



#### **Business Type**

Medical Spa & Laser Center

#### **Location**

Strongsville, Ohio

#### **Website**

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

#### **Summary**

Docere Medical Spa & Laser Center's CEO Lori Leonard is growing her business through a singular focus on client service. That means investments in state-of-the-art technology for the most effective treatments; a highly experienced staff; and sophisticated marketing simplified by eRelevance.

## **Docere Medical Spa & Laser Center**

#### **Challenge**

Strengthen relationships and generate more repeat business from existing clients, without adding to the staff's marketing workload, so they can focus on client service.

#### **How eRelevance Helped**

When clients enter Docere Medical Spa and Laser Center—an Italian Villa-style building overlooking serene and beautiful woodlands—they're immediately welcomed with luxury and comfort. But it's CEO Lori Leonard's business strategy that keeps them coming back.

Before buying Docere, Leonard spent more than 30 years as an Alcoa executive, taught at the Case Western Graduate School of Business and helped companies achieve business goals as a strategic consultant.

"I came with no medical experience and all business experience," she says.

While Leonard understood acquiring new clients would be a necessary part of her strategy, she knew the most cost-effective way to grow is by marketing to existing clients and building relationships to generate more repeat business.

That means investments in state-of-the-art laser technology for the most effective treatment; a highly skilled staff; and sophisticated marketing simplified by eRelevance.

*“We want to market to our clients with increasing precision, and understand more about their interests and what they want. With eRelevance we can do that.”*

— Lori Leonard, CEO of  
Docere Medical Spa &  
Laser Center

*At publication, eRelevance’s patient marketing service had generated 360 leads in an eight-month period for Docere Medical Spa & Laser Center.*

“Our focus is on keeping clients happy and generating business from the clients we already have,” Leonard says. “I’ve been impressed with how eRelevance is helping us do that, without our staff having to spend a lot of time overseeing.”

Prior to eRelevance, Leonard says the practice’s marketing included monthly emails and Facebook posts.

Now, eRelevance uses email, text messages, push notifications, social ads, web landing pages and automated conversational content on a smart phone app to engage existing clients wherever they are online for measurable business results. In the first month, eRelevance generated 52 appointment requests from one campaign. A subsequent campaign resulted in 72 requests.

Through multiple digital marketing channels, eRelevance’s campaigns for Docere are reaching more people than ever before, and they’re responding through the channels they prefer. Of the 360 responses generated in the first eight months, 63 percent used channels other than email to request appointments, with particularly high numbers using the conversational app and SMS text messages.

eRelevance’s conversational smart phone app leverages advanced technology to enable automated interactions that feel like personal conversations. The app identifies clients’ interests in products and services—even gleans their hobbies and personal interests to deepen connections—and engages them on topics of their choice. These automated conversations progressively become more personalized, and they remember and cue interests or other information from prior interactions.

“We want to market to our clients with increasing precision and understanding more about their interests and what they want,” Leonard explains. “With eRelevance we can do that.”

Unlike more limited marketing software, eRelevance’s simple dashboard aggregates results and provides data necessary to refine and improve campaigns for optimal results.

**Docere Medical Spa & Laser Center** is Cleveland’s premier destination for non-surgical aesthetic services, anti-aging skin treatments and body transformation programs. Its staff is committed to beautiful results in a beautiful and serene environment.

**eRelevance is a service that generates more repeat business from existing clients or patients. Our marketing experts use our innovative technology platform to take marketing work off your plate and deliver measurable results.**

**To talk to a consultant about how to put eRelevance to work generating more repeat business for your medical spa or practice, call 855-568-4165 or email [sales@erelevancecorp.com](mailto:sales@erelevancecorp.com).**