

How Smart Aesthetic Practices are Getting Ahead & Future-Proofing in 2020



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The Key to Digital Marketing in the Overcrowded Privacy Era

If you own or run an aesthetic medical practice, you don't need to be told about how dramatically the aesthetic industry has evolved in the last few years. Today is no different, with 2020 heralding major shifts in traditional methods of practice growth.

It boils down to two key factors that smart aesthetic practices are watching closely and strategizing to be out ahead of now:

1. Competition is at an all-time high. With practitioners from all manner of specialties throwing their hat in the ring, the aesthetic medicine game has never been more crowded.

2. The platforms we use to acquire patients are changing in big ways. Google's Q4 2018 update had a big impact on the space and the larger discussion around digital privacy is heating up towards major implications in terms of how we reach new patients.

What Smart Practices Are Doing Today

So what are smart practices doing to stay ahead of the game? To put it simply, they are focusing on bolstering and building up their own independent brand presence and brand equity. That's probably not what you expected me to say. I'll explain. Again, it boils down to two key points:

1. With digital marketing platforms like Google and Facebook being forced to reexamine their policies and fundamental business models, practices that are overly reliant on these channels are overexposed to risk.

2. Practices that rely heavily on these channels are not making enough of an effort to set themselves apart as their own brand. As a result, they are getting lost in the noise and viewed as mere commodities.

Branding Isn't Just for Big Name Companies

In my years as a marketer for aesthetic practices, I have often run across the common opinion that branding is really just for big corporations and consumer product companies. Nothing could be further from the truth. Branding is about creating clear differentiation and value in the mind of the customer. In the crowded aesthetic space, where consumers have so many choices, your practice needs separation from the pack more than it needs anything else. With you a high-value brand, you can demand what you're worth, pick and choose your patients and stay booked all year round.

So, how do you build up your brand presence and brand equity? Well, first you need a brand, and no that doesn't just mean having a nice logo. It does however start with something you've heard a million times before, drumroll please... a truly excellent website.

Before you shrug this off, answer one question honestly: Does your website truly reflect the standards of your practice, the quality of your work? Does it instantly convey to potential patients the length and breadth of your skill, your extensive schooling and training, the personal touch you apply to every case and just how far you will go to get them the results they desire? If so, congratulations, you're ahead of the pack. Most aesthetic practice websites don't come close to creating that level of impact.

What Makes a "Great Website" Great?

There are ~~hundreds~~ thousands of companies out there that want to sell you a "great website" – so it's normal to want to roll your eyes out of your head upon hearing those words.

That said, the biggest disservice that these template website peddlers are guilty of is convincing you that efforts to enhance your web presence are worthless.

All websites are NOT created equal. But what exactly are the differentiating factors that make a site impactful, performant, and effective?

Let's look at a few examples of some great websites.

News Voted Best of the Westside 2018

INTERNATIONALLY RENOWNED. INDIVIDUALLY FOCUSED.

A leading plastic surgery destination serving Los Angeles, Beverly Hills and the world over.

BEFORE & AFTER GALLERY >

WE'VE TREATED PATIENTS FROM 63 COUNTRIES AND ALL 50 STATES

Founded by renowned Los Angeles plastic surgeon Dr. Grant Stevens, Marina Plastic Surgery is a name known around the world as a leader in the field of plastic surgery and aesthetic care. We owe our reputation to a highly personalized and meticulous approach. We view every patient as a member of the Marina Plastic Surgery family and are proud to have helped patients from virtually every corner of the globe to realize their aesthetic goals. We invite you to join the family.



