

PUMC: Tough Times Advisory Marketing Briefs

Thank you for allowing **Patients Unlimited Marketing Consultants** this opportunity to provide you with marketing assistance during the tough time we are all facing with the economy.

At **PUMC** we too are feeling the pressures of the credit crunch and erosion of the American consumer confidence. Therefore, we are hopeful that this series of Advisory Marketing Briefs will help our clients and friends who have been instrumental in our business for the past 34 years.

It is our sincere goal to provide you with guidance and suggestions in the following e-mail Advisory Marketing Briefs that will help your practice.

If you need clarification or assistance in implementing any of our recommendations we stand prepared to help.

[Greg Washington](#)

President

PUMC

Advisory Marketing Brief #3 of 5

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Client Questions and PUMC responses:

Q. What's the future for the Cosmetic-enhancement industry?

A. PUMC's Response-

There will always be a demand for cosmetic enhancement services! PUMC is confident that practices can do well during these troubled economic times. We have received hopeful reports from our clients in some of the toughest hit areas of the country. Consumer demand for self beautification resulted in a renewed growth during the recession of the 1980's and even during the great depression! PUMC projects those proactive practices that feature and promote non-surgical services employing Internet marketing technologies will survive and grow.

Source: www.cosmeticsinfo.org

1920-1930:

The first liquid nail polish, several forms of modern base, powdery blushes and the powder compact are introduced.

1928:

Max Factor, now living in Hollywood, develops and introduces pancake makeup because of the adjustments required to best capture faces on film.

1930:

Due to the influence of movie stars, the Hollywood "tan" look emerges and adds to the desire for tanned skin made popular first by Coco Chanel.

1930:

Max Factor unveils the first lip-gloss.

1932:

In the midst of the Great Depression, brothers Charles and Joseph Revson, along with chemist Charles Lachman, found Revlon. The founders had discovered a unique manufacturing process for nail enamel, using pigments instead of dyes. This innovation ultimately led to Revlon being a multimillion dollar corporation within six years.



Actions to take to stay in the game

1. Don't panic! Don't resort to slashing your fees. You will dig a hole you will never climb out of.
2. Train your staff on the science and details of everything you do. Your staff, now more than ever needs to know how to effectively present your services as educators, not hard sellers.
3. Have experts train your staff to respond to every call, e-mail and note in the mail as a very serious candidate for your services. Great consultation closers are made not born.
4. Channel your marketing activities for the next 90 days towards your past patients of record. Don't boil the ocean with expensive external advertising. However, be careful not to cross the line and forget that HIPAA is explicit about contacting patients that have not given you their HIPAA approvals. The next government administration will likely push compliance with HIPAA regulations. Contact PUMC if you need some assistance in this area.

Q. What form of advertising and promotion is now working as the best strategy for 2009?



A. PUMC's Response-

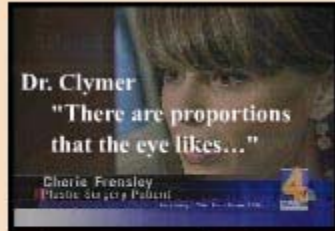
The Internet is now working best. Why?

- It affordable
- Results are track-able
- The Internet works when you want it to work.
- You can compete on a specific services level using multiple Web sites.

Actions you can take to improve your Internet results.

1. Don't over react if your Web site's pages are not on the first page of your search. There are mind boggling arrays of search combinations that bring visitors to your Web site's individual pages. Work on the Web site's total productivity.
2. Keep your Web site's calendar of events, photo gallery and service offerings updated. Make regular submissions to Google, MSN and Yahoo.
3. Add "calls to action" beyond a "contact" button on to key pages that show up in high searches.
4. Observe your most active pages on your Web site and cross link your weaker performing Web pages to these pages. Review your positioning of landing pages.
5. Drill down on the Outcome Reports of your e-broadcasts to Identify your most frequent readers. Next, reinforce the broadcast contacts to these readers with mock phone surveys (contact justification) to get their opinions allowing for you to present your services on a personal level.
6. Work closely with your ISP to review and better understand your SEQ reports so that you can make the necessary modifications to your Web site pages. We are in this business and would like to remind you to use care and be patient. Too many modifications can work against your objective.

Q. Why is PUMC advocating video media on web sites?



Click below to see a patients comments on her eye enhancements, facelift, and brow lift.

[View A Patient's Testimonial](#)

[Eye Enhancements, Facelift, and Brow Lift](#)

Dr. Mark A. Clymer was featured on the Channel 4 News:

["How Surgeons Achieve Natural Beauty".](#)

[Nose Surgery](#)

[Facial Symmetry](#)

A. PUMC's Response-

1. The endorsements from the TV stations' commentators and from patients are proving a significant increase to the number of patients that hit the "contact buttons" and resulting from inquires from the video search engines that have a shorter list of your competitors.
2. The search engines that feature hosted videos copy and share videos with each others server. The aggregate effect is overall enhanced Web search positions for those pages containing videos.

Actions you can take to improve your Internet Video effectiveness

1. If you have videos on your current Web site, contact your ISP and have copies of them deployed to relevant pages of your site that relate to the topics of the Videos. Ensure that your videos are properly indexed to each video search engine's specifications.
2. Make sure that each video has its own embedded visible banner that identifies you as the

sponsor. Remember that your videos will be captured out of the context of your Web site's page by other ISPs that host videos.

3. If you don't have videos on your Web site get very busy NOW as this is a hot area with immediate results. We can help.
4. Make certain that the editing and hosting of the videos are done by a marketing firm that knows this industry and the laws of copyrighting.

Train your staff on the Tough Time's Critical issues. Please consider our new On-Line, Customized Group Training. Go To: <http://www.pumc.com/webinar/>

The next advisory will address: Securing more Patients From Your Web Site, How To Conduct a Special Event; The Art of Training Your Staff To Your Services.

Please contact Greg Washington if you did not receive our Advisory #1 and #2

[Contact Greg](#)

WWW.PUMC.COM

1800 2PATIENTS

34 YEARS

Forward this to a friend who is not your competition!

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