



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

Medical Spa

Location

Monmouth County, New Jersey
New York, New York

Website

mirellemedispa.com

Summary

Mirelle MediSpa has built its reputation on owner Corina Ianculovici's expertise in the most advanced technology available for non-invasive aesthetic procedures. Now, with the help of eRelevance, Mirelle is also using sophisticated technology to nurture its client relationships and increase business.

Mirelle MediSpa

Challenge

Corina Ianculovici wanted to grow Mirelle MediSpa, the New Jersey-based small business she owns and operates. But she didn't want growth to come at the expense of the close personal relationships she's built with her clients—her most valuable asset. With the help of strategic partner eRelevance, she is leveraging the power of those relationships to increase revenue and reach her business goals.

How eRelevance Helped

Corina Ianculovici is passionate about beauty. Clients travel from throughout New York and New Jersey for her expertise using the most sophisticated aesthetic and anti-aging techniques available.

But Ianculovici understands she isn't an expert marketer. So when it comes to marketing to her clients, she leaves the work to experts.

"I have long and close relationships with my clients. They come to me because they trust me and what I can do for them," Ianculovici explains. "For marketing to my clients, I trust eRelevance. In less than two years, they have helped increase my business by 20 percent."

With eRelevance, Mirelle MediSpa's marketing has moved beyond sending occasional (and often ineffective) email messages to successfully nurturing contacts through integrated, multi-channel digital campaigns that systematically communicate relevant, targeted messages. eRelevance uses six digital channels, including branded email, SMS texts, push notifications, targeted Facebook ads, web landing pages and automated conversational content on a smart phone app to reach far more targets and generate more revenue.

“They’re so easy to work with. They do everything to get the campaigns out through email, text, Facebook, and a smartphone app. I’m getting good feedback from clients, more appointments, and growing the business.”

- Corina Ianculovici
Owner
Mirelle MediSpa

At publication, eRelevance’s marketing automation service had generated 131 leads for Mirelle MediSpa.

Nurturing relationships with targeted messages, not blasting generic emails, has been key to Mirelle’s growth. Of the 131 leads generated from the eRelevance campaigns, 32 percent have come from email and 68 percent from other channels. Those results show that with email alone, Mirelle was missing nearly 70 percent of its revenue growth potential.

Focusing on nurturing the valuable relationships Ianculovici has spent years developing is also much more cost-effective than chasing new business through expensive marketing approaches like print and search advertising.

But for Ianculovici, eRelevance’s benefit to her business is about more than just cost savings. She says the very high level of service and recommendations she receives from her dedicated client success and creative managers is also an important part of the value eRelevance delivers.

“They’re so easy to work with. They do everything to get the campaigns out through email, text, Facebook, and a smartphone app. So my clients hear about new services, specials, and events the way they want to,” Ianculovici says. “I get notifications of appointment requests through the portal and can respond immediately. I’m getting good feedback from clients, more appointments, and growing the business.”

Mirelle began using the eRelevance service in February 2015. In May 2016, the practice grew to include a Manhattan office, where Ianculovici offers new services marketed by eRelevance to fuel even more growth.

About Mirelle MediSpa

Mirelle MediSpa promises its patients painless beauty at a reasonable cost, without surgery, drugs or chemicals. Its cosmetic dermatology and wellness treatments rejuvenate from the inside out using non-invasive body contouring and the most effective anti-aging techniques available.

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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