

How to Compete Directly with the
Big Hospital & Clinic Groups

5 BIG MARKETING SECRETS *for* COSMETIC AND AESTHETIC CLINICS

Referral
SUITE

Report by top-selling Kindle author
Arthur Stoller



Something new just happened getting more enquiries for cosmetic clinics.

AI (Artificial Intelligence) is now being harnessed to develop compelling titles and one-liners to attract new prospects to our client's clinics. When done well they are extremely effective in getting that click.

Up until now, that was solely in the hands of top copywriters.

AI has changed all that and makes the level of expertise available to those who know how to put to push it to its full power.

This is all part of our updated system to develop clinic sales in 2024

If you're cosmetic or aesthetic surgeon, then this updated report is for you.

The number 1 killer of any business isn't cash flow, current market conditions, how qualified you are, what your website looks like, or any other poor excuse.

It's Lead Generation.

No big surprise. No Leads mean no consultations, which means no sales.

You've got to set up a system that generates 20 to 30 new consultations every month.

It's the **system** that's going to transform your business.

As the country slowly recovers from COVID-19 and the cost of living crisis, you may be facing some challenges in generating those enquiries. Let me reassure you that setbacks are just stepping stones to success, and your commitment to overcoming these hurdles speaks volumes about your dedication to your clients.

In today's digital age, standing out can be a bit tricky, but a little digital magic and some social media sparkle might be just what you need. We will work with you to make sure your online presence radiates the warmth and expertise that defines your clinic.

You may have hit the problem of big operators in your town or city, taking most of the enquiries from Google.

You may even have thought that you can't get these top places for **your** clinic.

I am here to tell you that you **can**.

Lead generation is the one big thing that will transform your practice.

To underpin this you should be using a proven reliable system that continues to work day and night, giving you the potential to double your bookings.

A reliable and proven system will allow you to take more enquiries for your own practice and to work less for the NHS or a big hospital group, which many of you are doing right now.

Why rely heavily on hospital leads when you could be harvesting your own?

The 5 big secrets in this handbook are designed to make this happen for you.

We will be diving straight into marketing and lead generation.

Why should you trust this guide?

I'm Arthur Stoller author of a Kindle best-selling book "How to Turn Your Website into a Money-Making Machine" and the contents of this guide have been responsible for hundreds of thousands of pounds of extra sales for my clients every year.

If you don't believe me, close this PDF now. I have nothing to prove to you.

However, if you are still reading, then I can guarantee that if you follow through on these principles and follow our guidance, your bookings will sky rocket.

Our updated Secret Handbook 2024 has new and powerful strategies the big operators use and you could be using too to take a much bigger share of the market.

Why you should read this.

I know you're busy, but it's worth reading this through because you'll see how you can get extra enquiries without spending much time on it.

- You'll be able to stop worrying so much about getting new enquiries.
- You'll spend much more time doing the work YOU want to do.

You see, the system I've developed takes a ton of work off your hands. It finds new clients for you.

That's because these proven steps work for other clinics like yours. They're cutting-edge techniques, and they help new clients find you. If you're a surgeon doing the big-ticket treatments, it's going to help you generate an extra 10 to 20 more treatments a month. That could bring in at least an extra £50k to £75k per month more sales.

If you're a skin clinic doing body and facial treatments, it's guaranteed to increase your enquiries by at least 30 to 40 sessions per month, just as one of our clients in London is doing now. And I'd expect you to book many more than this, depending on your local area.

By using our system, we know your sales will increase by at least 50%, and potentially much more than that.

On a one-to-one call, I will show you exactly how your particular clinic could do the same.

More about that later.

If any of these points resonate, then this is for you

- You already run a cosmetic or aesthetic clinic.
- You are already established and are looking for solid reliable ways to make sales grow.
- You want to increase sales with a system that generates continuous leads.
- You want to save time and money on your marketing campaigns.
- You want to get away from technical jargon and get summarized and easy-to-read results that you can use to immediately feed back into your marketing to get more enquiries.
- You actually have a budget for marketing your clinic and really want to scale up your practice
- You want insider knowledge and methods of how a proven system will get highly improved results.

