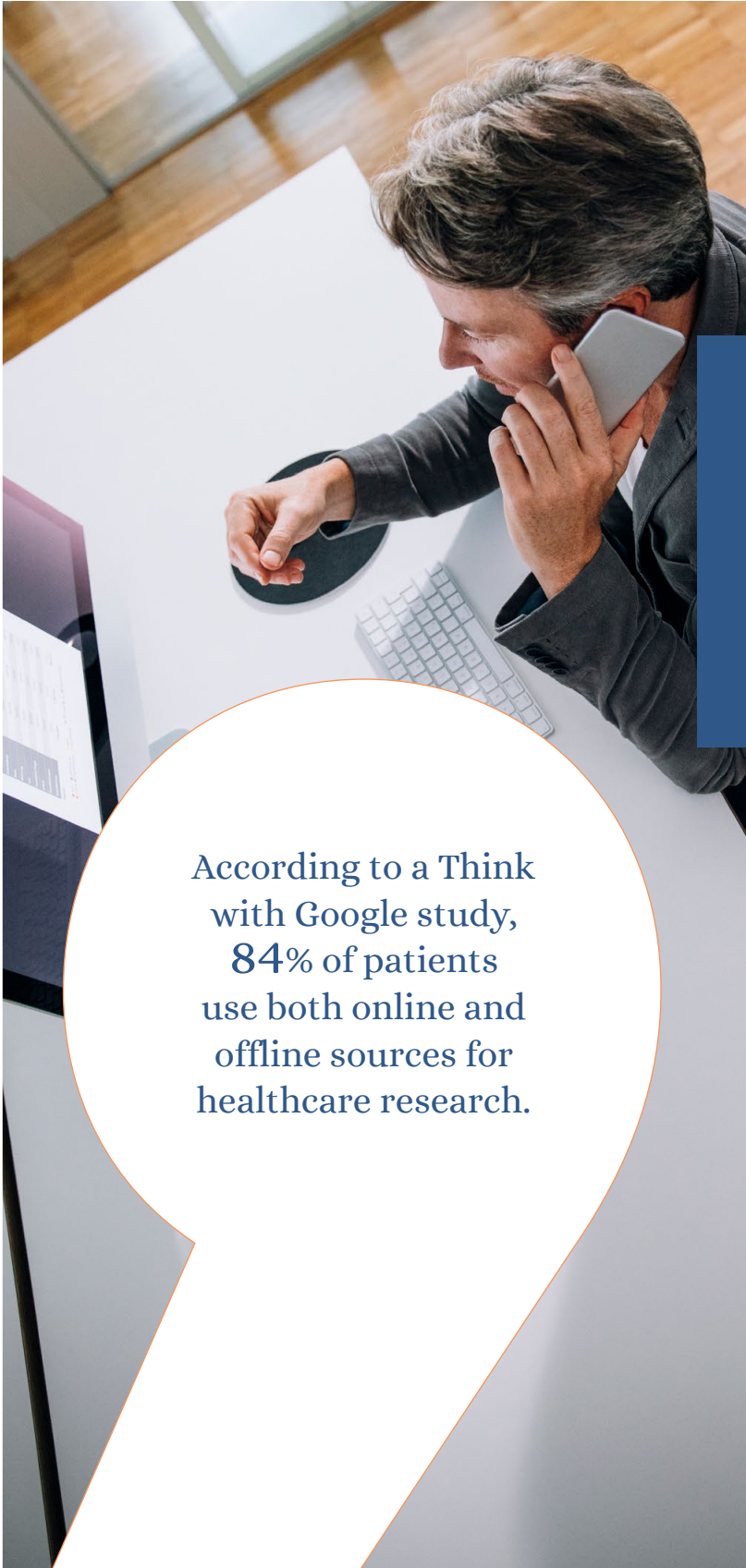


5 Marketing Growth Hacks to Help Plastic Surgeons

**GROW THEIR PRACTICE**



A high-angle photograph of a man with grey hair, wearing a dark grey blazer, sitting at a white desk. He is holding a silver smartphone to his ear with his left hand and has his right hand near a black mouse. A white keyboard is visible on the desk. The background shows a wooden floor and a glass partition.

