Skinology

Business Type
Medical Spa

Location
Oviedo, Florida

Website
skinologymedicalspa.com

Summary
In just three months and without adding work to its small staff, eRelevance has contributed to 15 percent business growth for a well-established Central Florida medical spa. By re-engaging contacts who had not been in the office for years and systematically communicating with loyal clients about new services, eRelevance has delivered measurable results and become a trusted strategic partner.

Challenge
Help increase revenue by 15 percent in 100 days.

How eRelevance Helped
Since 2006, Dr. Jeffry Rocker and his wife, Selena, have been providing the latest aesthetic treatments to clients in Oviedo, Florida, just outside Orlando. Dr. Rocker, who has practiced family medicine in Oviedo for more than 20 years, is Skinology's on-site medical director. Selena Rocker, an esthetician, treats clients and manages business operations and their small staff.

Proven Results
While Skinology has acquired a loyal following in the decade since it opened, the Rockers set a goal to increase business by 15 percent in 100 days, beginning in February 2016.

Prior to engaging eRelevance, they used off-the-shelf software for email marketing to existing contacts, as well as search engine optimization (SEO) and social media to attract new customers. In late January, they engaged eRelevance to help reach their growth goal. eRelevance executed its first campaign in early February, and by the end of May, generated more than 200 appointment requests for the practice.

"In April, we had already hit our goal," Selena Rocker says.

Using proprietary technology, eRelevance creates, executes and analyze campaigns on behalf of Skinology, engaging existing patients interested in the med spa's procedures. This pateint engagement is key to increasing awareness and generating appointments.

> *"We're getting appointment requests from clients we didn't reach before and hadn't seen in years. We love the service, and people tell us they love what we're doing."*
>
> — Selena Rocker
> Owner & Business Manager
> Skinology

At publication, eRelevance's patient marketing service generated 207 leads in a four-month period for Skinology.

"Every time an eRelevance campaign goes out, we get a lot of responses," says Rocker.

eRelevance has replaced the basic email marketing software program previously used, and goes far beyond to reach more people and create stronger connections. eRelevance uses seven channels to send campaigns on behalf of Skinology, including: branded email, text messages, push notifications, targeted social ads, web landing pages and automated conversational content on an innovative smart phone app. Rocker credits this sophisticated approach to renewed interest and activity.

Rocker and her staff are leveraging information collected from the eRelevance conversational smart phone app to drive even more business once the clients are in the office. Rocker explains that from information available in the eRelevance portal, they know if a patient who may have come in for a Botox appointment also expressed interest in another service or product through a conversation on the app.

"If we see that they wanted to know more about Latisse, for example, we can use the time we have with them during the Botox appointment to answer their questions about Latisse. We've seen this result in more business," Rocker says.

Reducing Marketing Workload

While eRelevance has delivered the quantifiable growth the Rockers wanted, the added benefit of the service has been that it has not added marketing workload to Skinology's lean and already busy staff.

"The process has been easy. We come up with the special and they execute the campaign," Rocker explains. "We even copy and and print (the creative) and use it in the office."

Skinology's dedicated client success manager and creative team also advise on campaign scheduling and frequency, applying best practices for proven success. And the portal makes lead tracking and follow-up simple.

"The portal is extremely user-friendly, and we have all the information we need to follow up quickly," Rocker says.

Rocker and her staff follow up with every response by phone, which they could not do with the email software they used previously. Timely phone calls, once an appointment is requested through one of the campaign channels, is proving effective in converting responses into office visits and ultimately into the business Skinology needs to hit future growth goals.

About Skinology

Skinology offers a state-of-the-art facility, highly trained staff and scientifically proven aesthetic treatments in a home-like atmosphere. Its business is built on strong personal relationships and a collaborative approach to achieving clients' individual skincare goals.

eRelevance is a service that gets your practice more repeat business from existing patients. Our marketing experts use our innovative technology platform to take marketing work off your plate and deliver measurable results for you.

To talk to a consultant about how to put eRelevance to work generating more repeat business from your existing customers, call 855-568-4165 or email sales@erelevancecorp.com.

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