



Business Type
Medical Spa

Location
San Francisco, California

Website
sf-ima.com

Summary

In a city as cosmopolitan and highly educated as San Francisco, the choices for medical aesthetic services are abundant. Yet even in a hypercompetitive market, Dr. Sheena Kong Med Spa is thriving. With eRelevance, Dr. Kong is growing her practice through a cost-effective marketing strategy that includes a clear focus on generating more revenue from existing contacts.

Dr. Sheena Kong Med Spa

Challenge

Implement the most innovative marketing practices and highest-quality creative to increase revenue from existing contacts, but at a price that's affordable for a small, growing medical practice.

How eRelevance Helped

Dr. Sheena Kong understands the importance of internal marketing. She considers the strong relationships she's built with her existing patients among her most valuable business assets, and she's leveraging those relationships to build a thriving, growing aesthetics practice in one of the country's most competitive markets.

Success by the Numbers

"I do invest in external marketing, but it's expensive and it's not enough. You have to have a good balance to bring in new business and still maintain and grow the business you have," she says.

Kong points to a recent special she offered for CoolSculpting, which she promoted to her internal contacts, as well as externally through a television ad and online search. About half of the appointment leads generated came from the eRelevance internal marketing campaign and half from the television ad and online search. The cost, however, for the eRelevance campaign was a small fraction of the price of the advertising and online search.

"eRelevance is playing a very big role in my overall marketing for a relatively inexpensive price," Kong says.

A Systematic Approach

Kong recognizes the effectiveness of a systematic approach and consistent, ongoing communications.

“I think internal marketing is invaluable, and by doing it for me, eRelevance is a very important part of my business.”

— Sheena Kong, M.D.
Owner/Physician
Dr. Sheena Kong Med Spa

At publication, eRelevance’s marketing automation service had generated 192 leads in a nine-month period for Dr. Sheena Kong Med Spa.

“Someone may not respond to a message or offer the first time, and that’s okay,” she explains. “Consistency is important because the timing has to be right for people to take action. Patients are busy; They want to act on their terms.”

She adds that her contacts also want to communicate through the channel of their choice. That’s why eRelevance communicates messages and special offers multiple times—usually over a one-month period—using a six-channel approach that includes targeted and branded email, text messages, push notifications, Facebook ads, web landing pages and automated conversational content on a smart phone app.

More Business with Less Effort

Kong says as she becomes absorbed by all the responsibilities of running her practice, she’s reliant on her eRelevance dedicated account manager to drive her campaigns. She says her account manager ensures a campaign is always running and offers recommendations based on the results of thousands of campaigns eRelevance executes for its customers.

“(My account manager) is really helpful,” Kong says. “It’s like she’s working in the office with me.”

But the value of eRelevance is about more than convenience. Kong emphasizes the benefit of offloading her internal marketing to eRelevance’s expert creative team.

“I know it has to be done,” she says. “But I don’t have the time to do it myself, and I want my staff focused on the daily in-office operations and patient care. We also could not do it as well ourselves with the same results.”

By uniquely leveraging proprietary technology, marketing experts following best practices, and integrated, multi-channel communications to surface leads, eRelevance is generating for its customers three to 10 times the effectiveness of doing it themselves. Kong’s approach and the business instincts that led her to choose eRelevance as a strategic partner are paying off. This year, the practice expanded into a new, state-of-the-art facility in San Francisco’s iconic Union Square, ready and poised for continued growth.

About Dr. Sheena Kong Med Spa

Dr. Sheena Kong Med Spa provides cutting-edge technology and techniques to discerning San Francisco Bay Area patients who want to smooth wrinkles, tighten skin and eliminate fat. Applying her medical education from some of the country’s most elite institutions and a passion for ongoing training, Dr. Kong has established a reputation for the highest standards of care and attention to detail. Yet, it’s her dedication to patient relationships and personalized treatment plans that are the foundation of her successful practice.

eRelevance offers a technology-enabled marketing automation service that uniquely leverages its advanced technology, marketing expertise, and best practices to market to an organization’s internal contact database. We are located in Austin, Texas, and cater to small to medium-sized businesses to reduce their marketing workload and significantly improve their lead generation effectiveness.

To talk to a consultant about how to put eRelevance to work to grow your revenue, call 855-568-4165 or email sales@erelevancecorp.com.

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