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## PURESKIN DERMATOLOGY & AESTHETICS

## Pure Skin Dermatology & Aesthetics

### Business Type

Dermatology Practice  
and Medical Spa

### Location

Orlando, Florida

### Website

[pureskindermatology.com](http://pureskindermatology.com)

### Summary

Pure Skin Dermatology and Aesthetics has established its five-star reputation with Orlando-area patients by leveraging sophisticated technology to deliver the highest levels of care. Now, Dr. Debra Grayman is using eRelevance's tech-powered marketing automation service to nurture those patient relationships, increase revenue, and grow.

### Challenge:

Effectively and quickly grow the practice without increasing the already busy staff's workload.

### How eRelevance Helped:

At Pure Skin Dermatology and Aesthetics' two Orlando-area offices, patients know they'll always get expert care that's as friendly and personal as it is state-of-the-art. The experience at Pure Skin is the result of Dr. Debra Grayman's modern business approach, which leverages technology in every area of her business to create efficiencies that allow her staff to focus on what they do best.

When it comes to growing the practice, that means leaving patient marketing to experts. Pure Skin uses eRelevance's tech-powered marketing automation service to nurture patient relationships, increase revenue and grow the business.

"With eRelevance, the marketing is getting done, and getting done well," says practice manager Simone Laing. "It just wouldn't happen otherwise."

Before eRelevance, Pure Skin sent sporadic emails to its patient database through MailChimp email marketing software. According to Laing, "That was work for us, and it didn't work. We were getting a lot of unsubscribes but not appointments."

*I'm HR, I'm accounting, I'm patient relations. I don't have time to do marketing because there are so many other things I need to do. eRelevance is saving me time, and we've never gotten the results we do now.*

— Simone Laing,  
practice manager

## Email Is Not Enough

Even the most effective email-only marketing campaigns miss some 80 percent of targets and, consequently, most of the revenue 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. In the first month, the eRelevance campaigns produced 60 appointment requests across the six digital channels, without adding to staff workload.

"I'm HR, I'm accounting, I'm patient relations. I don't have time to do marketing because there are so many other things I need to do," Laing explains. "eRelevance is saving me time, and we've never gotten the results we do now."

eRelevance's easy-to-use client portal allows Laing and her team to track requests and respond quickly to schedule appointments.

"We're seeing people come in now who haven't been in the office in years," she says. "I like all the channels they use in the campaigns, and more channels means better results for us. People get so many emails. They don't always open them. When you're hearing about a special or event from a text, an app, a Facebook ad and email, you're less likely to block it and never see it."

In addition to the multi-channel campaigns, Laing says eRelevance provides value through her dedicated client success manager.

"I appreciate the calls to remind me when it's time for another campaign. I know the consistency is important too," she says. "I really love everything eRelevance is doing for us."

***At publication, eRelevance's marketing automation service had generated 287 leads in an eleven-month period for Pure Skin Dermatology and Aesthetics.***

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](mailto:sales@erelevancecorp.com).

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