



# 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 #4 of 5

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### Tough Times Marketing Strategies That Are Now Working

Last week's advisory was postponed because of the national election, which I am sure consumed everyone's thoughts during this economically challenging period. It is now time to re-focus and re-define the marketing strategies that will reap you the best return on your efforts and dollars before 2008 ends.

**The following suggestions are strategies that will jump start your**

## New Year:

**Holiday Opportunity** - If you have not already thought about it, now is the time to start promoting your holiday gift certificate program. Yes, gift certificates for hair removal, Botox, skin tightening and even surgery, assist consumers to look their best during the holidays, as well as entering the New Year keeping their jobs. For your surgical procedures you can offer a holiday discount without falling into the trap of on-going discounted fees. And, depending on the degree of the discount, you may want to make the fee non-refundable. PUMC can help you put a combo e-cast and direct mailing together, but you need to get moving on this no later than next week! Don't Panic.

**Internet Versus Yellow Pages** - As we have mentioned in previous Advisories, we are observing the Internet is now consistently the most effective and least expensive advertising option for a practice. Some of our practices' Websites are producing as much as 30% of all new consultations. These sites have videos, virtual tours and great before and after photography. The Internet now replaces the effectiveness of the Yellow Pages at a fraction of the cost. Our strong advice to you is to cut your Yellow Pages budget next year, but do not cut it out completely – as there are still people who have not yet made the transition from the more traditional way of locating businesses.



**Multiple Websites** - Using multiple, interlocked Websites, each with unique URLs on different ISP servers, has a stronger drawing power than one, large supercharged Website. You will get better value than print media, radio and of course the Yellow Pages. It is now time to view the Internet as we once viewed the Yellow Pages and invest in multiple Websites on different ISP servers. This is a complex topic. PUMC would be happy to expand on the logic of this recommendation.

**Videos On-Line** - If you now have your video media only located on a “media page” or a special page for videos, contact your ISP and have them move each video to topic-relevant pages on the site. Even better, have multiple, well directed videos placed within the content of relevant pages.



**E-Casts and Direct Mailing Tips** - Requests from prospective patients sent to your Website are exempt from the HIPAA regulations. Thus, you are not required to have prior approval from them to send e-Casts or snail mail promotional information. The HIPAA law only applies to old patients in your files that have not signed HIPAA permissions. However, tough times have proven that following a very careful protocol, which PUMC has developed, can unlock a goldmine of demand for services from your old patient files. Now is the time to invest in a program that puts you back in contact with patients seen before the HIPAA regulations were enacted.

**Fee Slashing - Don't do it** During these tough times there are an increasing number of practices that are resorting to dropping fees charged for surgeries, light source treatments and fillers. PUMC advises that you not use this strategy to stay in the game. Instead enhance the services requested by patients with added value services and products. As examples; with a major surgery, provide a series of Botox treatments, with a filler treatment provide a product that you have in your inventory, and with a purchased product, offer an additional complimentary product or a one time, date limited discount coupon on their next purchase.



Staffs are now nervous. Now is the time to get them trained and reassured so that you are more productive! Give us a call about our customized on-line training or go to

<http://www.pumc.com/webinar/>

The next advisory will address: Securing More Patients From Your Web Site (Part 1); Securing More Patients From Your Web Site (Part 2); How To Conduct a Special Event; and, The Art of Training Your Staff To Your Services.

**Please contact Greg Washington if you did not receive our  
Advisory # 1, #2 or #3.**

[Contact Greg](#)

**WWW.PUMC.COM**

**1800 2PATIENTS**

**34 YEAR**

**Forward this to a friend who is not your competition!**

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