THE BEST PLASTIC SURGEONS IN AMERICA



NEWBEAUTY TOP BEAUTY EXPERT

PATIENTS' CHOICE AWARD



FACE

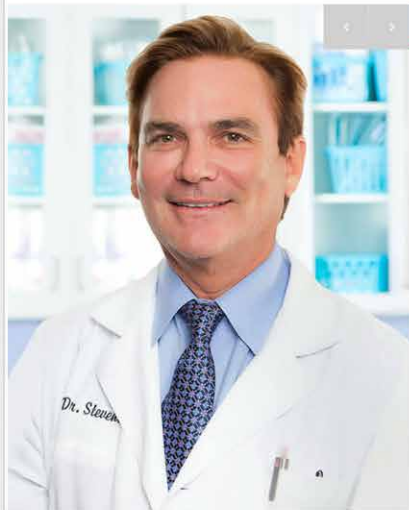
BREAST

BODY

NON-SURGICAL

MEN

MEET OUR DOCTORS



GRANT STEVENS M.D., FACS

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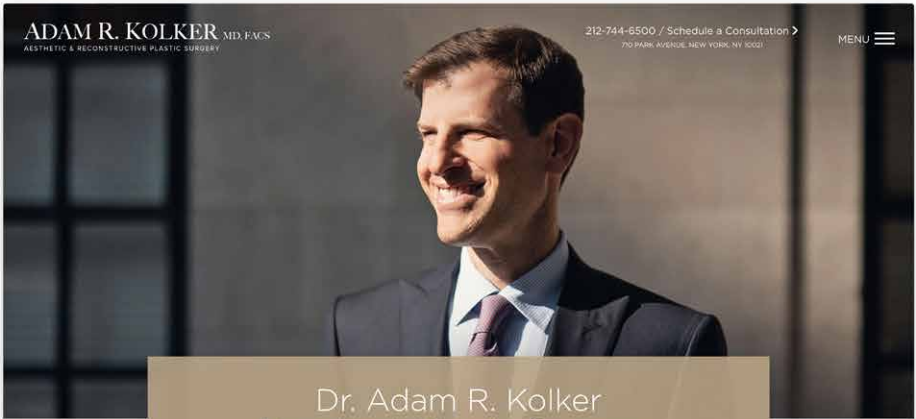
Grant Stevens, M.D., FACS, is the founder and Medical Director of Marina Plastic Surgery and The Marina MedSpa — the medical spa at Marina Plastic Surgery.

He is a clinical professor of plastic surgery at the University of Southern California, Chairman of the USC-Marina Aesthetic Surgery Fellowship and Director of the USC Division of Aesthetic Surgery. He has been recognized in Castle Connolly's Top Doctor Guide as one of the best plastic surgeons in America and is among a select group of doctors featured in Plastic Surgery: The World's Top Surgeons & Clinics. He is a board certified Diplomate of the American Board of Plastic Surgery, a Fellow of the American College of Surgeons and the International College of Surgeons. In 2017 he was elected president-elect of the American Society of Aesthetic Plastic Surgery, one of the highest honors in the field of aesthetic surgery.



READ MORE ABOUT DR. STEVENS >

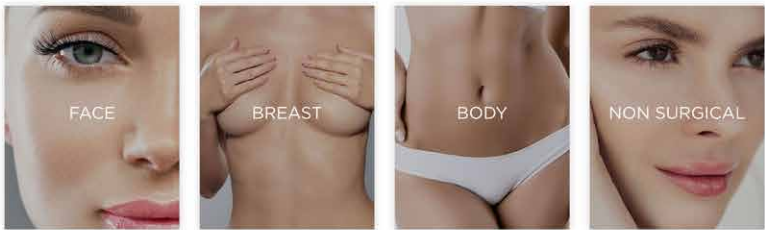
Here is a site we custom-designed and developed for Dr. Grant Stevens of Marina Plastic Surgery in Marina Del Rey, CA.



Dr. Adam R. Kolker
New York Plastic Surgeon

[LEARN MORE ABOUT DR. KOLKER >](#)

New York BAZAAR DUJOUR The New York Times allure VOGUE NEWBEAUTY



MEET DR. ADAM R. KOLKER

Dr. Adam R. Kolker, double board-certified plastic surgeon in New York City.

Dr. Adam R. Kolker is a double board-certified plastic surgeon in New York City specializing in breast augmentation and cosmetic surgery procedures addressing all aspects of the body. His education and training in plastic surgery spans some of the most prestigious medical institutions in the world, including Harvard Medical School, New York University, and the University of Melbourne in Australia. As an Associate Clinical Professor of Surgery at the Mount Sinai School of Medicine, he remains on the cutting edge of advancements in the science and art of plastic surgery.



In addition to his extensive training and experience as a general plastic surgeon & breast augmentation specialist, Dr. Kolker is a highly skilled studio and visual artist, having also completed a university concentration in fine arts. The combination of scientific and technical mastery with artistic creativity and perspective enables him to deliver magnificent, proportional and beautiful results.

Among Dr. Kolker's prestigious credentials are: board certified by the American Board of Plastic Surgery, board certified by the American Board of Surgery, Fellow of the American College of Surgeons, Plastic Surgery Specialty Fellow of the American Academy of Pediatrics, Member of the American Society of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery, the Northwestern Society of Plastic Surgeons, and the New York Regional Society of Plastic and Reconstructive Surgeons.

[WATCH OUR VIDEO >](#)

[MEET DR. KOLKER >](#)

Here is a recent project we did for Dr. Adam Kolker in Manhattan.