As important as it is to pursue traditional marketing channels to grow your practice, it's equally as important to reach into the depths of the digital landscape.

But as a plastic surgeon, you're well aware of the obstacles that stand in your way of pursuing the latest and greatest digital marketing trends out there. HIPPA, FDA, and other regulations force many in the healthcare industry to shy away from implementing new – yet highly effective – marketing strategies, namely within digital channels.

According to a Think with Google study, **84%** of patients use both online and offline sources for healthcare research.

But that's a recipe for disaster. Prospective patients in search of plastic surgery procedures – and reputable surgeons to perform these procedures – immediately turn to the internet to conduct their search.

Without a prominent digital presence, your practice might lose out on highly qualified patients. But establishing the type of online presence needed takes a lot of time, effort, and money, right?

Not necessarily.

These 5 marketing growth hacks could help you grow your plastic surgery practice, build your brand, and reach more patients, without forcing you to overspend your budget and resources.

# EMBRACE SOCIAL MEDIA FOR THE MAJOR MARKETING CHANNEL THAT IT IS (THE 4-1-1 STRATEGY)

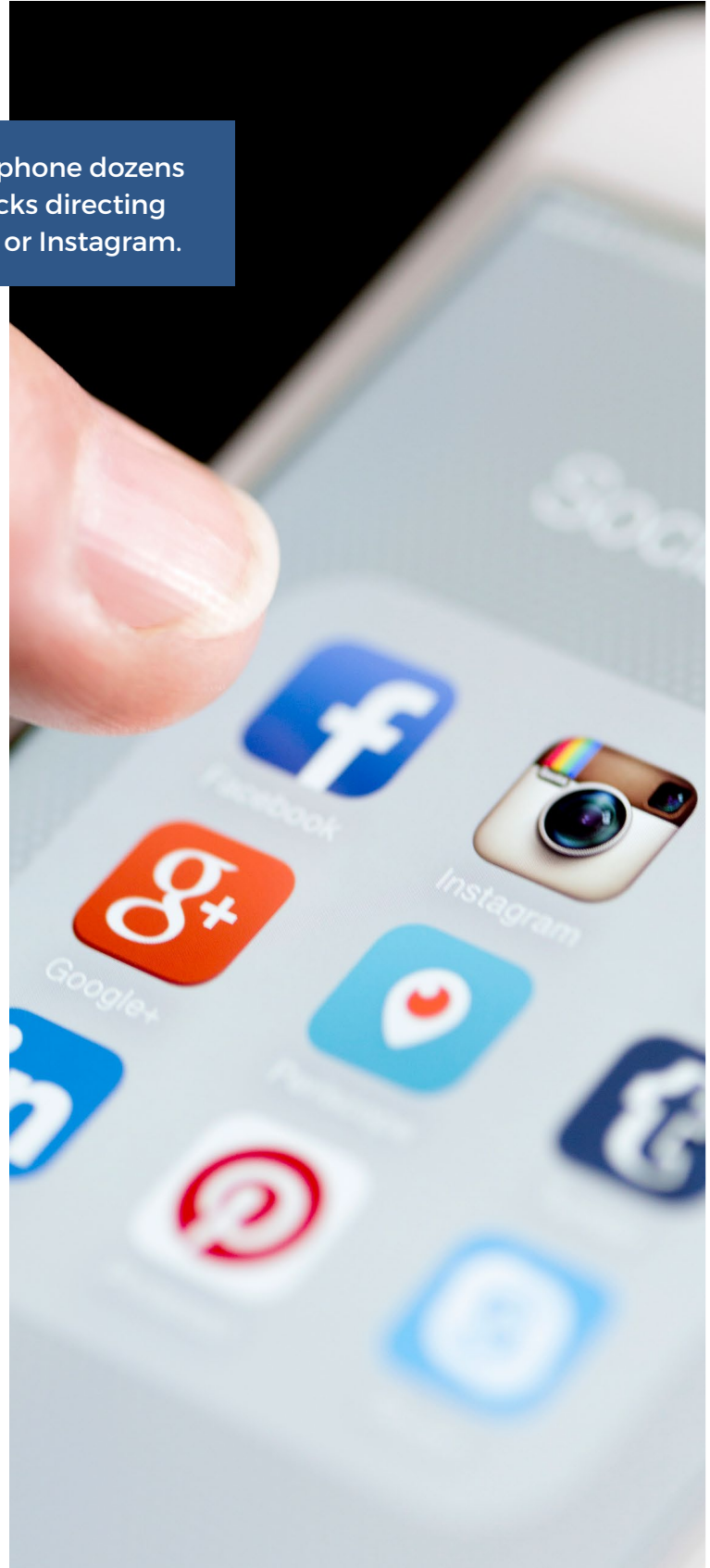


The average consumer checks his or her smartphone dozens of times each day, with a majority of those checks directing them to a social media network, like Facebook or Instagram.

Imagine if you could find a way to build a presence on these networks that promoted your brand and services **at the right time, to the right audiences.**

Believe it or not, accomplishing this coup isn't as complicated as you might initially think, particularly if you implement a proven social strategy, such as the 4-1-1 strategy.

Social media is  
now the **#1** driver  
of all website  
referral traffic.  
– Shareaholic



A close-up photograph of a woman's face, likely a patient, with blue surgical gloves visible at the top and bottom. Dashed orange lines are drawn on her face, indicating surgical incision points for a procedure like a facelift. An arrow points upwards on her cheek, suggesting the direction of skin tension or movement.

With the 4-1-1 strategy, for every six pieces of content you share on social media platforms:

- **Four should be content, from industry influencers, that your audiences would benefit from reading. This will help you build credibility with your online audiences, while placing you on the radar of industry influencers. When you share influencers' content, these folks are more likely to acknowledge you and promote original content you produce.**
- **One piece will be an original, educational piece of content you produced on your own. This will help you stand out as a thought leader, and will bring traffic back to your site.**
- **One piece should be a sales-related push (like a press release, or an announcement about a new service you offer).**

