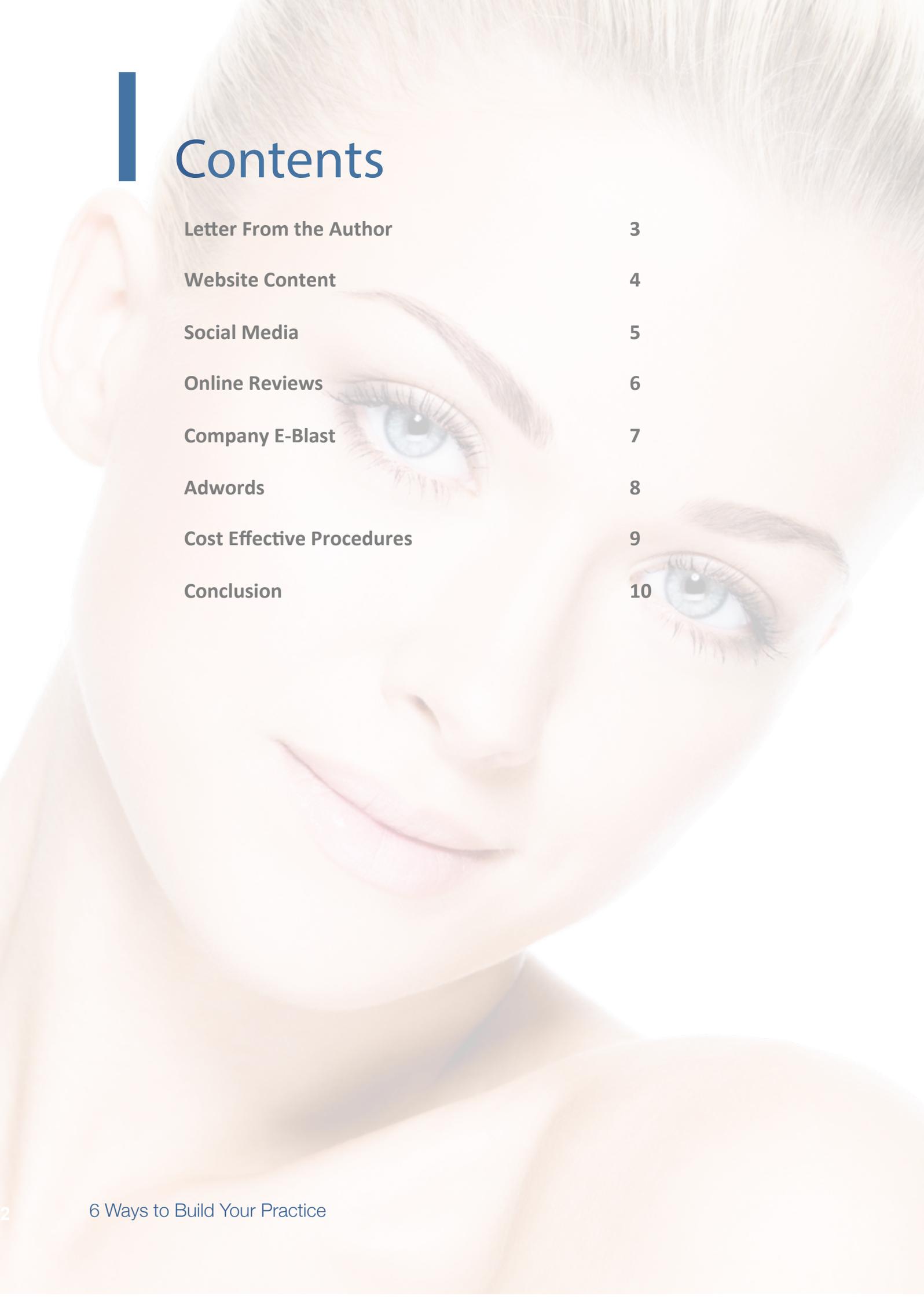


Build Your Practice

6 Proven Ways to Increase Your Customer Base And Profits





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Letter From The Author

We are all looking for cost effective ways to improve our business, increase our bottom line with the least amount of time spent. The problem is there are so many options out there so where do you spend the effort. This manual will give proven marketing and business strategies used in our medical spa to increase sales by 20% in a single year.

I want to give you a little background information on myself so you know where I have worked and my experience in the field.



I have been in medical industry since 1998, assisting doctors with surgical procedures in the OR. This rental business branched out into the cosmetic field as laser treatments became more popular. I would train doctors and nurses on the functions and procedures that each laser performed while educating front office how to market the treatments.

This experience led to the opening of The Laser Image Company, a small but extremely profitable medical spa in Redondo Beach, CA. Over the last 11 years we have tried many different marketing programs which have increased our patient base and in turn our profit margin. What I share with you in the following pages were and are the most effective for our business. We are always trying new marketing ideas as the industry and customers are always evolving. We test, analyze data and make our decision based on return on investment.

Website Content

What does Google look for to rank your website so it comes up when a person searches for that service?

CONTENT, CONTENT, CONTENT

Creating your website can be a daunting task and trust me it is an ever ongoing process if you want people to find you and your site to rank. Google, the #1 search engine keeps changing their algorithms in regards to what is important for a website to rank but the one thing that is constant is CONTENT that the customer is searching for.

I would suggest inputting keywords for a specific procedure in the Google search box. Say we use Botox, you can use sub words and descriptions that come up. Use the keyword terms listed as you type and place them in the content.

