



HOUSTON HP RS PLASTIC & RECONSTRUCTIVE SURGERY

Houston Plastic & Reconstructive Surgery

Business Type

Plastic Surgery Practice &
Medical Spa

Location

Webster, Pearland and
Houston, Texas

Website

myhprs.com

Summary

With a long, well-established reputation and poised for growth, Houston Plastic & Reconstructive Surgery chose eRelevance Corp. as its strategic marketing partner in 2014. Over two years, eRelevance has executed nearly 30 multi-channel digital campaigns, generated hundreds of leads, and helped fuel growth to support two additional locations in 2016.

Challenge:

Increase business from existing patients without increasing staff workload.

How eRelevance Helped:

Since starting his practice more than 20 years ago, Dr. Clayton Moliver has been building his business on strong and lasting patient relationships. Today, he focuses exclusively on cosmetic surgery and has expanded to include non-invasive medical spa procedures such as laser treatments, laser hair removal and injectables. Most of his business comes from returning patients and new patient referrals.

In 2014, to nurture those relationships and further propel business, Houston Plastic & Reconstructive Surgery chose eRelevance as its strategic partner for patient marketing. With its marketing automation service, eRelevance has helped the practice flourish in the highly competitive but rapidly growing Houston market. As a result, it recently added two additional locations.

Beyond Email

With eRelevance, the practice has moved beyond email marketing to successfully nurture its contacts through integrated, multi-channel digital campaigns that systematically communicate special offers and events to its contacts.

Even the most effective email-only marketing campaigns miss some 80 percent of targets and, consequently, most of the revenue

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— Miranda Bates,
Marketing Director

potential in a contact database. Using 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, eRelevance reaches far more targets and ultimately generates more revenue.

The eRelevance campaigns have produced 335 appointment requests across the six digital channels, without adding to staff workload.

“It’s definitely been effective using channels other than email. We’ve seen very good results with eRelevance,” says Miranda Bates, the practice’s marketing director.

Of the total appointment requests generated, about half have come from channels other than email.

An Expert Service, Not Hard-to-Use Software

Because eRelevance is a service, not software, it’s significantly increasing the reach of Houston Plastic & Reconstructive Surgery’s patient marketing without adding to staff workload.

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

“We tell them about the special or event, and they create the campaigns and push them through all the channels,” Bates explains. “It’s all very easy and works really well. I appreciate their feedback on campaigns, and it’s nice having someone to bounce ideas off. We definitely see them as a strategic partner helping us grow.”

Houston Plastic & Reconstructive Surgery

Houston Plastic & Reconstructive Surgery specializes in surgical and non-surgical procedures such as breast augmentation, breast reconstruction, tummy tuck, liposuction, facelift and laser hair removal—all with a genuine, one-on-one approach to care.

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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