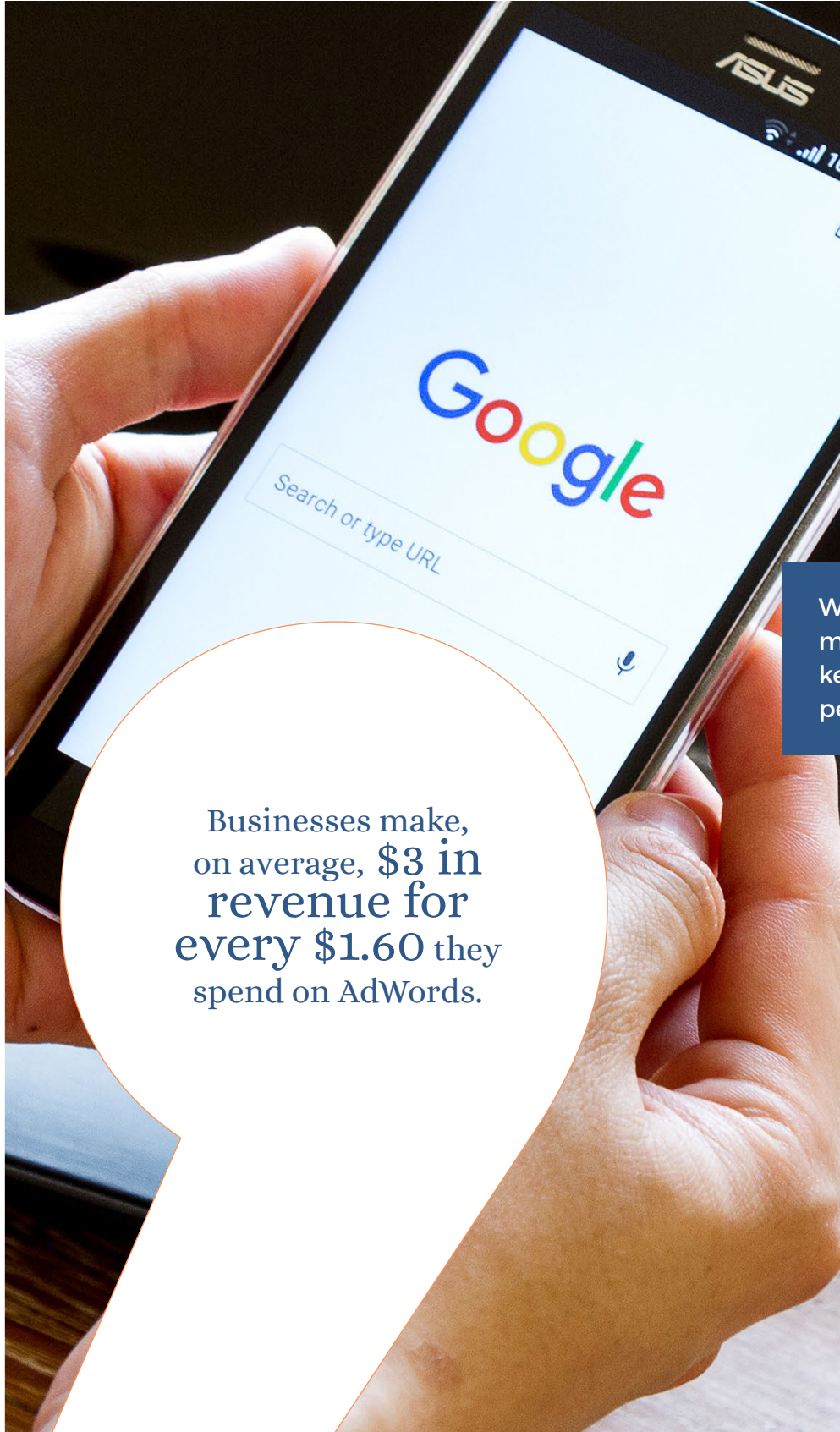
As a plastic surgeon with a busy schedule, this 4-1-1 formula should give you reason to celebrate. Contrary to what you might have been told, you actually don't have to produce dozens of content pieces each and every week to grow your digital presence.

There is so much existing, high quality content out there already. Why not use that existing content for your own benefit?

This approach gives you more time to focus on the periodic pieces you produce, as well as allow you run your practice. ❖

# DOMINATE SEARCH ENGINE RESULTS PAGES WITH THIS CLEVER PPC STRATEGY





Businesses make,  
on average, **\$3 in  
revenue for  
every \$1.60** they  
spend on AdWords.

Plastic surgery is a highly competitive space for paid search advertising. Your practice could spend thousands of dollars a month creating ads that target high-traffic keywords.

But there is a more efficient way to use PPC to deliver a tremendous ROI by dominating search engine results pages.

What you do is focus your money and efforts on the keywords that you're already performing well with organically.

For example, let's say that your long-term SEO strategy has helped your practice rank really high for local searches related to lip augmentation. When a prospective patient types in "Plastic Surgeon - Lip Augmentation" your practice shows up twice on Google's top results.

**Congratulations!**



Now it's time to give your practice even more real estate on that SERP. PPC can help. What you'll do is launch a fairly aggressive paid search campaign for your best performing keywords (in this instance, it's **lip augmentation**). The next time a prospective patient googles that term, he or she will see the name of your practice three separate times (both in the organic results, as well as in the paid results).

This type of presence will increase your clicks **and** conversions.

To make sure this strategy works best for you, you'll want to first perform an audit to determine which keywords you currently rank well for, courtesy of your organic SEO strategy. This isn't about creating PPC ads for the services you **want** to rank for; this is about capitalizing on existing trends and performance.