When searching “Botox”, Botox Cosmetic and Botox Injections, Botox Before and After all come up. You can use those terms within your webpage and if you already have a website, go through and update the content. Also you want to use these terms as titles for different pages or sections of your website. Examples:

- Botox Before and After
- Botox Side Effects

Once your website is complete, content through writing blogs/articles is a way to show Google you have new content. We write blogs at least every other week and has consistently kept us on the first page on Google in our area without paying for Adwords.

Want to Learn More About Website Content, [Click Here](#)

6 Ways to Build Your Practice

Social Media



This is a broad topic with many different facets but the first step is to actually create listings on all the social media sites. Having your company listed on these sites actually helps with your overall SEO. I suggest creating a word document with all of your business information, company bio, procedures you offer... This will save you time as you can copy and paste it into all the sites listed below. All of these listed below are free to create and some have very interesting advertising programs that should be looked into.

- FaceBook – Create a business page
- Google + - This truly helps SEO
- LinkedIn
- Pinterest
- Twitter
- Instagram – the younger demographics way of communicating

There are many more social media sites and search engines you can list your business on but I try to focus to the most popular and when you are bored you can add additional if you would like. Each one of these listings should include pictures of treatments, staff, maybe the office and any other information that would allow customers to connect with you. Think about being the customer and how they would see your listing.

Learn How to Post to 6 Social Media sites at Once. [Click Here](#)

Online Reviews

You may think that this online reviews are not important but it is our number one way of getting new customers besides an actual referral. Considering how much our society relies on their phones, many use it to make decisions about where to eat, where to shop and where to get treatments like ours.



A few points to consider:

- Having good information and pictures about your practice is important. The customer wants to feel connected so make sure you have office and staff photos also.
- When you do receive a review, respond to it immediately. If it is negative, contact the patient and find a solution. If it is positive, which is our goal in our service industry, share it on FaceBook & Twitter. Also respond with a thank you Yelp message back to the patient.
- Use any review as a learning tool to improve your practice. Share all reviews with staff so everyone can get feedback on the service they are providing and what needs to be improved. A negative review we received actually led to us firing a staff member that was just not polite to clients. Better to find out sooner then later when it comes to customer service.

Learn How to Get Reviews and Advertising Options. [Click Here](#)

Company E-Blast

Your office has taken the time to create a database of patients that have called and come in for procedures, now what do you do with them.

Well considering targeting existing patients is one of the least expensive ways to bring existing patients back and new ones through the door, that is what we need to do.

There are many e-blast companies available to do this, Aweber, Constant Contact and some even have free programs with some limitations like Mail Chimp. We have used all and decided to stick with Aweber because of the robust number of options and follow-up sequences that are available. I would start simple with Mail Chimp. It is easy to use and most people can just login and start with no instructions.



What to think about..

The big question is what do you email out to your customers. Well we send out monthly specials at the beginning of each month and then information on individual procedures weekly after that. We look at many different parameters to make that decision including, time of year, patient requests, profit margin, patient satisfaction, practitioner availability...

It is also good to have specials where the patient sees different practitioners a couple of weeks apart, like an IPL then a chemical peel.

See samples and learn more about our newsletter [Click Here](#)

Adwords

Adwords is a powerful marketing tool which can yield customers and overall profit in the long run but most companies do not start out with the basics before launching a campaign.

What to think about before you start?

1. Analyze the bounce rate and time on page of your company website. Use Google analytics, free service, and make sure those interested parties are staying on your webpages. This not only helps with the success of your Adwords campaign but also with Google rankings.
2. Create specific landing pages so you can track the traffic that will be directed there from the specific ads that are placed.
3. Create specific specials for the campaign where it will be easy for staff to track the calls and conversions into sales.
4. Use Google Adwords keyword planner to search for terms to use in the pay per click campaign. Some terms can be very expensive so drill down to a specific city, town or area where most of your customers come from.
5. Keep the campaign budget small as you learn the success of keywords, offer, landing pages and of course the staff that answers the phone.

Do not be discouraged if sales are slow initially because it is a learning process. Overall, the best advise is test, analyze data, adjust the campaign and landing page then test again. Repeat.

To learn more about Adwords advertising, [CLICK HERE](#)



Cost Effective Procedures

Even though we are in a service oriented industry, we still run businesses that need to generate income. With the high cost of malpractice insurance, office build out, specialized staff and medical equipment how are we supposed to make money?

Well, we need to find treatments that have a predictable success rate, with high patient satisfaction and low initial start-up cost. Sometimes it is the most simple procedures which keep the patient coming through the door with outstanding margins.

A simple, safe procedure is vitamin B injections. They take no time to do, cost pennies and patients are happy.

Consider renting a laser so you do not have the large outlay of cash and still can offer the patients the procedure they are looking for.



Micro Needling

The satisfaction rate with this procedure is outstanding. The patient has minimal downtime (1-2 days), we can treat any skin type and many different skin conditions.

- Acne Scars
- Wrinkles
- Pigmentation
- Stretch Marks
- Hair Loss

The cost for the pen would be covered within the first three PRP treatments and following that the disposables are under \$10/procedure. This is a must add for any practice looking for high ROI.

Learn more [Click Here](#)

Conclusion

When looking at building your practice it is best to start simple because it can get overwhelming. The most important thing is that your business is available to be found by potential customers.

- *Create an appealing website where customers stay connected and search different pages about services you offer.*
- *List your business on all Social Media websites, give detailed information about services and have pictures of treatments, staff and office*

If you do no other advertising or marketing make sure you at least:

- *Send out an E-blast once a month to your existing customers*
- *Monitor your companies online reviews and respond to each and every one of them.*

If you do decide to try online advertising, make sure your website has been checked for bounce rate with Google Analytics so you are not wasting money. Test the keywords and landing pages to make sure they are effective before increasing the Adwords spend.

Good Luck and Prosper

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