



Getting You More Business from Your Existing Contacts with Less Effort.
erelevancecorp.com



Business Type

Dermatology

Location

Phoenix, Arizona

Website

pvdermatology.net

Summary

For more than three decades, Paradise Valley Dermatology has provided patients with dermatological procedures to treat medical skin conditions. Now, with the eRelevance marketing automation service, it's nurturing long-established relationships and educating patients about its less-known cosmetic procedures through an integrated, multi-channel digital marketing strategy. The result is increased revenue and a staff focused on the patient care and satisfaction that built its reputation.

Paradise Valley Dermatology

Challenge

Quickly and cost-effectively leverage database of loyal, long-term medical dermatology patients to stimulate interest in and increase revenue from elective cosmetic services.

How eRelevance Helped

Paradise Valley Dermatology has been treating patients in the Phoenix area for more than three decades. Its reputation as a premiere provider of dermatological procedures to treat skin conditions is well established, and its patient relationships are strong.

Those relationships and its database of thousands of contacts are its most valuable assets and essential for business growth for decades to come. But fully leveraging its assets requires a systematic marketing approach and dedicated marketing expertise.

"Our dermatology patients have been coming here for years," explains Kathy Cecchin, who runs the aesthetics side of the practice and performs its laser treatments. "But most weren't aware of our cosmetic procedures."

Cecchin spent 28 years in marketing before becoming a skincare professional, and while she understands what it takes to grow the aesthetics business, she didn't have the time to execute. So she placed her confidence in eRelevance.

"We needed to bring in experts because I didn't have time for it," she says. "From my first phone call with eRelevance, I knew they were smart and had the right answers."

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At publication, eRelevance's marketing automation service had generated 110 leads in a seven-month period for Paradise Valley Dermatology.

In February 2016, eRelevance took over all patient marketing for Paradise Valley Dermatology. Within a month, its campaigns generated 34 appointment requests.

Prior to eRelevance, Cecchin says she occasionally sent email communications to patients, but she didn't have time to track results and refine campaigns for optimal effectiveness. And she didn't communicate through other channels her patients may prefer.

With eRelevance, the practice is now cost-effectively nurturing patient relationships with integrated 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.

“I love all the work they do,” Cecchin says. “The campaigns look good, and I know they're on top of important things like responsive design and the best subject lines to get people to open email.”

Measureable Results

Most importantly, the campaigns are reaching targets and delivering results. The first eRelevance campaign, introducing a radio frequency skin rejuvenation treatment, generated 14 appointment requests. The second campaign, for CoolSculpting, resulted in 43 procedures.

“That was amazing since we usually do about 10 CoolSculpting procedures a month,” Cecchin explained.

Through multiple digital channels, the eRelevance campaigns are reaching more people, who are responding through the channels they prefer. Of the 110 appointment requests generated in the first seven months, about 30 percent came from channels other than email, 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 advice. The creative manager, an experienced marketing expert, crafts campaigns based on marketing best practices from the data of thousands of campaigns.

“I appreciate the high level of service,” says Cecchin.

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.