Marketing secrets that a good system will perform for you

1. Your Page speed is critical for high rankings in Google.

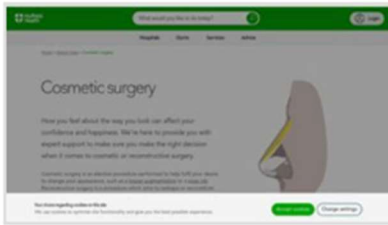
The faster your page the higher it will rank.

You lose search engine positions if your site is slow. Your aim is to let Google zip quickly through your site.

These sites below, are too slow and are wasting their advertising budgets or wasting good Google positions.

Here are 4 speed tests we carried out on clinics together with a test on one of our client sites.

The keyword used in this test was "cosmetic clinic" and here are the results of tests on those larger operators;



Latest Performance Report for:

<https://www.nuffieldhealth.com/health-topics/cosr>

Report generated: Mon, Nov 20, 2023 11:39 AM +0000

Test Server Location: London, UK

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

Connection: Broadband (5/1 Mbps, 30ms)

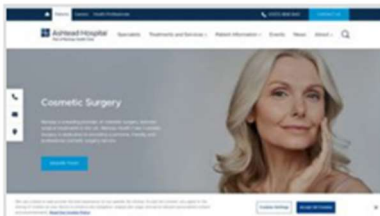
GTmetrix Grade ?

D	Performance ? 57%	Structure ? 79%
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Web Vitals ?

LCP ? 2.4s	TBT ? 376ms	CLS ? 0
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Nuffield is slow taking 6.5 secs for the total page. Too slow. Page size is 1.39 MB. Too Big a page.



Latest Performance Report for:

<https://www.ramsayhealth.co.uk/hospitals/ashted-h>

Report generated: Mon, Nov 20, 2023 11:47 AM +0000

Test Server Location: London, UK

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

Connection: Broadband (5/1 Mbps, 30ms)

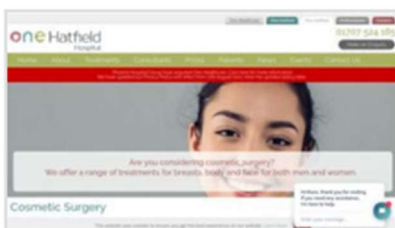
GTmetrix Grade ?

C	Performance ? 79%	Structure ? 78%
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Web Vitals ?

LCP ? 2.8s	TBT ? 91ms	CLS ? 0.06
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Ramsayhealth is slow taking 7.7 seconds too slow, and page size is 1.62 MB, far too big.



Latest Performance Report for:

<https://www.onehealthcare.co.uk/treatment-categc>

Report generated: Mon, Nov 20, 2023 11:42 AM +0000

Test Server Location: London, UK

Using: Chrome 117.0.0.0, Lighthouse 11.0.0

Connection: Broadband (5/1 Mbps, 30ms)

GTmetrix Grade ?

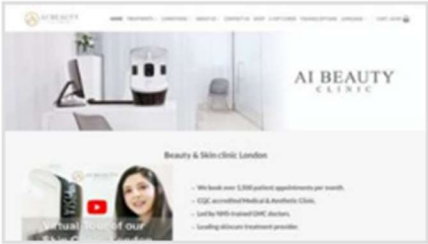
D	Performance ? 63%	Structure ? 63%
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Web Vitals ?

LCP ? 3.7s	TBT ? 13ms	CLS ? 0.01
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Onehealth is a whopping 10 seconds, very slow, even at mid-speed broadband. Page size is a huge 3.8 MB

Our client :



Latest Performance Report for:
<https://www.ai-beauty.co.uk/>

Report generated: Mon, Nov 20, 2023 11:54 AM +0000
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Connection: Broadband (5/1 Mbps, 30ms)

GTmetrix Grade ?

B	Performance ?	Structure ?
	86%	82%

Web Vitals ?

LCP ?	TBT ?
1.7s	0ms

Our client's overall page speed is 2.2 seconds and page size is a mere 972k
This is way ahead of the competition and gives a big boost to rankings in Google.

2. Conversions of visitors into actual bookings.

What many clinics miss out on in their campaigns is **measuring what people do when they get to your treatment page**. You may be spending good money (Google Pay per click or Ticktock) **getting** them there but you need to **know how many are actually clicking the “contact you” button** or filling a **“form submission”** so we can measure and adjust for a better response.

