



Getting You More Business from Your
Existing Contacts with Less Effort.
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Island Plastic Surgery & Aesthetic Center

Business Type

Plastic Surgery & Medical Spa

Location

Mineola and West Islip, NY

Website

islandplasticsurgery.com

Summary

A busy Long Island, New York, medical practice, Island Plastic Surgery & Aesthetic Center needed a creative and cost-effective solution to nurture patient relationships and grow its business. With eRelevance, it's increasing revenue without adding to staff workload—for quick and measureable ROI.

Challenge

Increase business from existing patients without increasing workload for already busy staff.

How eRelevance Helped

In late 2015, Shannon Boyd, Island Plastic Surgery & Aesthetic Center's practice manager, received a creative marketing mailer from eRelevance about its technology-enabled marketing automation service.

"It was so creative, Boyd says, "I thought it deserved a phone call to find out what they could do to help us with our marketing."

By December, she had engaged eRelevance to take over all patient marketing. Within a month, using six digital communication channels, the eRelevance campaigns generated 41 appointment requests.

"It was a new and different idea, and it didn't create more work for us," Boyd says. "It wasn't like other marketing (tools) that were a lot of hassle and required a lot more work by us."

Without adding to the staff's workload, eRelevance quickly delivered results that far surpassed the practice's previous marketing efforts.

"A few times a year, we do a special on injectables. We used to get 20 to 25 people from our email. With eRelevance, it was more like 60 to 70," Boyd says.

That's a 200 percent increase.

*This has been
a benefit to the
business without
additional work
for us, and that is
exactly what we
were looking for.*

— Shannon Boyd
Practice Manager
Island Plastic Surgery
& Aesthetic Center

At publication, eRelevance's marketing automation service had generated 255 leads in an eight-month period for Island Plastic Surgery & Aesthetic Center.

For higher-priced plastic surgery procedures, Boyd explains that just one or two surgeries from a marketing campaign have a positive financial impact.

“We’ve gotten seven or eight people this year from the eRelevance campaigns for surgical procedures,” she says. “It’s definitely helped our business.”

Boyd estimates the eRelevance service paid for itself for a year with the first two or three campaigns.

More Channels Mean More Leads

Prior to using eRelevance, Boyd says she occasionally sent an email “when I found the time.” With eRelevance, the practice is cost-effectively nurturing patient relationships with consistent campaigns across six digital channels, including branded email, text messages, push notifications, targeted Facebook ads, web landing pages and automated conversational content on a smart phone app.

With multiple digital channels, the eRelevance campaigns are reaching more people, and they’re responding through the channels they prefer. Of the 255 leads generated for Island Plastic Surgery in the first eight months, about 30 percent used channels other than email to request appointments, with particularly high numbers using the conversational app and SMS text messages.

A Service, Not Hard-to-Use Software

Each eRelevance client is assigned a dedicated client success manager and a creative manager. The client success manager checks in at least weekly with suggestions and advice. The creative manager, an experienced marketing expert, crafts campaigns based on marketing best practices from the data of thousands of campaigns.

“The support is great—very responsive—and another benefit,” Boyd says.

About Island Plastic Surgery & Aesthetic Center

Island Plastic Surgery and Aesthetic Center offers skincare services, weight loss programs, non-surgical cosmetic treatments and reconstructive surgery to patients throughout New York’s Nassau and Suffolk counties. Its surgeon and staff are leaders in their fields with decades of experience providing the highest levels of care, personalized attention and a gentle approach that fosters trust and lasting relationships.

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.