KiSS© Newsletter

Dec. 2019 Issue

MESSAGE FROM CATHERINE

My team and I want to wish you the Happiest Holiday Season full of good food and cheer. Enjoy this special time of year!

- Catherine

COSMETIC PRACTICE GROWTH FUNNEL

Most cosmetic practices invest their time, money and efforts in attracting new cosmetic patients. That's the hard way and the most expensive. The easier way is shown below. KISS Rewards Club was created to address this easier way to grow your cosmetic revenues so you don't have to work so hard ;-)

HELP US SPREAD THE WORD

While we stay busy behind the scenes marketing the KISS Club to your patients via email and social media banners and copy, it would be great if you could also spread the word. Here are ideas to post on your social media channels:

- Pic of all staff wearing the KISS stickers and puckering up
- Pic of each of you holding the KISS mug
- Pic of patient at checkout smiling because they "got KISSED"
- Pic of patient being injected with Botox or filler or having laser treatment when they redeemed their KISSES for free services

Social media is social and patients want to see what you're up to so show your personality. Let them know what's new with the doctor, the staff and the practice. Be creative and we'll be following and liking your posts on FB and IG.

INCREASE THE TRAFFIC TO YOUR WEBSITE

Google, who rules the world, cares a lot about other sites linking to your Website. Since you so have some control over that, be sure you are taking advantage of this traffic-building strategy.

Start by visiting the biggest directory and go to www.google.com/mybusiness to be sure all of your information is filled in EXACTLY the same as on your website (if you say Suite on your website, it must say Suite everywhere else).

Also, link to as many directories, affiliates and vendor Physician Locators as possible:

- Neuro-Toxin Vendor Websites
- Laser Vendors
- Skin Care Vendors
- Medical Association Websites
- Wrinkle Filler Websites
- Beauty Bloggers
- Podcasters
- Angie's List
- Medical Board Websites
- Healthgrades.com
- Magazine Websites
- Radio,TV, Cable Websites
- Hospital Websites
- Zocdoc

And there are plenty more directories when you Google, "plastic surgeon directories". This helps Google see you as an authority as well as a credible listing to show a Googler who is looking for a plastic surgeon.

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