

Dermatologist News Marketing Tips

For the Cosmetic Procedure Physician

March 2006

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Cutera's Panache



We recently attended seminars by [Cutera](#), innovator of the much talked-about Titan and the no-mess no-gel IPL system. The Titan is gaining rapid popularity with providers and patients for its skin-tightening results, ease of use and comfort.

Both seminars were presented by very knowledgeable physicians. We were especially impressed with the Newport Beach, California presentation by Dr. Eliot Battle who shared his copious technical and marketing knowledge.

Western Regional Sales Manager [Rick Winters](#) was our host with the most. Both seminars were held in prestigious hotels with elegant meals and beverages provided to attendees. If you haven't checked out the Cutera line, now's a good time.

Upcoming Topics

- Programs Vs Treatments
- Preferred Patient Programs
- "Pssst" - Secrets your patients need to

Truth or Consequences

One of the **biggest gripes** women have about cosmetic procedures is that **hype is sold as truth**.

Are you guilty of selling hype to your patients (*possibly without knowing it*)? Sure, your vendors are going to hand you a best-case scenario, but until you've experienced results in your own patients, **don't make promises you might not be able to keep**.

Gee, all I said was that she'd look 20 again. How did I know she'd believe me?



An unhappy or disappointed patient can be pure **poison** to your practice - to the tune of telling an average of *10 people* she was misled. So, word to the wise - Be absolutely honest, even if it means she'll choose not to have that treatment.

Are you and your staff in synch?

Post scripts, practice with them what you want them to say. Be certain they know what you are telling your patients so they can say the same thing. Properly-coached staff members reinforce your overall expert image. [Example of an Out-of-synch office](#)

Don't just "expect" staff to know what to say - empower them by giving them the words they should be using.

Webinars and Webcasts

Corporate Productions

- [Cutera Webinars - March 22](#)
- [Sciton Webinar - March 29](#)
- [Candela Webcasts](#)
- [Lumenis E-Seminar - March 23](#)
- [Restylane Webcast - Tear Trough Injections](#)
- [Restylane Lipp - Injection Techniques](#)
- [Restylane Lift Webcast](#)
- [Fraxel Webinars](#)
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Is Yours an *Invisible* Web Site?

1. How do you know if you're getting your fair share of site visits?
2. What can you do if you're not?

Getting stats on your site:

Nearly all hosting providers have easy and instant access to your **site traffic statistics**. Ask for them - or if you know how, open your admin panel on your hosting account and look at them yourself. Number of visitors, most popular pages, the length of time your visitors stay on your site...it's all there. Know what YOUR site is doing (or not doing) for your business.



Improving your site traffic:

- **Keywords** - They need to be in your meta tags, in your page content and they need to be relevant to the subject on that individual page.
- **Description** - This is often the first "blurb" a searcher sees when your site comes up. Does it say what you want?
- **Title** - Still the most important search component out there. Make sure yours are search engine friendly
- **Content** - Crucial. Search engines look at what you have to say. If content is meaningful, it dramatically boosts your search position. If it's not, well...

Flash - It's pretty, but don't let it kill your site. A site that is pure flash or has a pure flash entry page can be invisible to the search engines. Check yours. If you don't have a webmaster and don't know how, ask us, [we'll check for you](#).

- Without the right meta tags and properly optimized content, you could be missing tens of thousands of site visits every month! [See a Case Study](#).

You cannot ignore the impact your web site makes on your business. It has become as vital as having a sign on your office door. **If you have one**, pay attention to traffic stats. **If you don't have one**, get one. If you don't know where to get one, **ask us** and we'll send you to some companies who will do a nice job and not charge you the price of a Bugatti.

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