



Getting You More Business from Your
Existing Contacts with Less Effort.
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Dr. Paul A. Blair Facial Plastic Surgery & Alex Alexa Medispa

Business Type

Plastic Surgery &
Medical Spa

Location

Hurricane, West Virginia

Website

drpaulblair.com

Summary

In Hurricane, West Virginia, relationships are an asset. With eRelevance, Dr. Paul Blair is leveraging his most valuable asset—a database of patients built over nearly 30 years—to increase revenue and grow his practice.

In just the first month of marketing to his patients, eRelevance campaigns generated enough revenue to pay for the service for more than a year.

Challenge

Generate quick and measurable results from internal marketing to existing patients without burdening staff.

How eRelevance Helped

Dr. Paul Blair was born and raised in West Virginia, and he's been practicing medicine there since 1988. He understands the importance of deep roots and long relationships.

So it made sense that marketing to contacts with whom he has existing relationships would be more cost-effective than chasing new business through expensive channels like advertising and search engine marketing.

With the help of eRelevance's technology-enabled marketing automation service, Dr. Blair is nurturing his patient relationships to cost-effectively grow his business. Before eRelevance, the practice sent monthly emails to its database and worked with another vendor to try to expand its efforts and improve results.

"But we weren't seeing results, and it was very time-consuming," says Marlena Denning, the practice's patient care coordinator, who was also doing the marketing.

In February 2016, the practice launched its first eRelevance campaign. Using targeted and branded email, text messages, push notifications, Facebook ads, a web landing page and automated conversational content on a smart phone app, it quickly generated interest and measurable results.

“We are definitely seeing results, and I was surprised by how quickly it worked...In the first month, eRelevance generated enough revenue to pay for the service for more than a year.”

— Marlena Denning
Patient Care Coordinator
Dr. Paul A. Blair Facial Plastic
Surgery & Alex Alexa Medispa

At publication, eRelevance’s marketing automation service had generated 194 leads in a six-month period for Dr. Paul A. Blair Facial Plastic Surgery & Alex Alexa Medispa.

By the end of the first month, eRelevance generated 29 appointment requests. In the second month, it generated 60 more.

“We received calls and got responses from patients we hadn’t seen in years,” Denning says. “We got so many calls even Dr. Blair was on the phone.”

Because the practice previously used only email, the multi-channel campaigns are reaching far more people. About 40 percent of the total appointment requests from eRelevance campaigns have come from its mobile app, targeted Facebook ads and SMS texting, and the other 60 percent from phone and email.

“We’re seeing that multi-channel is key,” Denning says.

Using the eRelevance portal, which allows practices to easily track leads generated to specific campaigns, Denning attributes \$12,539 in revenue to her first two campaigns.

While the lead and revenue results are undeniable, Denning points out that an important part of the value is in the service, and the time it saves her.

Each eRelevance client is assigned a dedicated account manager and a creative manager. The account manager checks in with clients at least weekly with suggestions and advice. The creative manager crafts each campaign based on marketing best practices from the data of thousands of campaigns and millions of touches eRelevance executes for clients.

“They’ve blown me away with what they’re doing for us,” Denning says.

About Dr. Paul A. Blair Facial Plastic Surgery & Alex Alexa Medispa

Dr. Paul Blair is board certified in facial plastic surgery and ear nose and throat surgery. He has treated patients in Huntington and Hurricane, West Virginia, since 1998, specializing in surgical and non-surgical facial enhancement. In addition to his plastic surgery practice, Dr. Blair’s Alex Alexa Medispa offers non-surgical cosmetic services and skincare products.

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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