

# How To Position Your Cosmetic Practice For Local Market Dominance



Presented By:



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## How Do We Do It?

We deploy a 2 phase plan to dramatically ratchet up your new patient inquiries/consultations in your local market, which in turn will dramatically ratchet up your new patient revenue.

## What are the 2 phases?

**Phase 1** is that we remake your organic presence in your local market. You do not need a tune up if you want to dominate the market, and maintain that dominance. You don't need a handful of additional reviews, a few more business listings, a few more backlinks. Yes, we handle those things, they are very basic necessities. But they will not help you own your market.

Instead, you need a fresh, cutting-edge approach to organic marketing that will turn the tables on your competitors. And this is precisely what we deliver.

**Phase 2** is where we deliver a guaranteed flow of new patient leads to your practice, with guaranteed monthly minimums (lead counts). These are high quality, consultation-ready leads, from prospective patients, in your market area, who are looking for your services. We use the term “consultation ready” because these leads are people, in your market area, whom are at a point in the buying cycle where we want them to be – they have done their research over time, and are ready to get a consultation and to hopefully move forward with services.

## COSMETIC SURGERY MARKETING BRINGS YOU PATIENTS



## Why the 2-Phased Approach for CSMD?

We use the 2 Phases for many reasons. Firstly, we start with Phase 1 - the organic marketing make-over, because organic marketing is an endurance run, not a sprint. Organic marketing is truly untouchable in its power to explode your practice's growth over time. But you need to start now (or yesterday if you have a time machine) and you need to stay the course to reap the rewards. But because this is a longer-term approach (4-6 months to really see powerful results), the sooner you can get our organic strategies deployed, the better.



Then, once we have the organic market make-over complete, and the new organic marketing system is rolling, we launch Phase 2. As a quick disclaimer, not all of our clients implement Phase 2 – the majority do, but not all. And for the majority of our clients who do deploy Phase 2, it is often on varying timelines. There is no one-size-fits-all approach here.

Some of our clients' practices see the organic growth kicking in, have more business than they can handle, and choose not to deploy Phase 2, because they are bursting at the seams as is. There is such a thing as too much growth too soon! You have to be able to accommodate all of the new patient inquiries, consultations, and procedures. If you are not built for this, then Phase 1 may give you all of the new business you ever wanted.

But for those practices who want to knock it way out of the park, Phase 2 is deployed. Phase 1 and 2 working in concert is an absolute panacea for all of your practice's marketing needs, and is the path to explosive growth, year after year.



## So Let's Take a Closer Look – What's in Phase 1 - the Organic Makeover?

Phase 1 includes 2 primary components – the first is our [Cosmetic Practice SEO](#) program, and the second is our [Cosmetic Practice Social Media Marketing](#) engine.

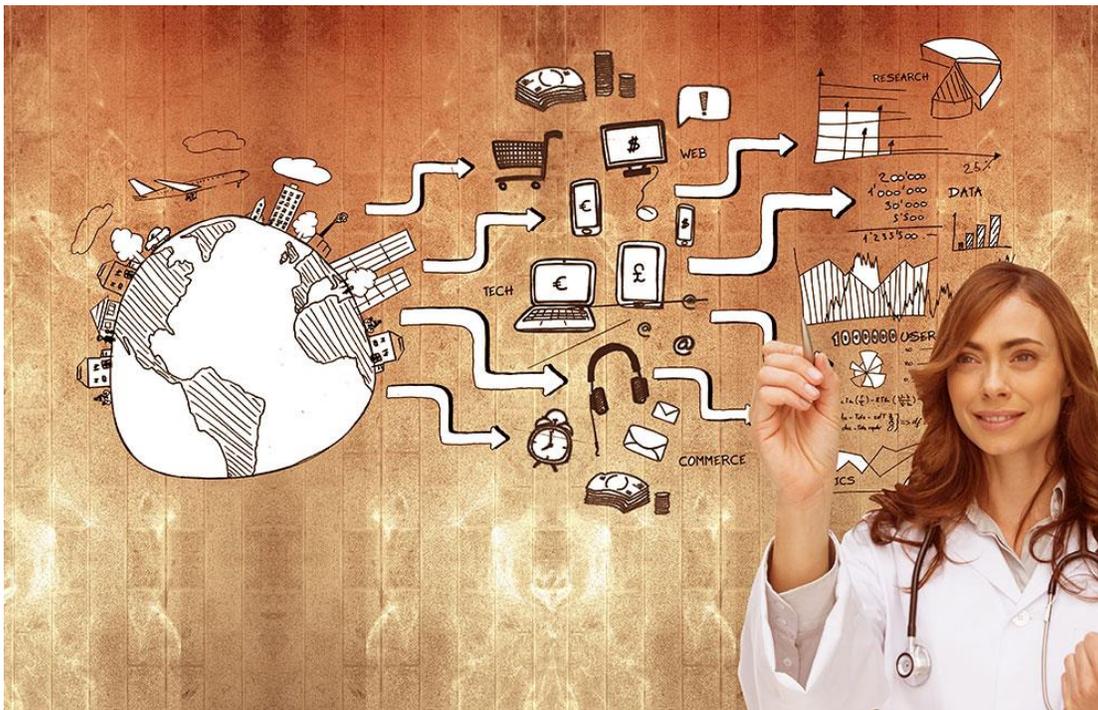
Our [Cosmetic Practice SEO](#) program includes the most cutting-edge, innovative SEO techniques following best practices in SEO for 2020. We always stay on the forefront of SEO, and we live and breathe Google algorithms. You may be thinking, “but I already tried SEO, and it didn't work”. Or, maybe you might be thinking, “oh, well we have an SEO person and he/she did our SEO already.” To be blunt, the answer is **NO**. Just a hard NO. : ) To be honest, 95% of our clients that come onboard with us will think something similar to one of the above. And without fail, when we look under the hood, we