To do that we need to measure exactly what they are doing when they get there.

This is usually **an eye-opening first point of call**, when a client has simply been spending money with ads and not measuring this response, treatment by treatment.

Here's an example:

Page path and screen class ▾		Views	Conversions
		3,433	551.00
		100% of total	100% of total
1	Treatment Page, views and resulting conversion (enquiries)		
2	/facial-implants/	192	39.00
3	/vaser-liposuction/	63	36.00
4	/hairline-lowering-surgery/	343	35.00
5	/thank-you/	21	21.00
6	/tummy-tuck/	12	21.00

In this example, the **conversion pages clearly show how many enquiries you get from each page**.

You can see in an instant what pages are **not** delivering enquiries and fix them up so they do get that click.

This applies to ALL your traffic whether PPC, Tiktok, Instagram or free organic.

Maybe a bad piece of artwork or the message on your page is not connecting with the client in some way.

Or maybe even the wrong image for a particular treatment.

Or a submission form is broken.

Without this type of scientific pinpoint analysis, you may not get to the bottom of a problem e.g. why enquiries have dropped off last month.

Being able to focus on the problem page makes a HUGE difference in fixing it.

Otherwise you are working in the dark **and that can be very expensive**.

3. Landing page graphics.

Landing pages have to be strong and impactful. They have to resonate emotionally with the visitor and they have to make a strong promise and they have to have a clear call to action.

These pages on vaser liposuction **fail to do any of these**.

Yes, they tell us it's about vaser lipo but there's not much else that stands out.


