

AESTHETIC PRACTICE

CASE STUDY

Beloved Plastic Surgeon Wanted to Switch Directions.
But had nothing in place.

This multi-lingual surgeon received most of his leads from his spanish commercials on Univision and Telemundo. He wanted to focus on different types of surgeries for a coveted market, which required a whole new approach to advertising, pricing & salesmanship.

CHALLENGE

The firm's staff was young with no sales experience.

Although the physician himself was a highly qualified, board certified surgeon with an impressive residency. His full-time office staff was not when it came to salesmanship or sales procedures. A critical piece, since in a physician's office, the staff is solely responsible for converting a consulting patient into a paying surgical patient.

It became even more frustrating because the office itself was in a very old building in a run-down part of town. It was experiencing a higher than expected number of no-shows.

The client needed a gut check and he needed to move.

GOALS

This client had grand goals.

First he wanted to generate interest in his practice, which was the easy part.

The hard part was crafting an easy-to-follow, "not too computery" sales process.

From systems to staff education, sweat equity needed to be invested before a single dollar could be spent on advertising.



01

STUDY

Switching directions on types of preferred surgeries required staff education.

02

PROCESS

Implemented **Spark Plug** Marketing strategy over four very defined quarters, with **Upbranding**.

03

SOLUTION

The staff underwent personalized sales training. New CRM system installed to support advertising.

04

RESULTS

The staff became adept at handling the incoming flow of leads and booking new surgeries.



SOLUTION

After the client accepted the inevitable - that he needed to go office hunting on the weekends with a realtor - we and the staff got to work.

Our first step was to take a skills assessment of the staff to determine just how much sales education to bring in. No amount of great advertising can overcome bad salesmanship.

Then we workshopped with the client over several "Marketing Tuesdays" to develop a Spark Plug Marketing strategy for the first year that solved today's problems and set them up for future years to expand and grow. We developed the ideal target persona for the preferred surgical procedures. This laid the groundwork for the messaging and graphics that would appeal directly to them. We listened to the calls the staff had with potential surgery patients. How did they greet them? How did they qualify them? What were they sending them in follow up? We filled notepads up with opportunities.

Once the staff caught on to the new sales systems, sales scripts and CRM tools, they were able to quickly step up their sophistication and tighten up their closing rates with the new lead flow.

It wasn't long before the doctor wasn't in. He had taken a long deserved vacation.

RESULTS

The client achieved their initial leadgen goals driven from various medical social media sites.

Search Engine rankings were improving, search traffic was increasing, and leads were consistently coming into the system and flowing through the funnels.

After the move, and improved appointment reminders, no-shows dropped drastically while patient closing rates increased.

This system created just the boost the practice needed to celebrate some wins.

400%

Increase
Search Traffic

1400%

Increase
Fan Engagement

3x

Increase
Email Contacts

GET IN TOUCH

Laurean Callander
Founder, Lead Strategist

(727) 230-8880

laurean@redpalmmarketing.com

www.redpalmmarketing.com