all working from our head office in Manchester, England.

Over the past decade, we've deliberately built a team of the best British marketing talent, all focused on North America private practice hearing care clinics.

Creatives with backgrounds in prestigious London agencies.

- The best web developers, strategists and copywriters who have helped local businesses achieve incredible things
- Account managers with backgrounds in high-level concierge service and 5-star hotels, where responsiveness, attention to detail and client care are non-negotiable.
- It results in a team that can finally deliver to practice owners like yourself that expect more, crave more and want more.

But as you'll know; skillset alone isn't enough. Everybody on our team is hired and fired based on three core values that are the DNA of our business.

They are:

- *Results-Focused*
We only win if you win. Vanity metrics, fluffy updates and mind-numbing reports mean very little unless the numbers that matter to your practice are moving in the right direction.
- *Growth Mindset*
What was good enough yesterday isn't good enough tomorrow. We're obsessed with continuous improvement, constantly looking for the next 1% improvement that makes the work smarter, stronger and more effective.
- *Impact-Focused.*
This is more than a job. We care deeply about the practices we work with, the people behind them and the results we're responsible for delivering. When you work with us, your practice becomes part of our world.

The result is marketing that isn't just executed to an exceptionally high standard. It has care, thought, attention and genuine ownership behind it.

#2 Bespoke Practice Growth Strategy & Guidance

Many of the bottlenecks to practice growth sit deeper than marketing.

They can sit in how your practice is positioned, how your pricing is structured, how your team communicates value, or how the practice performs day to day.

That's why our guidance starts with understanding your practice: your market, your goals, what's already working and what's holding you back.

Over the past decade, our work with practices across North America has helped generate over \$25m in practice growth. We bring that experience to your specific challenges, helping you identify where change will have the greatest impact.

For your practice, that might mean sharpening your positioning, rethinking your pricing, improving patient conversations or addressing the operational barriers preventing growth from translating into profitability.

Together, we build a strategy around what your practice needs—and provide ongoing guidance as you put it into action.

Our co-founder, Oli Luke, shares many of the principles behind this work in his book, *Hello David: The Small & Independent Business Playbook for Outsmarting Industry Goliaths*.

Those principles inform our advice. Your circumstances shape the strategy.



“Orange & Gray have made a huge impact. I track everything religiously, so I know what our return on investment is, and it's better than any marketing company we've ever worked with.”

Chris Arnold, Arnold Hearing Centres

#3 A Collaborative Community of Industry-Leading Practice Owners

One of the fastest ways to grow (both personally and professionally) is to surround yourself with great people who are on the same journey - some who are several steps ahead of you, some facing similar challenges, and others who are solving the same puzzles as you.

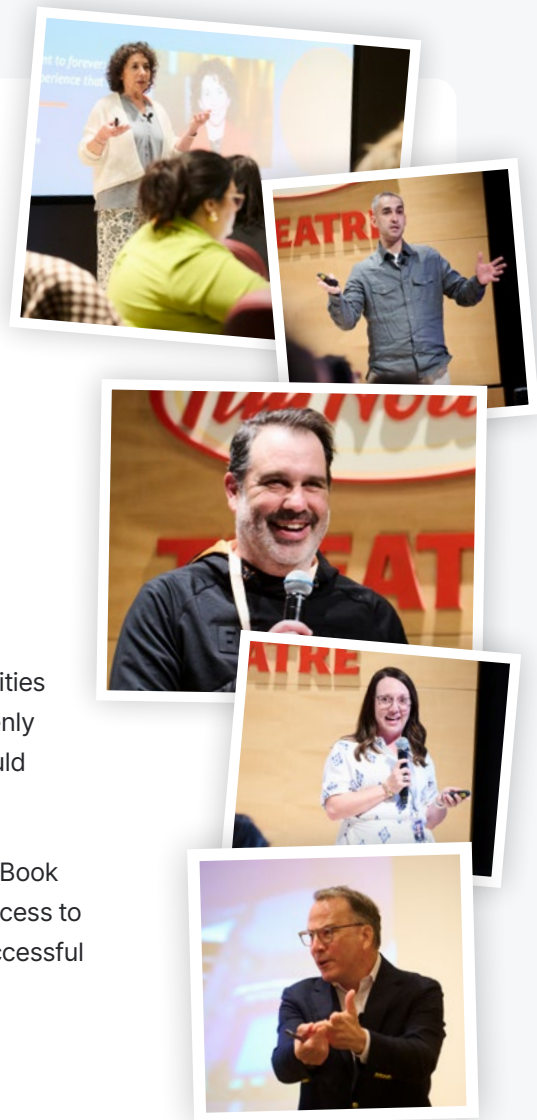
Inside our Inner Circle are **90+ independent practice owners from across North America**, collectively generating **\$200+ million in annual revenue**, operating across **250+ locations** and employing **800+ team members**.

