



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



Business Type
Medical Spa

Location
Hillsborough, N.J.

Website
vivarejuvenation.com

Summary
Through systematic, multi-channel marketing campaigns created and executed by eRelevance, Viva Rejuvenation Center is quickly generating the leads it needs to turn established relationships from its gynecology practice into new business for its med spa—while alleviating staff workload.

Viva Rejuvenation Center

Challenge

Grow med spa revenue through high-quality, multi-channel marketing targeting established gynecology patients—while decreasing workload for small staff.

How eRelevance Helped

Dr. Carolyn DeLucia wanted to grow her Viva Rejuvenation Center med spa business. To do that cost-effectively meant leveraging her most valuable business asset: established patient relationships.

But her staff didn't have the time nor expertise to execute the multi-channel marketing necessary to nurture existing relationships and turn them into new revenue.

Reducing Staff Workload While Adding Marketing Expertise

"We wanted to grow the (med spa) business, and we needed help," explains Isabel Perez, Viva Rejuvenation Center's practice manager. "We tried to get on top of the marketing ourselves, but we just don't have the time."

In March 2016, Dr. DeLucia and Perez chose eRelevance to help nurture patient relationships and generate leads to grow the practice's med spa business. Within the first month, eRelevance had generated nearly 40 leads for the med spa.

With eRelevance, Viva Rejuvenation Center executes integrated marketing campaigns across six channels: branded email, text messages, push notifications, targeted Facebook ads, web

eRelevance is

setting us up with

everything we

need to grow...I

honestly love it.

— Isabel Perez
Practice Manager
Viva Rejuvenation
Center

At publication, eRelevance's technology-enabled marketing automation service had generated 97 leads in a three-month period for Viva Rejuvenation Center.

landing pages and automated conversational content on an innovative smart phone app. Engaging its contacts with systematic, relevant communications through multiple channels is key to increasing awareness and generating leads.

Each campaign usually runs for one month, with messages sent weekly as reminders of the offer. This consistency has helped drive responses and appointment requests.

Perez says prior to using eRelevance, she would try to market to patients with the occasional event flyer, but says she had neither the time nor marketing expertise for it to generate results.

"I used to pull my hair out over it. We'd come up with something very minimal—and only for events—then send through Evite," she explains. "But now eRelevance takes all the work off me, and they're doing an awesome job at it."

Positive Staff & Patient Response

Not only are the campaigns, which communicate specials and new services as well as events, generating leads, but patients are reacting positively to the increased communications. She points out that an added benefit to the service is that by systematically communicating specials, new services and events, patients now can easily share the information—reaching more people.

"Patients tell other patients," Perez says.

She cites the success of a recent event promoted through eRelevance: "We filled all the spots, and the phone calls kept coming. We had to find room for everyone."

eRelevance's easy-to-use online portal makes it easy to track the leads quickly, increasing the likelihood of converting the leads into revenue-generating appointments. Perez says she keeps the portal up on her computer all day to track activity and respond quickly.

"I see a response, and we're on the phone to do our part," she says.

About Viva Rejuvenation Center

With a focus on preventative techniques, Dr. Carolyn DeLucia evolved her established gynecology, obstetrics and anti-aging medicine practice to include Viva Rejuvenation Center, where she offers procedures to "soften the evidence of time," including cosmetic injectables, laser therapies and vaginal rejuvenation treatment.

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.