Rank your keywords based on traffic and conversions and focus on the terms that are currently performing the best. That way you don't waste time investing in keywords that don't offer a high ROI. ❖

GIVE YOUR PRACTICE THE  
[MEDIA] ATTENTION IT DESERVES!





## Work smart, not hard.

Plastic surgery is a highly intriguing topic that people like to read and write about. Whether it's the life-altering surgery that gave a dog-bite victim a new face or the latest filler designed to make you look younger, everyone is fixated on the world of a plastic surgeon.

This kind of excitement about the work you do is **priceless**, which is why you should capitalize on that by reaching out to local media and publications.

One way you can use local media to your benefit is to offer to write a periodic guest column that offers advice and resources for community members. Think of this as blogging, only you'll be publishing on someone else's platform.



That's a benefit for two specific reasons:

- **By publishing elsewhere, you're expanding your audience reach**
- **Your own site (and the name of your practice) will garner more traffic due to backlinks**

Producing a periodic column can be stressful, which is why another way you can get local media members to write about your practice is to get involved with local charities, events, and nonprofit organizations.

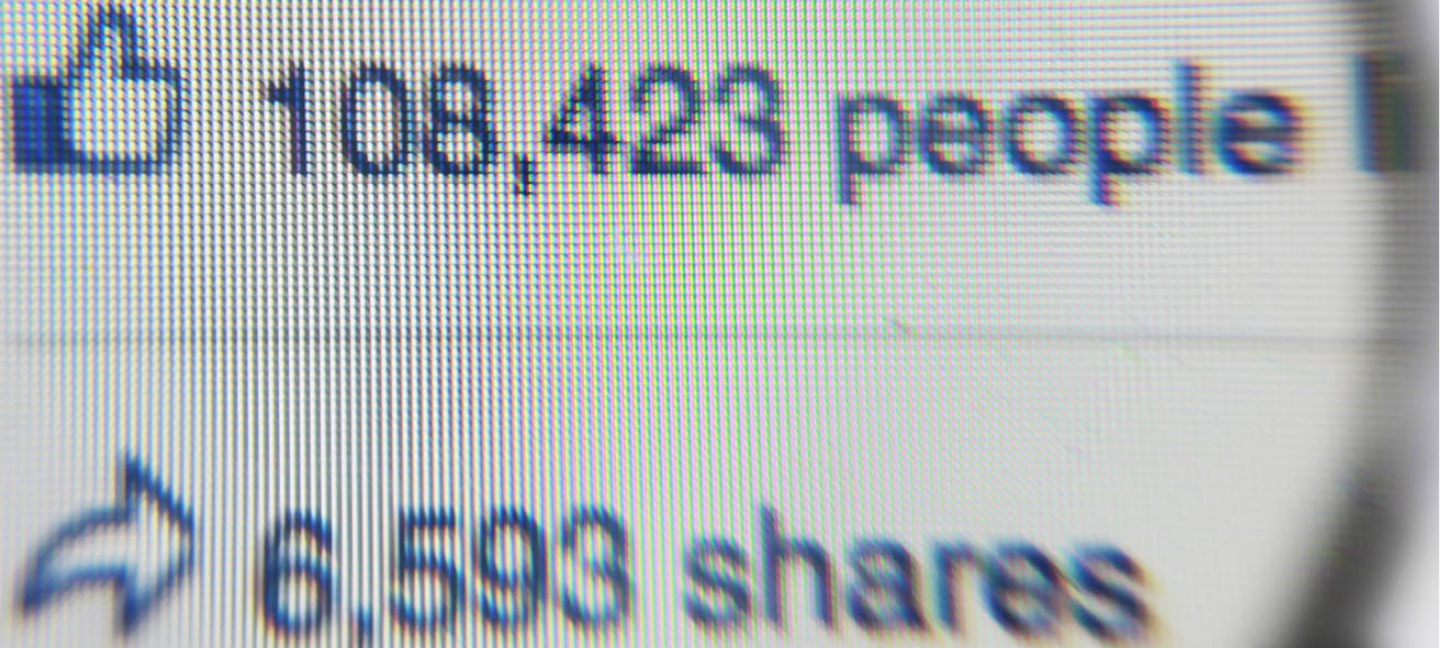
Local media – and the prospects in your community – are drawn to community events and causes. 5K races. Book-a-thons. The flea market in the center square to raise money for a new church. All of these events garner plenty of interest and attention.