[BEVERLY HILLS 310.695.5533](#)
[RANCHO MIRAGE 760.289.3390](#)
[DUBAI 800.BEVERLY](#)
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ENHANCE YOUR BEAUTY

Improving the beauty of your face is an art and skill Ordon Chopra Plastic Surgery have decades of combined experience providing.

BEFORE & AFTER GALLERY

[BODY GALLERY](#)
[FACE GALLERY](#)
[BREAST GALLERY](#)

BREAST PROCEDURES

- Breast Augmentation With Lift >
- Breast Augmentation >
- Breast Implant Removal >
- Breast Lift >
- Breast Reconstruction >
- Breast Recon w/Mastectomy >
- Breast Reduction >
- Breast Revision >
- Male Breast Reduction >

Featured Procedure

BREAST RECONSTRUCTION

Breast reconstruction is a surgical procedure that aims to rebuild breasts that may have been removed due to a mastectomy for breast cancer. For many, breast reconstruction is a major step on the road to recovery. There are several options to consider when thinking about breast reconstruction.

[Learn More >](#)

[Breast Procedures](#)
[Face Procedures](#)
[Body Procedures](#)

And here is a site we designed and built for Dr. Andrew Ordon and Dr. Ritu Chopra in Beverly Hills.

MEET THE DOCTORS

Dr. Andrew Ordon M.D., F.A.C.S.

[FOLLOW DR. ORDON ON INSTAGRAM](#)

For over three decades, Celebrity Doctor Andrew P. Ordon has been an acclaimed surgeon in the area of aesthetic plastic and reconstructive surgery with a private practice in Beverly Hills and Rancho Mirage. He is the Medical Director and Chief of Plastic Surgery at Beverly Hills Sunset Surgery Center in

Dr. Ritu Chopra M.S., M.D.

[FOLLOW DR. CHOPRA ON INSTAGRAM](#)

Dr Ritu Chopra is a board certified plastic surgeon with a passion for plastic surgery and his patients. For over a decade he has been the go to plastic surgeon in Beverly Hills. Dr. Chopra received his undergraduate education at the University of California at Irvine. After graduating with an Engineering

As you can see, these sites were custom-designed and built to represent the unique identity of each practice. Every choice was made for a reason, drawing on over 60 different data points that we assembled in several design and branding sessions with the client.

What's more, these sites were optimized for frictionless conversion across mobile, tablet and desktop. It's all these elements together that comprise a great website. But true branding goes beyond well-executed design and development. The cornerstone of a world-class website is the content it is comprised of.

Content Is so Important, It Deserves Its Own Section

Well-crafted and strategically-written content, elegantly presented galleries and captivating visual content. These are the essential ingredients of a great site.

What makes content *good*? It's about more than the substance of the content itself. It's about methodically considered architecture and messaging. It's about thinking with user flow and creating an orderly hierarchy that is streamlined and natural to the user. Not only does this make it easy for visitors to find what they are looking for, it also ensures that they see the right marketing messages at the right points in their journey. This way they can be properly hooked and and moved through your funnel.

That's why our content team often spends longer planning content than they do writing it.

A note here regarding the importance and role of content: Most practices expend a great deal of effort loading up their social media accounts with great content day in and day out. This may be necessary but in the end all it does is help your landlord monetize the real estate you are "renting" from them (more on this in the next section). You need to build your own home on the internet, your own hub for content that people want to come to see so YOU can monetize those eyeballs.

Last but not least, the sites shown above are optimized for frictionless conversion across mobile, tablet and desktop.

It's all these elements together that comprise a great website.

Growing Your Own Garden

Ok, so now you have a standout website chock full of engaging, strategically-developed content. What's next?

I know what you're thinking: "Don't I still need Google, Facebook, Instagram, and RealSelf to drive traffic to my site?" The answer is yes, of course. To stay competitive you'll still need to be active on these channels.

But once you have a properly established home on the internet that's all your own, you can begin to diversify away from channels that have an unhealthy level of influence over your growth.

You see, the platforms we're all so addicted to are the ones with the most leverage over us. This leverage affords them the luxury of existing as **walled gardens** — and they are increasingly working to build these walls higher.

Their ultimate goal is to prevent users from visiting your website, while still getting you the marketing results you desire. They want to be full-funnel channels, meaning they want retain the user all the way through the pipeline (yes, even Google). After all, why let users exit to your site, when they have everything to benefit from getting them to spend more time on their own platform.

