



SOUTHERN SURGICAL ARTS

The Art of Beauty

A Bird's Eye View From the Inside: Building A Multi-Million Dollar

Something Doctors Are
Often In Short Supply Of



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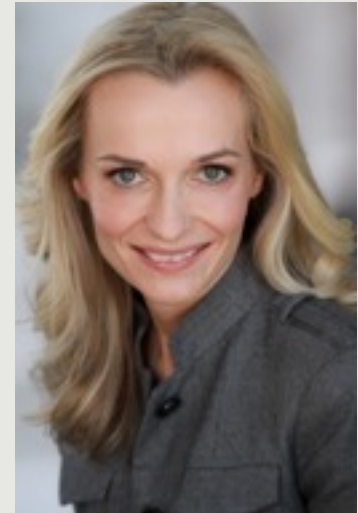
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A Bird's Eye View From the Inside: Building A Multi-Million Dollar ^{ts}

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Jennifer Deal, MPPM

- Director of Marketing at Southern Surgical Arts
- 11-year advertising veteran
- Expertise: social media & marketing operations
- University of Alabama at Birmingham, Bachelor of Science, Marketing
- Birmingham-Southern College, MPPM, Healthcare Management
- Executive Board of Directors for the Cosmetic Surgery Foundation



STAGE	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
	UNAWARE	RESEARCHING	PLANNING	ACTION	PATIENT	ADVOCATE
THOUGHT PROCESS	In Denial Not Ready Content	Seeking Info Re-evaluating Self Accessing	Intent To Act 6-mo Timeline	Money Saved (Or Financing Secured)	Signed Paperwork Procedure Performed Expectation Outlined	Referred Patient Only Considers You
SOUNDS LIKE	<i>"No way."</i>	<i>"Hmmm."</i>	<i>"I'll consider."</i>	<i>"How much?"</i>	<i>"I'm ready to sign and schedule."</i>	<i>"I won't use anyone else."</i>
METHODS	Consciousness-raising Influence	Re-evaluation Visioning	Commitment	Reward Positive Substitution Brand Control		
EXAMPLE TACTICS	New Stories Press Releases Brochures Expos Billboard TV Radio Print Ads Direct Mail Charity Events (For PR) Guest Blogging Holiday Look Book	Website SEO Reviews Case Studies Testimonials Educational Videos Before & After Photos PPC Online Portals (LAD, Liquid Facelift, Love Your Look) Blogging Offers - Downloadable Ebooks, Tips, Free, etc. Social Media Patient Stories	Testimonials Financing Options Consultation Eblasts Patient Stories Printed or patient profile Menu & Services	Estimate Reassurance Piece of Doctors & Staff Include Hardback Before/After Book TouchMD Referrals (from other patients)	Spa Access Loyalty Program Gift cards Thank You Gifts (post surgery) Eblasts Social Media Events Before & After Photos (for patient) Praise Reviews Surveys Brilliant Distinctions Happy Patient Kit DVD Reel	Spa Access Loyalty Program % off Repeat Procedures Referral Cards

Why Patience?

- Why does it take so long?
 - Significant growth requires pulling patients through the sales cycle
 - Time
 - Money



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Tools & Processes Take Time

- Inbound marketing is key

STAGE	STAGE 2
	RESEARCHING
THOUGHT PROCESS	Seeking Info Re-evaluating Self Accessing
SOUNDS LIKE	"Hmmm."
METHODS	Re-evaluation Visioning
EXAMPLE TACTICS	Website SEO Reviews Case Studies Testimonials Educational Videos Before & After Photos PPC Online Portals (LAD, Liquid Facelift, Love Your Look) Blogging Offers - Downloadable Ebooks, Tips, Free, etc. Social Media Patient Stories



Inbound Marketing

- The buzz (and overused) word, SEO
- SEO necessary to ensure patients find you in the research phase (stage 2)
- SEO takes time – don't let any company tell you otherwise.
- Content is still king. Produce good content relevant to what you do.