That creates something incredibly powerful.

A vetted community full of 'giving' practice owners who understand the realities of building and growing an independent hearing practice - and who are openly sharing what's working, what isn't, what they've learned, and what they would do differently, with no local competition in the room.

Through monthly Inner Circle calls, quarterly virtual Masterminds, quarterly Book Club meetings and our annual in-person Inner Circle Live event, you gain access to the collective intelligence, insight and wisdom of the smartest and most successful independent practice owners in the industry.

- It means fewer problems have to be solved from scratch.
- Fewer expensive lessons have to be learned the hard way.
- And when you're facing a challenge, making a big decision or looking for the next growth opportunity, there's a very good chance somebody in the room has already been there.



Combined, a partnership with Orange & Gray isn't simply about hiring another marketing company.

It's about gaining a true growth partner - with an elite team of specialists working on your practice, a proven blueprint designed to make you the obvious choice, and a community of ambitious practice owners growing alongside you.

But there's another important difference between Orange & Gray and most marketing providers:

We will never work with more than 100 practices.

Not because we can't ... because we don't want to.

Most agencies are built around one goal; more clients, more accounts, more retainers, more scale. We've deliberately built Orange & Gray differently.

We optimize for depth, not width.

That means knowing your practice; your team, your market, your ambitions, your numbers, and all the small nuances that make your business different from the practice down the road.

It also means resisting the temptation to grow to the point where great marketing becomes templates, processes and cookie-cutter execution. Because once an agency is managing hundreds of clients, personalization becomes harder, strategy becomes standardized, and inevitably, clients start to feel like account numbers.

That isn't the business we want to build.

Who Is This For: Full transparency: Orange & Gray isn't right for most practices.

Over the years, we've become very clear on the exact type of practice we get the best results for - and the type of practice owners who add the most value to the Inner Circle community.

There are a few non-negotiables:

- **You must be doing at least \$750,000 USD per year.**
You need to be established, with solid foundations already in place. We're here to accelerate growth and tell the world why you're the obvious choice - not build a practice from scratch.
- **You've been in business for at least five years.**
This isn't for start-ups. It's for practices that have already weathered the early storms, learned some lessons, and have a story to share.
- **You do genuinely great work - and believe more people should know you exist.**
Marketing can amplify the truth, but it can't manufacture it. To become the obvious choice, you first need to be exceptionally good at what you do.
- **You're ambitious, open-minded and not a pain in the ass to work with.**
We work best with owners who are eager to grow, willing to be challenged, open to new ideas, and more interested in finding solutions than problems.

If that sounds like you, then it may be a match.

Who Is This NOT For

You may meet all of the criteria above on paper and still not be the right fit.

When we speak with practices, there are a few red flags we take seriously.

We're probably not the right fit, if:

- **You expect miracles.**

We cannot pull rabbits out of hats, and we can't turn an average practice into the obvious choice overnight.

What we can do is work alongside you to strengthen the right foundations, implement a proven growth engine, continually improve the standard of your marketing, and drive sustainable long-term growth.

- **You're a taker, not a giver.**

The Inner Circle community works because it brings together ambitious practice owners from across North America who are at different stages of growth, solving different problems and sharing what they learn along the way.

Its value comes from everyone contributing.

If your only interest is taking ideas, answers and value from the group without being willing to contribute back, this probably isn't the right room for you.

- **You don't take responsibility.**

We can become an incredibly important partner to your practice, but you can't outsource responsibility for its success or failure to us.