see major gaps in the SEO strategy which are hampering results, big-time. So maybe you are in the 5% of practices that have their SEO program rolling full force, covering all the nuances. But odds are overwhelmingly that this is not the case!

Moving on to the next component of Phase 1 - Our [Cosmetic Practice Social Media Marketing](#) engine - truly powerful. How does it work?

- Our expert team posts to 3 social media channels, 5 days per week, building your audience, in your local market, and engaging with them consistently to maintain maximum brand presence in your market, and enabling you to stay “front of mind” with thousands of new prospective patients each year.
- In order to deliver the above, our team will plan out your posts, 2 weeks in advance, and work closely with you, or your point person on your staff, in order to manage and deploy posting 5 days per week, across 3 powerful social media channels.

- The channels we recommend strongly are Facebook, Instagram, and one of the following as your 3<sup>rd</sup> channel choice – Twitter, Pinterest, or LinkedIn. If you are worried because you do not have 3 social channels, or perhaps any social media channels at all set up, not to worry! We set these up for you for free! You will look like a social media giant in a matter of about 1 week as we set up your accounts, perfectly optimized, bright and shiny new, and launch our audience-building and engagement program.



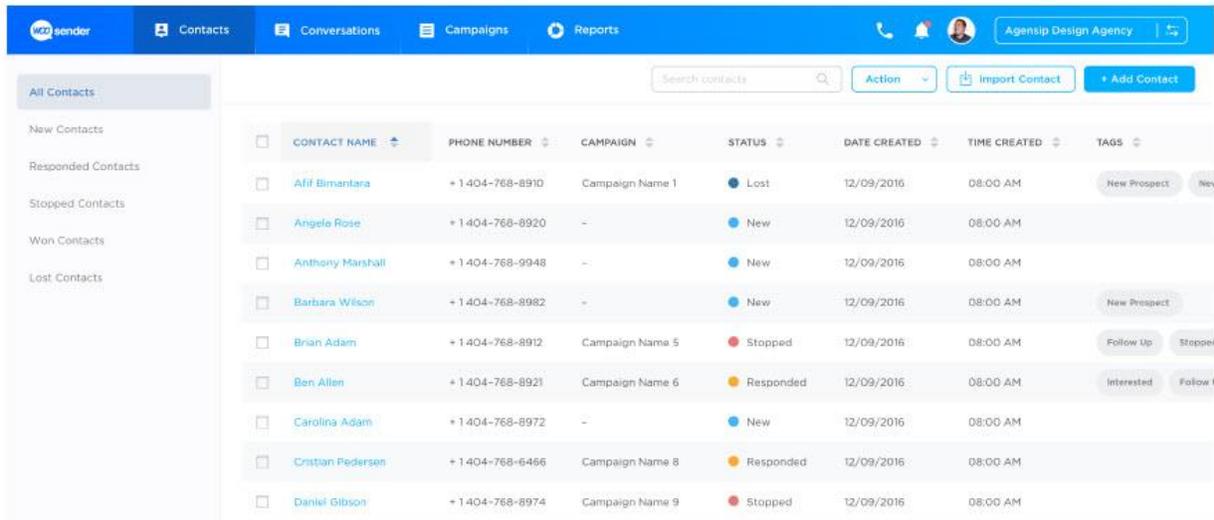
## Okay So Then What is in Phase 2 – Guaranteed Monthly Leads?