My Favorite Tactics for Inbound

- The obvious – make sure your web site is optimized. (Beware of the sales pitch)
- Optimized BEFORE & AFTER PHOTOS!!!!!!!!!!!!!!
- Blogging. Consistent Blogging.
- Automated emails for top of the funnel leads from downloadable content



Blogging

THE SURGICAL ARTIST'S BLOG

[Current Articles](#) | [RSS Feed](#)

Bikini Body 2014: New Year, New You

Posted by [Chad Deal](#) on Tue, Jan 14, 2014 @ 09:19 AM



Now that the season of treats and sweets is past, many Americans' thoughts are turning to New Year's Resolutions. Statistics show that many of those resolutions relate to personal appearance, with "lose weight" and "staying fit and healthy" as two of the most common resolutions in 2012 (according to the *Journal of Clinical Psychology*). This makes sense—after all, bathing suit season is just around the corner!

Unfortunately, statistics also show that the majority of resolutions don't stick...people lose focus, have unrealistic expectations, or life simply "gets in the way." Even those who are faithful to a diet and exercise program may get discouraged when their bikini body doesn't materialize as planned.

When Diet & Exercise Aren't Enough

Our Top 7 Questions About Liposuction

Posted by [Chad Deal](#) on Tue, Jan 07, 2014 @ 10:18 AM



Q. CAN LIPOSUCTION HELP ME LOSE WEIGHT?

A. Liposuction is not a weight loss surgery. We recommend being close to your ideal weight before any cosmetic procedure. Liposuction is for targeted fat loss to improve the contour of a problem area. It is better thought of as liposculpting to create beautiful shapes that are long-lasting despite minor fluctuations in weight loss or gain.

Q. WHAT IS SMARTLIPO?

A. SmartLipo is a newer procedure which uses a small laser fiber to melt and dissolve fat cells. It can be done by itself or in combination with traditional liposuction to maximize the amount of fat removed. Benefits include less bruising, skin tightening and overall better cosmetic results. In some cases, we can etch three-dimensional contours such as "abs" with this technology.

Q. WHAT BODY AREAS CAN BE TREATED BY LIPOSUCTION?

A. Common areas treated include the hips, "love handles", back, thighs, abdomen, knees, ankles, arms, and neck.

Q. DOES IT HURT?

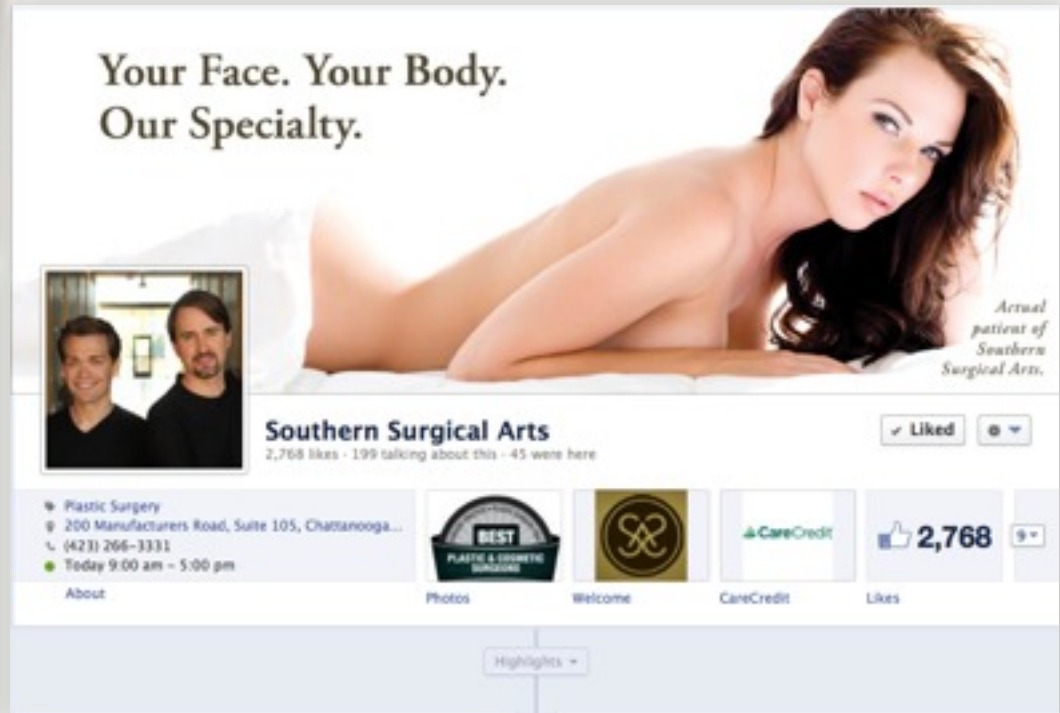
A. The pain varies depending on the treated area and the type of lipo procedure performed, but is usually mild with liposuction. Patients can expect a mild amount of soreness and bruising which usually subsides within two weeks.