We'll bring the strategy, expertise, implementation and support.

You still need to lead your practice, make decisions, hold standards high and take ownership of the outcome.

We're partners in the result

– not a replacement for leadership.



“The Inner Circle has changed the game for us; they have changed our business.”

Dr. Tracy Board, Audicles Hearing Services

What Do We Actually Do?

Although the Bananarama lyric, “It ain’t what you do, it’s the way that you do it,” certainly rings true, let’s walk through exactly what is delivered for you.

While the real difference lies in the strategy, standard and execution behind the work, here are the individual services and capabilities that make up the Orange & Gray marketing engine:



“Oli and his team listened to my goals for my business and pushed me to actually tell my story and define who we want our patients to be and what it means to actually represent our brand.”

Erika Shakespeare, Audiology & Hearing Aid Associates

Onboarding & Strategy

Custom Marketing Plan & Strategy Definition

We begin by understanding your goals, priorities and biggest areas of leverage, then define the KPIs that matter and build a bespoke marketing plan around where your practice is today and where you want it to go.



Initial Marketing Baseline Audit

A comprehensive review of your current marketing performance, including your website, SEO, digital presence, positioning and key growth opportunities. This establishes your starting scorecard and creates the benchmark against which future progress is measured.



Photography & Video *Audit*

A detailed review of the visual trust assets across your practice, identifying the missing photography, video and content needed to better communicate your people, experience and differentiation.



Value Proposition Development

A one-to-one strategic session with Oli to define exactly who you are for, what makes you different and why your ideal patients should choose you over every other option available to them - resulting in a sharper, more compelling value proposition that becomes the foundation of your marketing.



Access to the *Inner Circle Community*

A dedicated onboarding session to fully immerse you into the Inner Circle. You'll receive a guided walkthrough of the Hub - home to hundreds of resources, interviews, masterclasses and proven assets - alongside the communication channels and everything you need to get maximum value from your membership.



Your Digital *Strategy*

Development & Build of an *Industry-Leading Website*

A world-class, high-performing website designed to clearly articulate who you are, demonstrate why you're different and why patients should choose you. Built around the latest, continually evolving SEO and AEO standards to help make your practice the obvious choice.



Case Study & *Evidence Development*

Strategic campaigns to capture powerful, in-depth patient stories that demonstrate real-world outcomes, strengthen trust and create valuable content for both your ideal patients and the algorithms increasingly influencing discovery.



Lightning-Fast *Hosting & Daily Security*

High-performance hosting engineered to make your website one of the fastest and most technically robust in the industry, supported by ongoing security monitoring to protect your digital assets and maintain reliability.



Local *SEO & AEO*

Search is evolving rapidly, and the playbook for being discovered is changing with it. Our specialist team continually optimizes your digital presence to help ensure you are found, chosen and increasingly recommended across both traditional and AI-powered search.



NAP, Directory & Google Business *Profile Management*

Your digital footprint extends far beyond your website. We manage and optimize your practice information across 100+ online directories, alongside your Google Business Profile, to strengthen consistency, visibility and local authority.



Online Scheduling *Setup & Optimization*

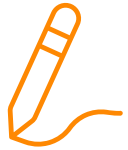
As patient behavior shifts towards instant, self-service booking and Google continues to expand agent-led search experiences, we'll help integrate online scheduling across your website and Google presence - making it easier for prospective patients to take action, including outside normal opening hours.



Content *Strategy*

Unique Custom-Written *Blog Content*

Your content strategy should never be generic. We'll plan, write and publish original blog content shaped around your goals, your local community, your ideal patients and your unique value proposition - helping strengthen authority, search visibility and trust.



Patient Email *Newsletter*

A bespoke monthly newsletter designed to close the gap between the professional reasons patients chose you and the personal relationship that turns them into loyal advocates. Built, scheduled and delivered through a high-deliverability email platform.



Quarterly Printed *Physician Newsletter*

A professionally produced quarterly newsletter designed to nurture local physician relationships, educate referral partners and steadily build confidence in your expertise, services and ability to support their patients.



