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[erelevancecorp.com](http://erelevancecorp.com)



**Business Type**  
Aesthetics and wellness

**Location**  
Gadsden, Alabama

**Website**  
[MyMASC.com](http://MyMASC.com)

**Summary**  
In the close-knit, quintessentially southern town of Gadsden, Alabama, Medical Aesthetic Skin Care (MASC) specializes in anti-aging and aesthetic treatments for patients its staff refers to as “friends.” Nurturing personal relationships—not blasting generic marketing messages—is key to its growth goals.

## Medical Aesthetic Skin Care

**Challenge**  
With a very small staff dedicated to highly personalized care and service, MASC needed a partner to help it grow. But growth could not come at the expense of its personal relationships. Internal resources had to remain focused on patients, leaving the marketing to an expert.

**How eRelevance Helped**  
“We think of our patients as friends,” explains owner and supervising physician, Dr. Murray Riggins. “They trust us, and we have built our practice on those relationships.”

So generic marketing to its patients was out of the question to grow its business.

MASC needed the help of proven experts to drive internal marketing that is targeted, efficient, affordable and, most of all, immediately effective.

“I’m a great physician. My life’s work is healing people, but I am completely ignorant in the area of marketing,” he says. “In the same way my patients trust me to be an expert in my field, I needed a marketing expert I could trust to deliver measurable results.”

Riggins admits that for too long, he had been paying for marketing that just wasn’t working. Now, though, eRelevance is delivering results with incomparably high standards of creative work, in a

*I don't care about 'clicks'...I care about getting more people in the office, and that's what eRelevance does.*

— Dr. Murray Riggins  
Owner and Supervising  
Physician,  
Medical Aesthetic  
Skin Care

*At time of publication, eRelevance's service has generated more than 110 leads in a four-month time-frame.*

responsive manner, at a price point that is difficult to compete with. Unlike alternatives, eRelevance quantifies the value of its marketing automation services with a nearly immediate return on investment.

"I replaced another marketing service that wasn't delivering results with eRelevance. I let them go because they were focused on 'clicks.' I don't care about clicks," he explains. "I care about getting more people in the office, and that's what eRelevance does."

Riggins says he saw results after the first eRelevance campaign.

One of the initial elements of the eRelevance service that interested Riggins was its multi-channel, conversational approach, which has quickly yielded results.

eRelevance delivers segmented, integrated campaigns through six channels: targeted and branded email, text messages, push notifications, Facebook ads, web landing pages and automated conversational content in a smart phone app. The leads eRelevance has generated for MASC have come from multiple channels.

"The marketing we had before e-Relevance was one-dimensional," Riggins says. "In every regard, what we're getting from eRelevance is multi-dimensional."

Riggins adds that he also appreciates the high level of service he receives from his dedicated account manager. It's that same level of service on which Riggins has built his own business.

He adds, "The only thing they haven't done yet is bring us breakfast."

#### **About MASC**

MASC provides customized treatments designed to meet the specific anti-aging and aesthetic goals of its patients. Its owner and supervising physician, Dr. Murray Riggins, personally administers all medical treatments to patients with whom he has long-standing, personal relationships. Riggins considers those relationships his most valuable business asset.

**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](mailto:sales@erelevancecorp.com).**

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