Social Media

Facebook Fans: 2010
602

Facebook Fans: 2014
6042



Social Media

Surgical Arts
Drs. Corey Nease and Chad Deal are Board-Certified Cosmetic Surgeons in the Chattanooga and North Georgia areas.
www.southernartisticarts.com Chattanooga, TN

Repins from **Gabby Keen-Orcutt**

Get Started 15 Boards 32 Pins 0 Likes Activity Edit Profile

37 Followers 146 Following

Our Staff 0 pins Edit	Liposuction 2 pins Edit	Breast Augmentation 2 pins Edit	Rhinoplasty (nose reshapi... 2 pins Edit	In the News 2 pins Edit	Healthy Living 2 pins Edit	Special Offers 2 pins Edit
Fillers & Injectables 1 pin Edit	Skin Care 2 pins Edit	Laser Resurfacing 1 pin Edit	Events 1 pin Edit	Beauty 1 pin Edit	Job Opportunities 1 pin Edit	Brazilian Butt Lift 1 pin Edit



eBook

It's Your Turn

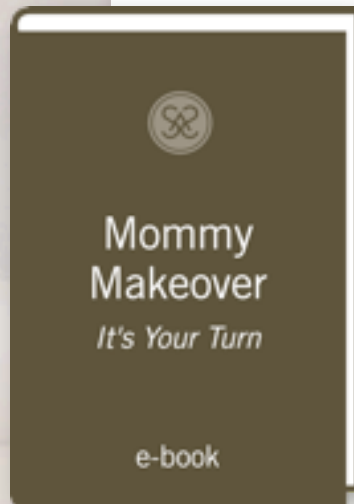
Treat yourself to a Mommy Makeover
at Southern Surgical Arts

from our Patient Coordinator to You

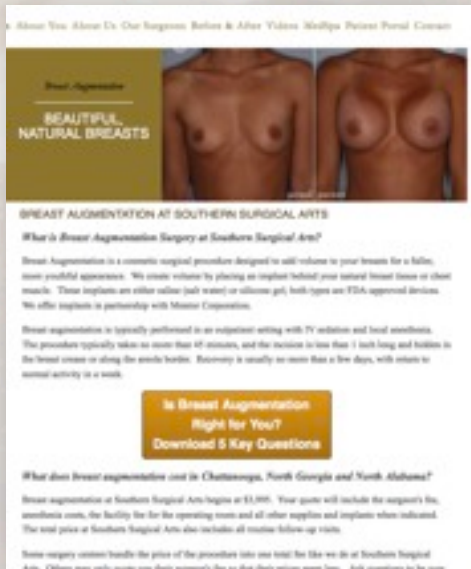


SOUTHERN SURGICAL ARTS

The Art of Beauty



What's New to Help You Inbound & Content Marketing



BEAUTIFUL, NATURAL BREASTS

BREAST AUGMENTATION AT SOUTHERN SURGICAL ARTS

What is Breast Augmentation Surgery at Southern Surgical Arts?

Breast Augmentation is a cosmetic surgical procedure designed to add volume to your breasts for a fuller, more youthful appearance. We create volume by placing an implant behind your natural breast tissue or chest muscle. These implants are either saline (salt water) or silicone gel, both types are FDA approved devices. We offer implants in partnership with Mentor Corporation.

Breast augmentation is typically performed as an outpatient setting with IV sedation and local anesthesia. The procedure typically takes no more than 45 minutes, and the incision is less than 1 inch long and hidden in the breast crease or along the areola border. Recovery is usually no more than a few days, with return to normal activity in a week.

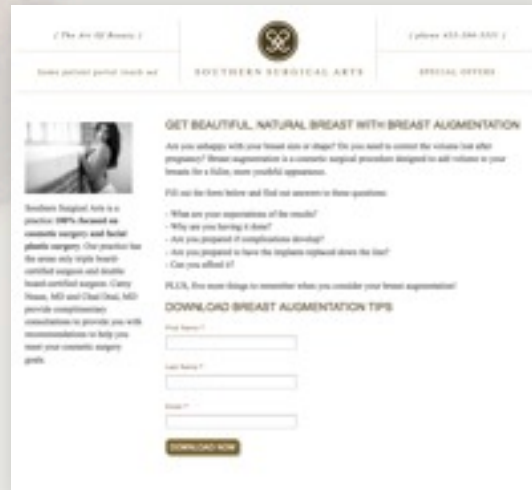
Is Breast Augmentation Right for You? Download 5 Key Questions

What does breast augmentation cost in Chattanooga, North Georgia and York, Alabama?