EF MEDISPA



Home / Treatments / Surgical / Vaser Liposuction

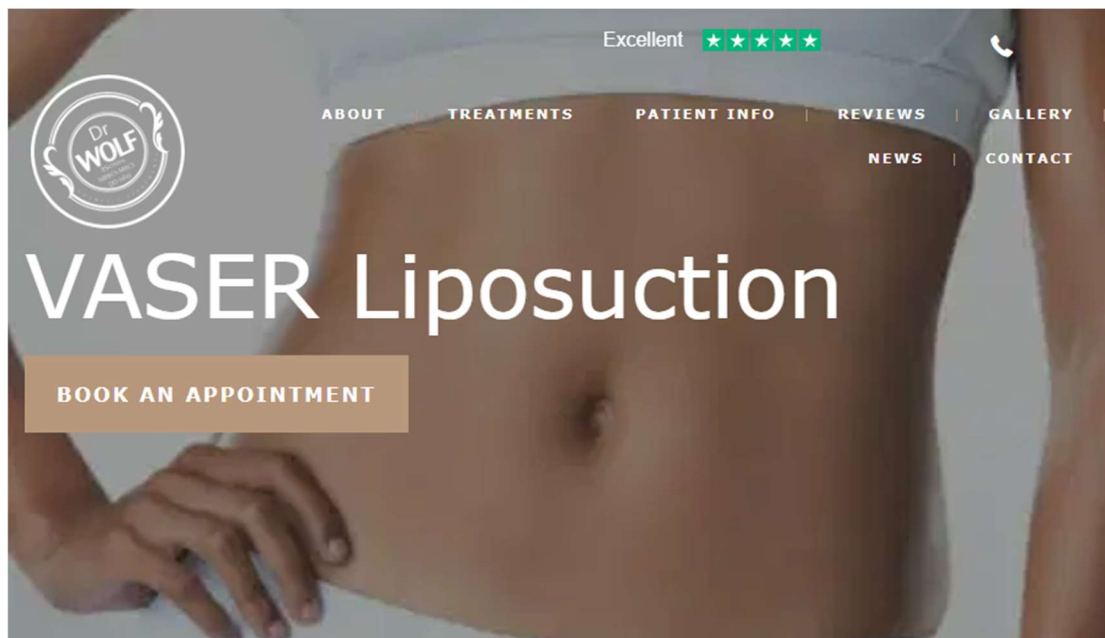


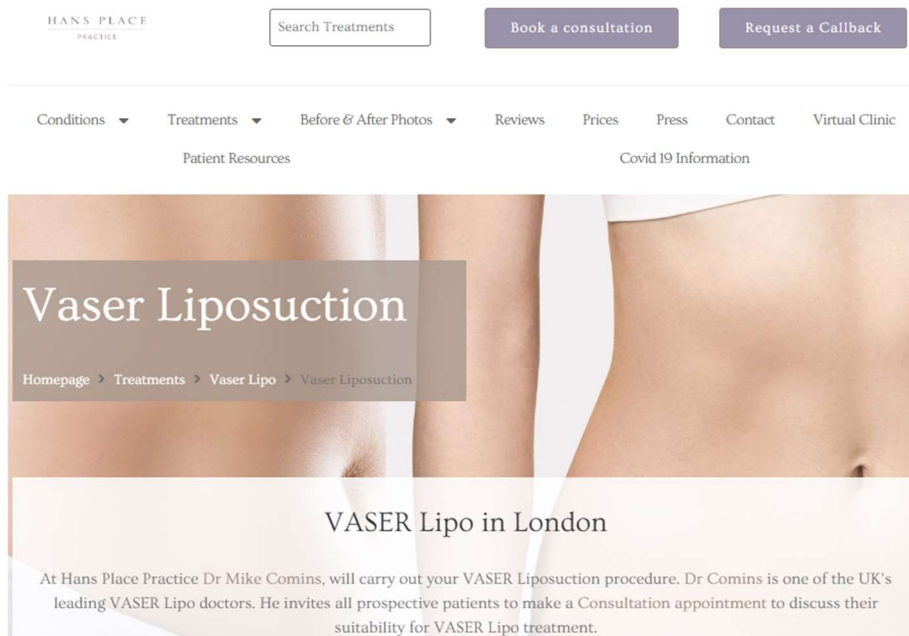
Excellent ★★★★★

ABOUT | TREATMENTS | PATIENT INFO | REVIEWS | GALLERY | NEWS | CONTACT

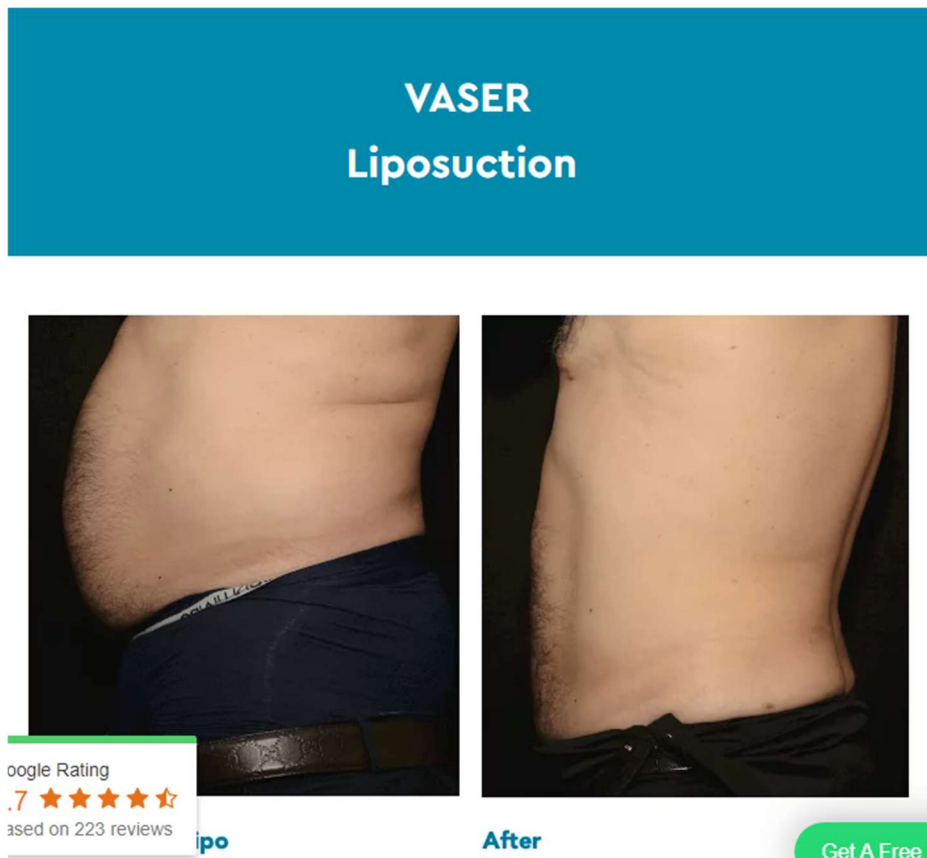
VASER Liposuction

BOOK AN APPOINTMENT





This one is on a top-ranking page and is wasting so much opportunity of getting many more enquiries.