Make sure to reach out to your local media when you do organize or get involved in an event, so that you increase your chances of being included in the coverage.

Again, your practice will benefit because when a high-traffic site like a local paper links to – or cites – your practice, Google views that as a sign of your authority.

In turn, Google will reward you with a higher ranking on its results pages. ♦

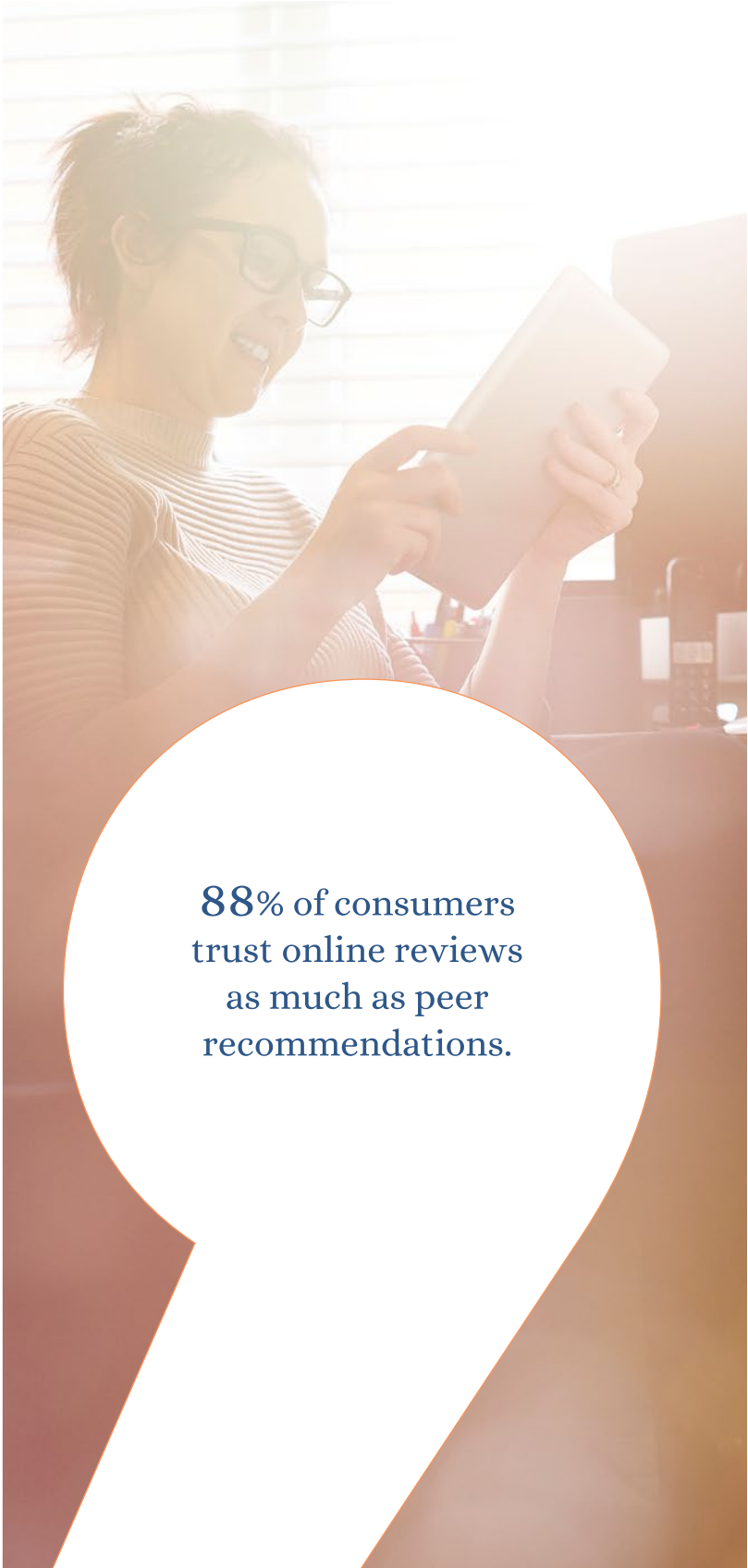
GET YOUR STAFF INVESTED  
IN BUILDING YOUR ONLINE  
REPUTATION WITH THIS NEAT TRICK