Building up a presence on these platforms is akin to building your house on someone else's property. Free land, free utilities, all the infrastructure you'll ever need. Highly convenient, until your years of hard work get bulldozed in an instant. Your followers, your views, and your rankings are the walls of the house you are building on land you don't own. They are all exposed to platform policy changes, new monetization strategies, and privacy regulations — things which you have zero control over.

Channel Diversification

All this leads us to a concept we call "channel diversification."

Sounds like a good idea right? But you may be wondering where else there is to go. The truth is that there are many other channels that can be leveraged to drive qualified traffic to a place where you can control them. And to leverage these channels properly, you need to create the end of the funnel. That's where your website comes in to play — a site that instantly resonates with visitors and tells them you're not like the the rest of the plastic surgeons they've looked at.

Once you've got your hub in place, you can build out the spokes in all directions. You can employ any strategy you want, from paid content marketing, to building up your Medium account, to direct mail (yes, print media is still relevant, especially when combined properly with digital efforts).

Even on the more glutted channels, you'll enjoy outsized results because you have something that sets you apart from the flock — a unique identity.

This investment in your brand identity goes a long way toward creating trust and cultivating a discerning clientele who are looking to make an important and considered purchase.

The Next Big Thing is All the Little Things

Our clients often ask, “What’s the next big marketing platform gonna be?” Practitioners are increasingly eager to be early adopters, instead of late to the party like they were with search marketing and then social media.

My answer usually surprises people, but it often winds up resonating with them. We tell them that there won't be another windfall-creating marketing platform emerging anytime in the near future.

I could fill pages with the reasoning behind this conclusion, but it boils down to this: the bonanza marketing opportunities of the last decade and a half were borne out of a sea change in information technology. That foundation is now laid. Today, advancements in digital communication technology are primarily incremental. Any fundamental changes are likely to only constrain digital marketing opportunities rather than expand them.

For example, today's internet has been built on utilizing user data as a currency. But this is changing rapidly, and with these changes, many doors will close. Doesn't that usually mean new doors will open? Yes, it typically does, and in this case the most likely door to open will be your own — the door to your website and your brand.

The writing is clearly on the wall — marketing which is based on 3rd party data collection (i.e. Facebook & Google) is in the crosshairs.

Did you know that, by default, all Apple devices are set to block 3rd party cookies on any site you go to? This subject deserves its own entirely separate paper, but the

point is Apple has no problem with 1st party data collection. That's data you collect on your own website and keep for only your own use.

This again underscores the importance of building up and strengthening your own web properties and not being overly reliant on any one platform.

In a world where everyone is clamoring to be the first to the next big thing, the fundamentals have been neglected. You don't stand out by doing what everyone else is doing. You stand out by investing in yourself, building your own brand, and building a platform for long term success.

The trend currently upon us is the migration of Silicon Valley and enterprise growth strategies over to the world of small business. These strategies include things like lifecycle management, automation, conversion rate optimization tools, personalized communication, advanced attribution/analytics and business intelligence, multi-channel communication systems, subscription-based billing, and the integration and unification of all these things. The macro-trend following on the heels is AI powering all of these elements and more.

The point is that the trends in digital marketing are now narrowing down to the ultra-niche and specialized. Winning today is about making all the little pieces work together in a well-orchestrated fashion.

To be successful today, a practice must in many ways become their own platform into which all channels can connect. The physical representation of that platform is your practice, while the digital representation and the nexus of all your communication initiatives is your website.

Putting the Pieces Together

None of the above is to say that the basics don't still apply. In fact, having your digital basics firmly in place is now more important than ever.

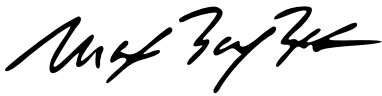
Whether you are managing your marketing in-house or using an agency, you need a detail-oriented team that knows their stuff cold. There are a lot of places that things can fall through the cracks. That's how practices fall behind in the race.

So don't neglect your digital presence. Stop following the herd. Stop looking for the shortcut. There will always be demand for immediate marketing results, and these can be satisfied with the right strategies, but don't let this take your eye off the mountain.

Resist becoming overly reliant on the brands that run the internet today, and instead invest in building a lasting brand that is all your own.

If you're ready to build your brand and need help to do it, or if you just want to see how your current efforts stack up, our team is offering free marketing assessments to anyone who reads this entire guide. (Congrats! That's You.) You can contact us at www.influxmarketing.com or by calling 626-714-3366.

Thanks for reading, and happy marketing.



Max Baybak
Chief Strategy Officer
Influx Marketing