Social Media *Training & Support*

Practical training and ongoing guidance to help your team consistently capture and share the people, stories and moments that increase engagement, strengthen familiarity and grow local visibility.



Video Content Creation *Strategy & Support*

As video becomes increasingly important across discovery, education and the patient journey, we'll help you plan, develop and execute video content that builds trust, communicates expertise and brings the personality of your practice to life.



“They're the difference between surviving versus thriving in this current market.”

Dr. Kelsi Mangrem, Holland Hearing Center.

Campaigns & Database

Monthly *Marketing Playbooks*

Every month, you'll receive a focused playbook containing 2–5 timely campaigns and marketing initiatives to implement in your practice - from database communications to community strategies - ensuring there is always a clear plan, fresh ideas and something meaningful being driven forward.



High-Performing *Database Campaigns*

Access a proven library of 40+ campaigns across more than 18 patient micro-segments, built from what has performed successfully across private practices - alongside custom support to select, adapt and deploy the right campaigns for your database.



Patient Referral Program Development

Support in building a tasteful, structured referral program that makes it easier for happy patients to introduce friends and family - helping you generate more opportunities from the trust you have already earned.



Custom *Campaign Development*

When something unique arises, you won't be left trying to figure it out alone. Whether you're announcing a new team member, opening a new location, navigating a sensitive communication or pursuing a specific opportunity, we'll help shape the strategy, write the messaging and support deployment.



Design & Video *Creative Resources*

Access to specialist graphic designers and video editors who can bring ideas to life, support campaigns and ensure creative projects are executed to a consistently high standard.



Paid Traffic Specialists

Strategy, implementation and ongoing management of your paid traffic campaigns by a specialist team that manages more than \$1 million in Google ad spend solely for private practices - bringing deep category experience to maximize visibility, lead generation and return on investment.



Revenue Growth Strategies

Pricing Strategy Review & Repackaging

A dedicated strategy session with co-founder Oli Luke to scrutinize your current pricing, positioning and packages. We'll identify opportunities to increase perceived value, better articulate what makes your offering different, and ultimately improve average selling price and help rate.



'Cash on the Table' *Audit*

A review of your practice designed to uncover overlooked revenue opportunities already sitting within the business. From smarter packaging of accessories and extended service plans, to improving upgrade cycles and identifying additional revenue streams, we'll pinpoint where you may be leaving money on the table.



“It’s hard to push into words the impact that Orange & Gray has had because it’s been substantial. If you’re considering joining, just do it. Don’t hesitate, don’t think about it, just do it. You will never look back.”

Dr. Nancy Duncan, Duncan Hearing Healthcare

Service & Support

A Dedicated *Account Management Team*

Your own team of marketing specialists, strategists and data analysts, working alongside you to solve challenges, maintain accountability, drive implementation and keep your marketing moving forward.



Emergency *911 Support*

When something urgent happens, you won't be left waiting in a support queue. You'll have access to a dedicated emergency line, giving you rapid access to our team when immediate attention is required.



Strategic Guidance & *Problem-Solving*

When a challenge arises, an opportunity appears or you simply need another experienced perspective, our team is on hand to provide strategic direction, practical support and help turn decisions into action.



Oli's Weekly *Office Hours*

Every Thursday, our co-founder Oli hosts live Office Hours exclusively for clients. Bring a challenge, opportunity or business puzzle and get direct strategic input, fresh ideas and experienced guidance on what to do next.



“Do what they say, do it all, it will pay off! They help practices build a foundation, making their companies worth more in the long-run. I have been able to remove all other marketing expenses in my business. They're the best.”

Dr. Julie Hubik, Cornerstone Audiology

Expert Community of Practice Leaders

Monthly *Inner Circle Call*

Join a community of 90+ practices, ranging from \$750,000 per year to \$10m+ per year in revenue, as we tackle one focused growth topic, share what's working right now and learn from the collective experience in the room.



The *Book Club*

Receive four hand-selected books each year, chosen to sharpen your thinking and accelerate growth. Then join us as we interview the author and apply the book's ideas specifically to private practice hearing care.



Virtual *Masterminds*

Join four virtual mastermind sessions each year, bringing your biggest challenge, question or opportunity to the table. Tap into the collective wisdom of experienced practice owners who have often faced the same puzzle before - and can offer perspective, ideas and practical guidance.