All of these examples are in the top 10 in Google. **What a wasted opportunity !!**
There are so many ways for site owners to tap into Google for extra business.

In a one-to-one session, I will address all these issues and clearly show how to improve the responsiveness of all these websites.

4. Google 3-pack Maps.

This little map below is what local people or your town or city see when they carry out a search for one of your services. You should ALWAYS be in the top 3 in “Google Maps” in your town or city for your treatments and you should ALWAYS be outranking the big national operators.

Why?

Because Google gives top preference to local operators for town and city searches & you should be taking full and free advantage of this.

Map rankings are more trusted than free organics and paid ads, & are clicked on FAR MORE OFTEN.

That is what local marketing is all about.

How do you take advantage of this?

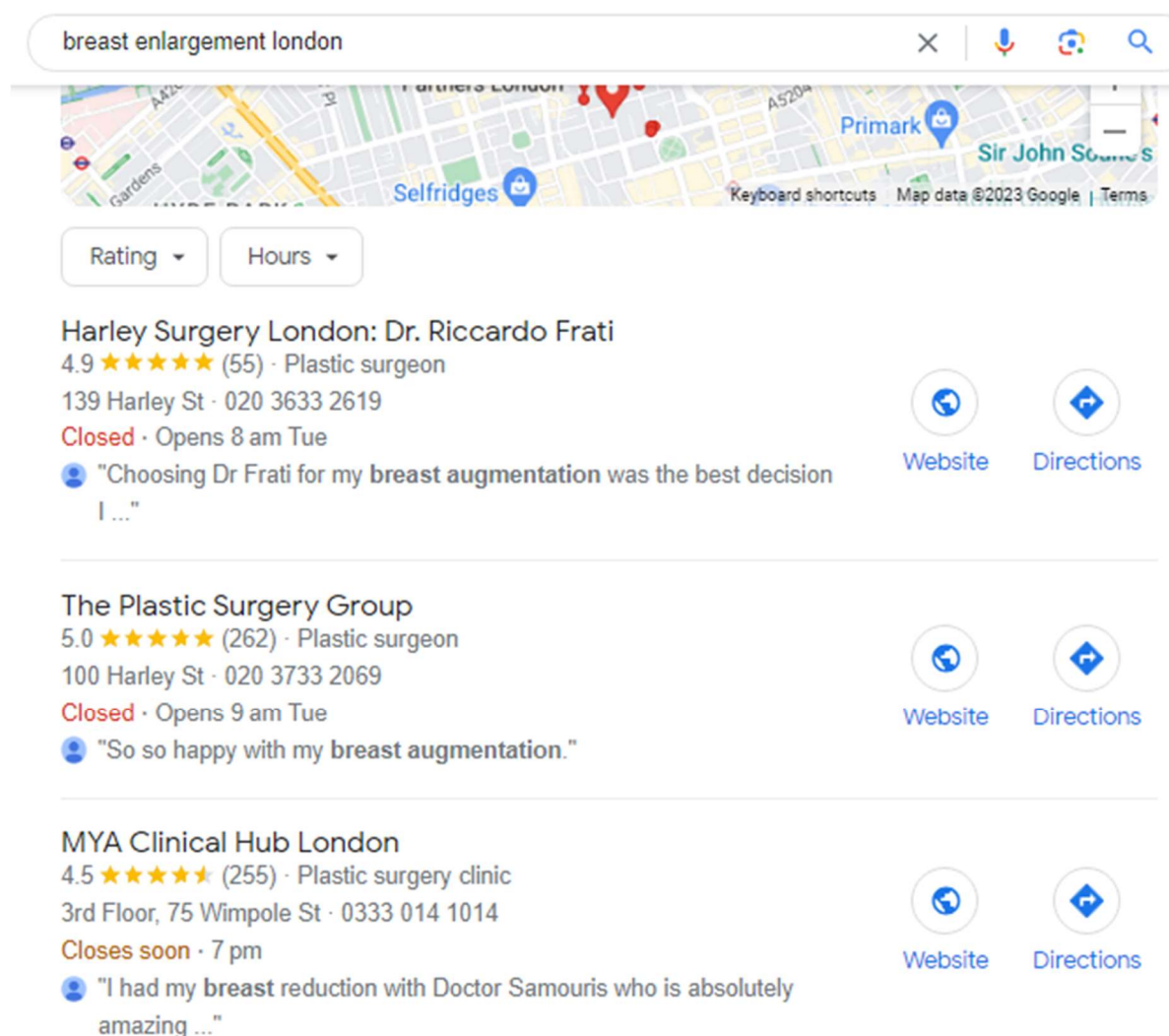
You need everything set up properly and to be in place for this to happen.

