

ADDRESSING PRACTICE DEVELOPMENT AT THE:

# Practice Wing

While print advertising, e-newsletters and websites are no longer optional in the world of today's cosmetic physicians, it all comes down to going the extra mile to give your marketing a boost.

## How do you stand out in a sea of sameness?

★ Attach call tracking phone numbers to all of your campaigns. We always say that what gets measured gets managed, and what gets managed gets measured. You've put time, effort and hard earned dollars into your latest print advertisement, Facebook post, radio campaign, e-newsletter and direct mail postcard... so why aren't you attaching a unique tracking number to each piece to manage your response? You may find that an expensive magazine advertisement left you without a single phone call, saving you thousands of dollars when you realize you can safely remove it from your budget. After all, remember that appointment requests are the entire point of your marketing campaigns.

★ Each staff member should feel empowered with his or her own business card. Each and every provider, from your physician to your esthetician, should have a customized business card. In addition, make sure each of your administrative personnel, including your "Director of First Impressions" (previously known as your receptionist), is armed with a stack as well. Whether they're bragging about your skills to their friends and family or showcasing your amazing work to inquiring strangers at the grocery store, make it easy for all staff members to refer patients to your office.

★ Don't assume you have your patients' current email address. Even if your patient comes in regularly for treatments, continue to check all forms of contact information, including his or her email address. For example, s/he could have switched employers since the last visit, resulting in a new email address... causing your well-crafted e-newsletter to fall on deaf ears as it bounces into oblivion.

★ Utilize your on-hold messaging for marketing messages. It's always easiest (and cheapest) to go with the standard on-hold elevator music or standard "we'll be right with you" messaging, but use the time your patient is waiting on the phone to promote your newest, strongest, or most-in-need-of-promotion service. Do you specialize in rhinoplasty? Does your patient-base understand that you don't just treat females? Do they know you've opened up a second location? Do they know you offer gift cards? Use this time to tell them!

★ Offer private label skincare. Make sure your logo, branding, and contact information are the first thing your patients use when they wake up in the morning, and the last product they use at the end of their day. After spending thousands of dollars to smooth out their wrinkles and tighten their skin, they want to invest in the products to keep them looking their best. Remind them of all that you do with a product branded with your logo, website and phone number on the front... and give them a reason to keep coming back.

### **TAKE YOUR PRACTICE TO THE NEXT LEVEL**

with Jay Shorr and Mara Shorr

June 6, 2015

Marketing and Practice Management Seminar

Fort Lauderdale, FL

Contact ASOCP for more details (520) 574-1050



Contributing Authors:

Jay Shorr, BA, MBM-C, CAC I-VI (ASOCP Faculty)

Mara Shorr, BS, CAC II-VI (ASOCP Faculty)