A close-up, slightly blurred image of a Facebook post's engagement metrics. The background is a dark orange banner with the text "Like - Comment" in white. Below this, the Facebook interface shows a thumbs-up icon followed by "108,423 people" and a share icon followed by "6,593 shares".

Like - Comment

108,423 people

6,593 shares

A woman with short dark hair and glasses is smiling while looking at a tablet computer. She is wearing a light-colored, ribbed sweater. The background is a bright, out-of-focus office or home setting with a window. A large, semi-transparent white circle with an orange border is overlaid on the lower left of the image, containing the text "88% of consumers trust online reviews as much as peer recommendations.".

88% of consumers  
trust online reviews  
as much as peer  
recommendations.

There once was a time when people relied solely on the recommendations of friends or family when choosing a doctor.

Now, more and more of your prospective patients are turning to ratings sites, like Yelp or Healthgrades, to make a decision on whom to follow up with.

This is particularly true with plastic surgeons, whose patients have no trouble flocking to rating sites to preach their praises or voice their discontent.

Your goal is to make sure your practice has more positive reviews online than negative reviews. While this is a tricky goal to accomplish your staff can help.

Consider implementing an incentive program that rewards staff members who get the most patients to leave online reviews.

The incentive could be a paid day off, or a free lunch, or a donation made to a charity of that employee's choice. You might want to ask your staff what a good incentive would be, so that they're even more invested in the game.

Just be sure to host a pre-program meeting that goes over certain rules and expectations. It's important that your staff knows how best to approach patients about posting a review (and to which ratings sites to direct these patients to).

The last thing you want is for your patients to be bombarded by requests by overly eager employees, or for your staff to violate the rules of a ratings site. ❖

## RELY ON THE INFLUENCE OF YOUR EXISTING PATIENTS





92% of consumers  
trust the  
recommendations of  
friends and family  
above all other forms  
of advertising.  
– Nielsen

Perhaps the single most important factor in your marketing success is your current patients. A happy patient is far more likely to recommend you to a friend, while a displeased patient is far more likely to do the opposite.

Other, non-medical industries, can incorporate referral programs into their business model as a way to grow their business. A mechanic, for example, could offer customers a free oil change for every new customer they recommend.

You can't really do that as a plastic surgeon.

So, rather than design a referral program, you could create a referral **strategy**, where your staff is trained to know how to tactfully encourage patients to recommend you to their friends and family.

This could be something as simple as formulating an elevator pitch to be used when a patient is ready to be discharged, or it could be something more involved, such as the creation of flyers and posters that highlight the importance of patient referrals.

Whichever way you go about it, don't overlook the importance your current patients have on the growth of your business. ❖

# USE THESE HACKS TO COMPLEMENT ONE ANOTHER

If you want your practice to grow exponentially - without investing a large amount of money and resources - the best strategy is to implement these hacks one by one. Choose the one you feel is the easiest to accomplish, and stick with it until you see results.

Then, change things up by trying out a new hack.

Once you get through all five, you'll most likely enjoy tremendous growth as well as a stronger connection with your existing patients.

If you need further elaboration on anything discussed please reach out:  
**[www.CardinalWebSolutions.com](http://www.CardinalWebSolutions.com)**