Breast augmentation at Southern Surgical Arts begins at \$3,000. Your quote will include the surgeon's fee, anesthesia costs, the facility fee for the operating room and all other supplies and implants when indicated. The total price at Southern Surgical Arts also includes all routine follow-up visits.

Some surgery centers bundle the price of the procedure into one total fee for us at Southern Surgical Arts. (There may only include your surgeon's fee or the facility costs, but not all.) Ask questions to be sure

Call to Action



GET BEAUTIFUL, NATURAL BREAST WITH BREAST AUGMENTATION

Are you unhappy with your breast size or shape? Do you need to correct the volume lost after pregnancy? Breast augmentation is a cosmetic surgical procedure designed to add volume to your breasts for a fuller, more youthful appearance.

Fill out the form below and find out whether or not you're a good candidate.

- What are your expectations of the results?
- Why are you having it done?
- Are you prepared if complications develop?
- Are you prepared to have the implants replaced when the time?
- Can you afford it?

PLUS, you want things to remember when you consider your breast augmentation!

DOWNLOAD BREAST AUGMENTATION TIPS

First Name *

Last Name *

Email *

DOWNLOAD NOW

Landing Page



SOUTHERN SURGICAL ARTS

Hi,

We hope that you found the "Breast Augmentation: Get Ready" helpful in your research to have a breast augmentation.

We understand that deciding to have a breast augmentation is a big decision. Here are a few additional articles you might find helpful in making a decision to move forward:

- [What to Consider Before a Breast Augmentation in Chattanooga](#)
- [Factors Breast Augmentation: Maximizing Your Best Option](#)
- [Quick Recovery with Your Breast Augmentation Technique](#)

Let us know if you have any additional questions!

Belinda Longmaid & Thera Lerner
Patient Coordinators

Facebook Twitter LinkedIn YouTube

Email





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- [Painless Breast Augmentation: Separating Fact from Fiction](#)
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Let us know if you have any additional questions!

Brittany Lovingood & Tracie Lance
Patient Coordinators

Sharing



Email #1

- Make sure they received what you promised
- Set the tone that you are the expert
- Not selling practice yet





SOUTHERN SURGICAL ARTS

Hi ,

By now, it is most likely clear if you are interested in having your breast augmentation. If you have not reviewed your potential surgeon's before and after gallery, we encourage you to review pictures to help you determine the surgeon that has results you like.

We've put together an article that focuses on [how to find a qualified surgeon](#). This article will help you determine if you are choosing a surgeon that is right for you.

[Click here](#) to download the article.

Brittany Lovingood & Tracie Lance
Patient Coordinators

Sharing



Email #2

- Let them know you understand they are still researching
- Provide more content that educates them
- Still not selling the practice





SOUTHERN SURGICAL ARTS

Hi,

It is natural to have questions or concerns when thinking through a decision to have a breast augmentation. At Southern Surgical Arts, we have provided information that helps you in your research to choose a surgeon for your breast augmentation that is best for you.

We are here to help you. We offer a complimentary, no obligation consultation with one of our board-certified cosmetic surgeons. [Click here](#) to contact us and schedule your consultation.

In the meantime, [download this article](#) so you know what to expect during your consultation at Southern Surgical Arts.

Brittany Lovingood & Tracie Lance
Patient Coordinators

Sharing



Email #3

- Let them know that you understand they may still have questions
- Offer to come in for consultation
- Offer information about what they can expect in a consultation





SOUTHERN SURGICAL ARTS

Hi ,

Still not sure if a breast augmentation is right for you? Schedule your consultation either online or in-office. Call our office at 423-266-3331 to schedule or [click here](#) to start your online consultation.

In the meantime, please [sign up for our blog](#) here to learn more about breast augmentation and cosmetic surgery, in general.