Access to 10+ *Specialist Masterclasses*

An expanding library of practical training covering everything from building a high-performing YouTube channel and strengthening your front desk, to provider sales training through Exactly What to Say - giving you and your team access to deeper expertise whenever you need it.



Access to the *Inner Circle Hub*

Your secure digital home for everything Inner Circle. Manage incoming digital leads, access previous member calls, explore the full campaign library, watch 10+ masterclasses, revisit Book Club author interviews and tap into an ever-growing library of resources, training and proven ideas.



Annual Inner Circle *Live Event*

our flagship two-day experience, hosted in a different world-class location each year. Come together with fellow Inner Circle members, learn directly from some of the world's leading business minds, and spend focused time working ON your practice - building the ideas, strategies and plans that will shape your next stage of growth (ticket fee applicable).



But in the same way that it can be difficult to reduce the care you provide your patients to a simple list of services, the same is true of what we deliver.

Because beneath every strategy, campaign, call and deliverable is something harder to line-item: total dedication, an obsession with performance, and an immense level of care for your practice and its success.

Line items can sound generic and bland – but in the same way a piece of beef can be at a fast-food restaurant, or a premium steak restaurant – the quality, care, service and finished product is what truly matters.



“ Since working with Orange & Gray, our productivity has increased. The accessibility they provide is amazing. ”

Dr. Emily McMahan, Alaska Hearing & Tinnitus Center

A Walkthrough of What You Can Expect In Your First 180 Days – Progress, Impact and Results.

With a clear strategy to make you the obvious choice, and a team of marketing specialists dedicated to your practice's growth – our goal is high-quality implementation and momentum.

That's why there are six key phases that we initially focus on, which differ slightly based on your preferences, goals and needs.

Let's go through them.

Phase 1

Welcome & Discovery

This short opening phase is about understanding your exact goals so we can build and tailor a plan to achieve them.

It includes an initial planning meeting to shape your plan, clarify your "WHO," and articulate why your ideal patients should choose you over every other option available to them - plus full onboarding and a call with our technical team to seamlessly gain access to all relevant accounts and information.

We'll then run a full marketing audit to pinpoint exactly where your starting point is, and get you fully embedded in the Inner Circle community, with access to the Members' Hub and its library of videos, assets, and tools.

By the end of this phase, your plan is clear, your value proposition is defined, and you're fully onboarded.



“Orange & Gray has transformed my practice.”

Leanne E Polhill, Encore Hearing Services

Phase 2

Strategy & Positioning

This is where things get exciting. In this phase, we develop your core messaging, value proposition, and website architecture - laying the foundations for how you'll put your best foot forward, how your site is structured to perform, and what it will look like.

We'll also gather high-value assets by running a smart Patient Case Study campaign, collecting a strong volume of quality case studies and visuals of your patients' journeys to further build your value.

Through interviews with you and your team, we'll craft an initial set of strong website articles aligned to your value proposition and quality of care.

Phase 3

The Re-Launch

Your high-performing, industry-leading website is built and launched - giving you the strongest web presence in your community, full of evidence and magnetic content to attract your ideal patients.

We'll then launch two review strategies: one to drive a quick wave of new reviews, and an ongoing Google Ads strategy to keep collecting evidence over time.

Phase 4

Collect Your Extra Money

With your new web presence in place and plenty of evidence proving you're the logical choice for your ideal patients, we turn to your pricing strategy - making sure you're collecting the extra money you've earned.

You'll have a pricing meeting to review your existing pricing assets, refine how they're presented, strengthen how your providers communicate value to patients, and put your numbers under the microscope.

Alongside this, we'll analyze your database, identify high-value segments, and build targeted campaigns to drive opportunities and revenue from the patients you already have.

Finally, we'll help you build a pre-appointment experience - pre-selling, pre-framing, and pre-educating patients before they visit your team, to help grow your close rate.

Phase 5

Never-Ending Conversations

With your foundations and evidence firmly in place, this phase is about staying front-of-mind - building ongoing touchpoints that keep the conversation going with patients, referrers, and the wider community.