Most sites on Google right now are **NOT** set up properly.

Searchers trust Map rankings more than regular rankings for a few reasons

There is far more information about you than in regular rankings and that includes a phone number they can call directly WITHOUT having to even visit your website

Here's an example for “breast enlargement London”



Look at the info they get when they do a local search - without even having to visit your website:

1. A clickable phone number directly to your reception desk
2. A list of your Google reviews, right up front.
3. A big map with travelling directions to your clinic by car or by foot.

Also, by inference, if you are in the 3 pack, **Google designates you as a leader in your field.**

And there is not much that beats a Google referral.

All of this makes a map ranking much more powerful than a basic listing.

5. Website Rankings Accelerator.

This is our dedicated network of powerful medical and beauty feeder sites.

It is one of its most powerful features & makes the Referral Suite System stand out from any other leads enquiry system.

This alone will catapult you into top positions in Google.



Over the last 15 years, we have been developing our network of medical sites to boost medical clinics into top positions. When we point it at **your** site, you receive an **enormous boost in rankings**.

Now, within the cosmetic surgery market, we have the ability to boost a whole range of different cosmetic treatments. Depending on your particular specialities, we will place you on our Website Rankings Accelerator

What this means for you.

You get a jump in Google rankings & you don't need to wait as long as you would with any other marketing company. You get more enquiries in a shorter time scale, and a faster return on your investment.

The result of our using Referral suite, our highly developed system for clinics, results in extra enquiries and bookings by +50% or more.

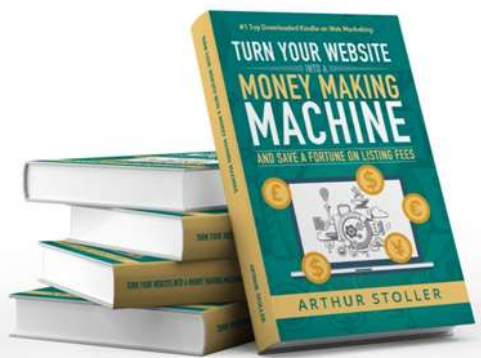
Final thoughts.

I have no doubt that with a sprinkle of creativity, a dash of community spirit, an injection of these secret strategies and a heap of your signature warmth, your clinic will soon be buzzing with enquiries.

Warm regards,
Arthur Stoller
Referralsuite.co.uk

For a fuller free demonstration based on your website, please book a demo at:

www.referralsuite.co.uk/book or email me at art@referralsuite.co.uk



Top-selling Kindle author Arthur Stoller

Amazon Best Sellers

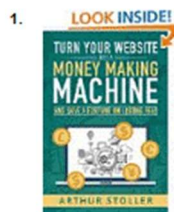
Our most popular products based on sales. Updated hourly.

Best Sellers in Web Marketing

Top 100 Paid

Top 100 Free

My Book



Turn your website into a money making...
by Arthur Stoller
Kindle Edition



Digital Minds: 12 Things Every Busine...
by WSI
★★★★☆ (22)



Content Marketing 2016: Influencer, T...
by Communicate And Sell
★★★★☆ (5)