Brittany Lovingood & Tracie Lance
Patient Coordinators

Sharing



Email #4

- Let them know you know they may not be ready
- Offer to come in for consultation
- Offer to sign up for blog



My Favorite Ways to

- Referral programs used in stages 2, 3, and 4
 - Referral cards
 - ASK them (especially directly from doctor)
 - Loyal patient programs

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Promo & Referral Cards



PATIENCE = PATIENTS

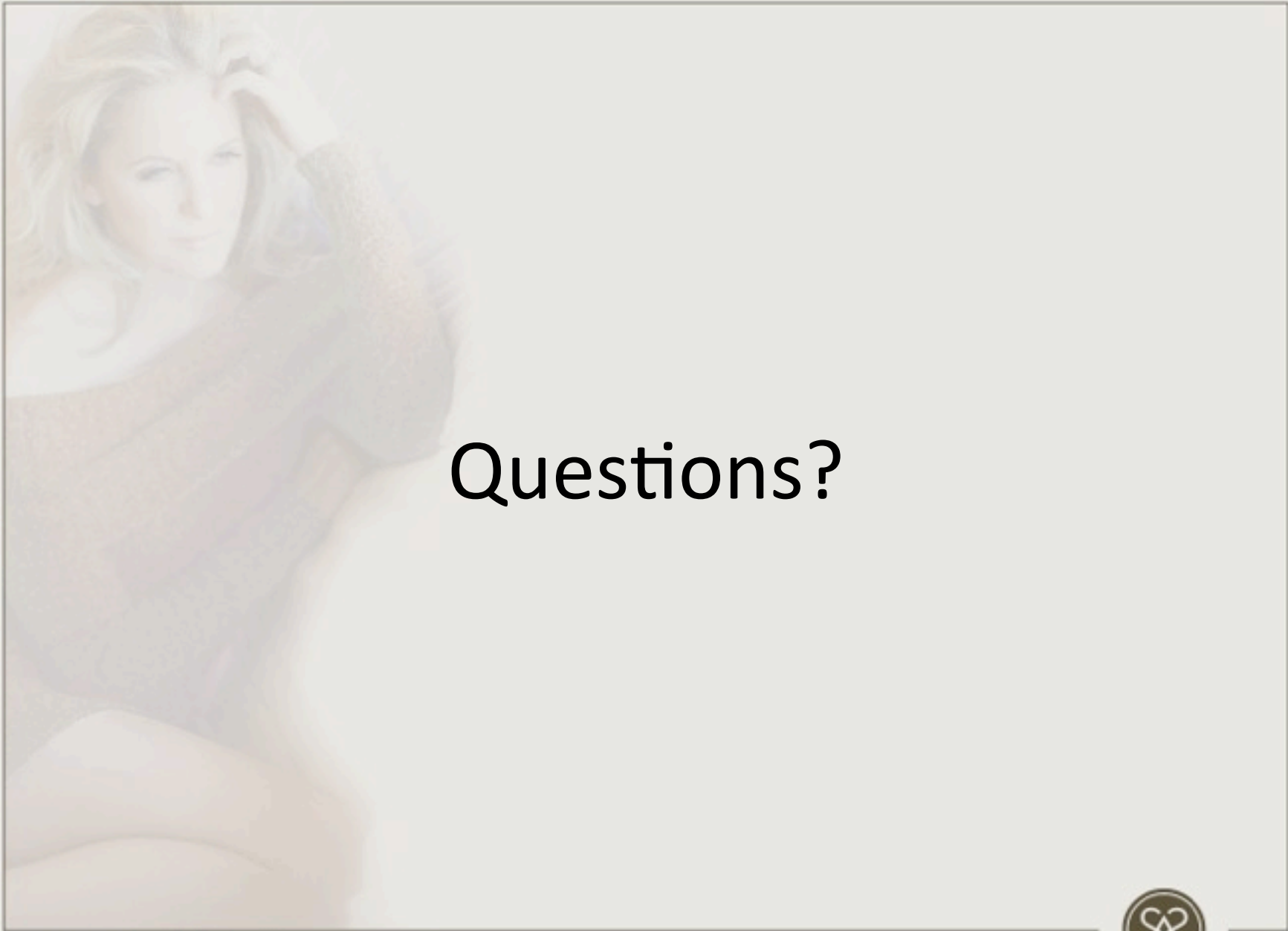
- Don't expect immediate gratification
- If you are not measuring, you do not know results



Conclusions

- Given these realities, inbound marketing is key
- The goal is to not only beat your competitors but to grow the entire category





Questions?