We'll launch an Email Newsletter - an ongoing, education-first communication that positions your practice as the trusted local authority in the minds of your patients.

We'll then develop and implement a Patient Referral Program: a structured system that encourages your existing patients to introduce friends and family, turning happy patients into your best source of new ones.

Finally, we'll launch a Physician Newsletter Program - regular, targeted communication that strengthens your professional relationships and keeps referral engagement consistent over time.

Phase 6

Become Locally Iconic

By this stage, you're not just visible - you're becoming a recognized, trusted name in your community. This phase is about cementing that reputation and setting the direction for what comes next.

We'll launch a Locally Iconic Campaign - a community-focused initiative that celebrates and spotlights other local businesses, strengthening your visibility and reputation as a pillar of the community. Alongside this, we'll build out a Community Content Hub: locally relevant blog content that improves your local search visibility while reinforcing your role and standing within the community.

You'll then have a Graduation Strategy Session - a strategic review of everything achieved so far, identifying your priorities for continued growth and mapping out your next phase of development.

We'll also run your Progress Scorecard: a second comprehensive marketing audit, benchmarking your current performance against your original baseline to clearly demonstrate the progress made and highlight the opportunities still ahead.

From here, you'll move across to your dedicated Account Manager, who'll carry your momentum forward and keep performance on track.

What Are *The Plans?*

What a single-location practice in a rural town needs, is vastly different to what a multiple-location practice in a hyper-competitive city.

But what nobody wants is a messy à la carte menu with bespoke quotes, and different invoices each month based on nuances, subscriber count and how many times you sent an email.

That's why there are two plans available:

		<i>Core</i> Ambitious independent practices 1 to 3 locations	<i>Pro</i> Established and multi-location practices 3 to 10 locations
Custom marketing plan and strategy	A bespoke plan based on the practice's goals, priorities, opportunities and key performance indicators.	✓	✓
Initial marketing baseline audit	A review of the website, search performance, digital presence, positioning and current marketing performance.	✓	✓
Photography and video audit	An assessment of existing visual assets and the photography, video or content required to close priority gaps.	✓	✓
Value proposition development	Strategic work to clarify the practice's audience, differentiation and reasons patients should choose it.	✓	✓
Industry-leading website	Development of a high-performing website designed around positioning, conversion and discovery.	✓	✓
Website hosting and security	High-performance hosting with daily security monitoring and ongoing technical support.	✓	✓
Local SEO and AEO	Ongoing optimization for traditional search, local discovery and AI-powered search.	1 to 3 locations	3-10 Locations

NAP and directory management	Management of the practice's name, address and phone information across more than 100 directories.	1 to 3 locations	3-10 Locations
Google Business Profile management	Ongoing optimization to strengthen local visibility, consistency and authority.	1 to 3 locations	3-10 Locations
Online scheduling setup	Integration and optimization of self-service booking across the website and Google presence.	✓	✓
Case study and evidence development	Development of patient stories and evidence that strengthen trust and communicate real-world outcomes.	✓	✓
Custom written blog content	Original content aligned with the practice, its local market, ideal patients and value proposition.	✓	✓
Patient email newsletter	A professionally written, custom-built and delivered newsletter every month.	✓	✓
Physician printed newsletter	A professionally produced newsletter delivered quarterly to support local referral relationships.	✓	✓
Social media training and support	Practical training and ongoing guidance for capturing and sharing effective practice content.	✓	✓
Video creation strategy and support	Help planning and developing video for discovery, education and the patient journey.	✓	✓
Monthly marketing playbooks	A focused monthly plan containing two to five timely campaigns and initiatives.	✓	✓
Database campaign library	Access to more than 40 proven campaigns across over 18 patient micro-segments.	✓	✓
Database campaign support	Help selecting, adapting and deploying the right campaigns for the practice's database.	✓	✓
Patient referral program	Development of a structured program that makes it easier for satisfied patients to introduce others.	✓	✓
Custom campaign development	Strategy and messaging support for new services, locations, announcements and emerging opportunities.	✓	✓
Dedicated account management team	Access to marketing specialists, strategists and analysts working alongside the practice.	✓	✓
Strategic guidance and problem solving	Experienced support when challenges, decisions or new opportunities arise.	✓	✓
Emergency 911 support	Rapid access to the team when urgent marketing attention is required.	✓	✓
Oli's weekly office hours	Weekly access to Oli for strategic input, problem solving and direction.	✓	✓

