

# RBS | EDGE

## Break Up With Boring

### Don't trust your marketing strategy to a friend who is 'good' at Instagram

RBS Edge is your go to for marketing strategy and services. Our marketing professionals are experts in the radiation oncology space and want to help you grow your practice. From designing your referring physician outreach strategy to creating a social media presence or building an entire brand, our team is ready to help connect you with patients and physicians.

### We have several offerings to best meet your practice's needs.

**Digital Marketing Audit:** Our marketing experts will conduct an inventory and assessment of your practice's current social media to determine content gaps and opportunities.

**Social Media Content Production:** Engage your audience without another thought. RBS can manage your social media presence, from original content creation to scheduling posts at the best time for your audience. You can count on a minimum of two posts a week to keep you front of mind when local cancer patients are seeking radiation treatment.

### Don't see what you're looking for?

At RBS Edge, we understand that every practice is unique. Let us create a personalized marketing strategy tailored to your specific needs. From brand awareness to patient engagement, our expert team will work closely with you to build a plan that helps your practice thrive. Let's shape a solution that fits your goals and drives your success.

### What our clients say:

"I have enjoyed working with RBS Marketing. They take time to understand our community and target audience and create marketing strategies specific to our needs. They are very responsive and fun to work with!"

— Joan S. Director of Clinical Operations, Eastern Oregon Cancer Center

### REAL RESULTS.

"With the help of RBS Marketing, our center saw a 40% increase in new patients for 2022!"

— Kacie M.  
Lead Therapist and Department Manager  
Northeastern Oklahoma Cancer Institute



### Want to learn more?

Let us show you how our marketing strategy and services can help your practice grow.



Part of the RBS family of companies

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