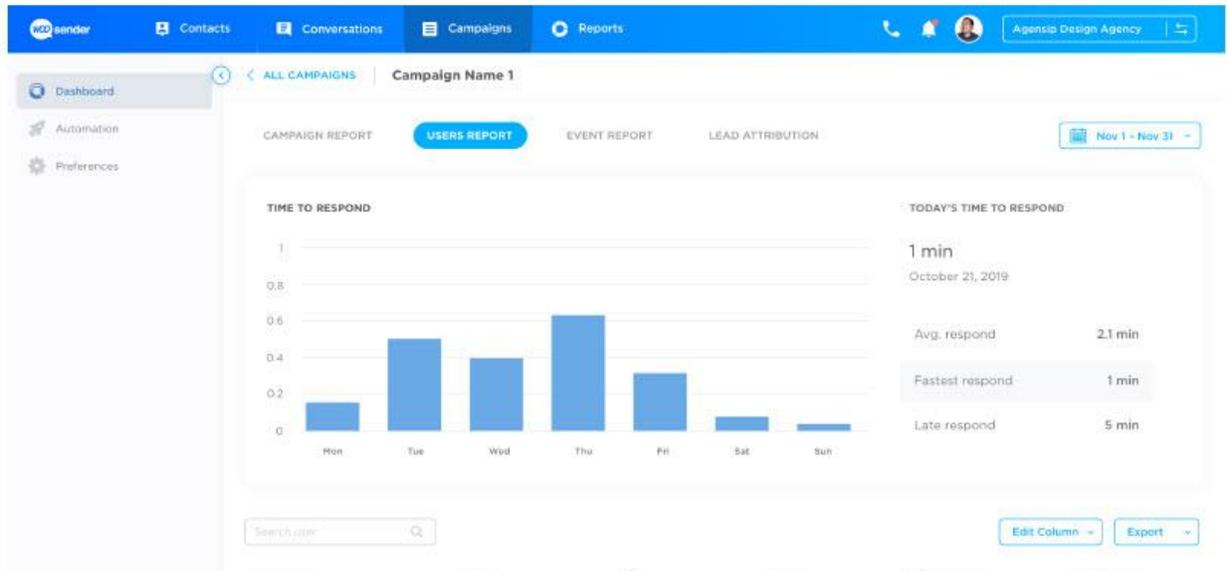
Phase 2 includes our proprietary, proven lead gen program for delivering a guaranteed amount of high quality new patient leads to your practice each and every month. All that we need is a point person at your practice, with whom we can interface on a weekly basis, just to ensure leads are being handled properly, to maximize the number of new patient consultations booked.

We obtain your leads using a proprietary technique, which our team has tested and refined persistently over time to maximize results. The technique that we employ is the use of a specific kind of paid ad campaign on social media networks, using what are called “lead funnels”. What this amounts to is posting carefully articulated ads, within your market, which will be shown to the right audience, at the right time in their buying cycle, and which have been proven to be effective at bringing in high

high quality, patient ready leads.

The leads go directly into a shared CRM (Customer Relationship Management) platform, which has been customized precisely for our program for cosmetic/aesthetic practices, and which enables us to work directly with you to ensure that incoming leads are handled and nurtured to maximize results. Below are a few quick snapshots of what our custom CRM for Cosmetic Practices looks like:

A screenshot of a CRM software interface. The top navigation bar is blue and contains the text 'sender' on the left, and 'Contacts', 'Conversations', 'Campaigns', and 'Reports' in the center. On the right side of the navigation bar, there are icons for a phone, a bell, and a user profile, along with the text 'Agensip Design Agency'. Below the navigation bar, there is a search bar labeled 'Search contacts' and buttons for 'Action', 'Import Contact', and 'Add Contact'. The main content area displays a table of contacts. The table has columns for 'CONTACT NAME', 'PHONE NUMBER', 'CAMPAIGN', 'STATUS', 'DATE CREATED', 'TIME CREATED', and 'TAGS'. The contacts listed are: Afif Bimantara (Lost), Angela Rose (New), Anthony Marshall (New), Barbara Wilson (New), Brian Adam (Stopped), Ben Allen (Responded), Carolina Adam (New), Cristian Pedersen (Responded), and Daniel Gibson (Stopped). Each contact row includes a checkbox on the left and a 'TAGS' column on the right with buttons like 'New Prospect', 'Follow Up', and 'Interested'.



Want to know more about our **CSMD** program? Simply click the link below to schedule your 15 min discovery call, at a time convenient for you. Take the first steps today, and the leaps and bounds for your practice tomorrow!

[Schedule Your 15 Min Discovery Call!](#)

Kind Regards,



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