Monthly Inner Circle call	A monthly growth session with a community of more than 80 practices.	✓	✓
Virtual Masterminds	Four facilitated mastermind sessions each year.	✓	✓
Inner Circle Hub	Ongoing access to calls, campaigns, interviews, training and practice-building resources.	✓	✓
Specialist Masterclasses	Access to a growing library of more than ten practical training programs.	✓	✓
Inner Circle Book Club	Four selected books each year, supported by author interviews and practice-specific application.	✓	✓
Annual Inner Circle live event	Access to Orange & Gray's flagship two-day community and growth event (additional ticket fee)	✓	✓
Graphic design and video editing	Specialist creative production	Up to one hour per month	✓
Paid traffic strategy	Channel, audience, campaign and investment planning for paid acquisition.		✓
Paid traffic management	Implementation, optimization and ongoing specialist management of paid campaigns.		✓
Accelerated Focus Sprints	Concentrated strategy and execution around an agreed priority or special project.		✓
Cross functional specialist resource	The relevant Orange & Gray specialists are assembled around the sprint's objective.		✓
Additional execution capacity	Greater capacity for multi-location campaigns, creative production and complex growth initiatives.		✓
		<i>\$3990</i> Per Month	<i>\$5990</i> Per Month



“During the first 12 months we worked together, our revenue grew by 60%. ”

Dr. Scott Marquardt, Clarity Hearing

Let's Answer *The Big Questions*

Q: Do you work with somebody in my area, and do you offer exclusivity?

We may already work with a practice in your area, or we may not - that's something we'll clarify during the conversation.

Because we work with a maximum of just 100 practices across North America, geographic overlap is relatively uncommon. Where it does arise, we take a simple, common-sense approach:

If another practice in your area applies to work with us, we'll come to you first. You can either green-light them as a non-competitor, or decline if you believe there's a genuine conflict.

Q: Who will own my website and everything you build?

There are too many horror stories of agencies holding websites, ad accounts and other assets hostage.

That will never happen with Orange & Gray.

Everything we build for you is yours. Your website, your ad accounts, your creative.

We look after it, manage it and help improve it - but you own it. If we ever go our separate ways, 100% of it goes with you through our comprehensive 60-day offboarding process.

Q: Who will be my account manager?

Your Account Manager will evolve as your practice progresses.

When you first join, you'll work with a specialist focused on rebuilding your marketing foundations and guiding you through the initial transformation.

Once those foundations are in place, we'll match you with the Account Manager best suited to your practice size, goals and next stage of growth.

Because no one person can be an expert at everything.

Instead, you'll always be partnered with the specialist best equipped to help you achieve your next outcome, and supported by a wider team.

Q: Does the time-zone make a difference given your team are in the UK?

For the past decade, we've served practices across North America from the UK — and built our team around exactly that.

Put simply, we work on your time zone.

Our team provides coverage across a 16-hour working day, with calls, email and WhatsApp used to keep communication fast and easy.

And the time difference can actually be an advantage: Send us something at the end of your day, and there's a good chance it's already being worked on while you sleep.



“We now have the comfort of knowing we have a solid team and strategy behind us, not just for marketing but for business support in general.”

Brenda Tullio, The Ear Clinic

What Do I Do Next?

If this sounds like it may be a potential fit for you,
then the first step is to schedule a conversation with us.

This conversation is to discuss your practice,
explore whether it's the right fit, and for both us and
you to ask any questions of each other.

Full transparency; this isn't an awkward sales call – we don't
have a 'sales person' on this call – instead it will be our co-founder
Oli who is responsible for ensuring the right practices join us, and
they're correctly positioned for us to deliver the best results for them.

To schedule your call, go to <https://meetwitholi.com/>

Alternatively, you can email oluke@orange-gray.com
or WhatsApp us at [\(945\) 228-7369](tel:9452287369)