

MARKETING **SECRETS** FOR COSMETIC CLINICS

MARKETING DURING **COVID**

Referral
SUITE

The Marketing Secrets Black Book for cosmetic clinics.

Ever wonder how your top competitors stay at the top of Google?

And why they get to take the lion's share of enquiries in your town or city?

This **Secret Handbook** is going to lay out 5 powerful strategies they use to get enquiries, that you could be using too.

All you need to do is set them up and put them to work for you.

Then you will start to outperform the big national operators in your town or city.

Introduction

If you're a cosmetic clinic offering treatments, then this is for you.

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

Its Lead Generation.

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

You've got to set up a system that generates 20 to 40 new consultations every month.

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

If you're a surgeon, you've got to set up system, so you work **more hours for yourself** and less for a big brand name clinic. If you're in the UK, then that mean working less for the NHS and more for yourself.

You shouldn't have to pay for leads that simply don't convert into bookings.

You've got to book more of your own patients.

But you've got to take the steps now for this to happen. What you need is a new fresh approach to marketing your practice.

The 5 steps I've developed here, may just be the single most important things you've ever looked at for your clinic.

This document is straight into Marketing and Lead Generation. You can use the following tactics on your web site, social media, posts, pictures etc. you've created on your profile in groups, in Facebook pages, Instagram or in LinkedIn.

Why you can trust the contents of 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're still reading on, I wish you every success.

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.

Why you should read this.

Because these proven steps work for other clinics like yours.

They're cutting edge techniques, and they help people find you.

If you're a surgeon doing the big-ticket treatments, it's going to help you generate up to 10 or more treatments a month.

That could bring in an extra £25k to £50k 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 20 sessions per month. And I'd expect you to book many more than this. Depending on your local area, that could reach 30 or 40 more per month.

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

I will prove the increase in enquiries we help clinics achieve.

The increase in sales will depend on what you charge for your treatments.

Here are the powerhouse steps to doubling or tripling enquiries.

1. You lose web visitors fast, if your site is slow. If Google can zip quickly through your site, you get better rankings. These sites are too slow and are wasting their advertising budgets:



Latest Performance Report for:

<https://cosmeticsurgery-partners.co.uk/>

Report generated: Mon, Dec 28, 2020 6:07 AM -0800
Test Server Location: London, UK
Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0
Connection: 3G Mobile (1.6 Mbps/768 Kbps, 200ms)

GTmetrix Grade ?

F	Performance ? 8%	Structure ? 53%
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Web Vitals ?

LCP ? 10.0s	TBT ? 0.5s	CLS ? 0.42
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Here's a page with very slow rating of "F" and low performance of 8%

This site could triple or quadruple its clicks if it were speeded up, because Google would rank it higher.
This does NOT mean rehosting the total site somewhere faster.
It just needs some looking after.

Here's another slow site with an "F" rating



Latest Performance Report for:

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

Report generated: Mon, Dec 28, 2020 6:14 AM -0800
Test Server Location: London, UK
Using: Chrome (Desktop) 86.0.4240.193, Lighthouse 6.3.0
Connection: 3G Mobile (1.6 Mbps/768 Kbps, 200ms)

GTmetrix Grade ?

F	Performance ? 33%	Structure ? 56%
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Web Vitals ?

LCP ? 7.5s	TBT ? 6ms	CLS ? 0.01
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if these pages were fixed, the increase in enquiries would be dramatic.

Here's what we achieve for our clients.

This site below, we got down to less than 1 second !!!

What does that do for our clients?

Our client ranks high for its main keyword and brings in a ton of enquiries.



Latest Performance Report for:

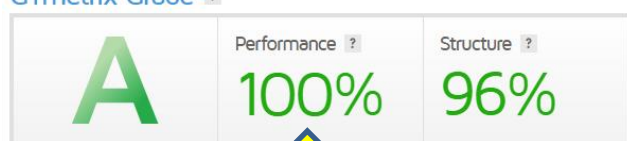
<https://www.smscomparison.com/sms-gateway/cheap/>

Report generated: Thu, Dec 30, 2021 2:17 AM -0800

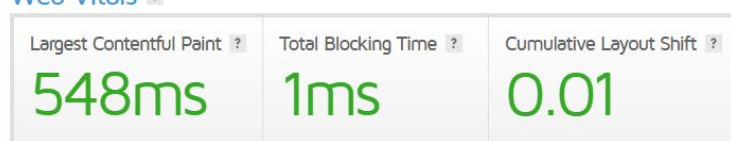
Test Server Location:  Vancouver, Canada

Using:  Chrome (Desktop) 90.0.4430.212, Lighthouse 8.3.0

GTmetrix Grade ?



Web Vitals ?



This site www.smscomparison.com is an “A” rating & loads up in less than 1 second. That’s FAST.

Why does that matter?

Because Google loves very fast sites.

And it doesn’t matter how big your competitor is.

With 2 identical pages, **Google will always rank the fastest one first.**

Referral suite is our inhouse development suite of programs, developed especially for clinics like yours. It assesses a site speed, lists up work to be done and then takes care of that work.

And that means more enquiries for you.

You get much higher rankings **no matter what other work you have had done on your site.**

Even if your rankings remain stubbornly low, despite all you spent and all the effort you put in.

This will double or triple your enquiries...JUST BASED ON SPEED ALONE.

On my webinar I will show you how we can help your clinic add £200-300k of sales every year...at the very least.

2. You can EASILY increase enquiries by 50-100% by making more people contact you from your landing page, without spending a penny more on advertising.

Referral suite is designed to highlight your poor-performing pages and offer compelling texts and titles that are PROVEN to get the click.

Our well-designed click-grabbing adverts are tried, tested and proven to increase click throughs by over 50%.

Our text and title suggestions have been carefully crafted, developed and tested over the last 15 years to **ensure maximum effectiveness** in getting your visitor to click through.

You will see, with X-ray vision, which pages of your site are sending the most visitors.

How will you know when such title and texts work?

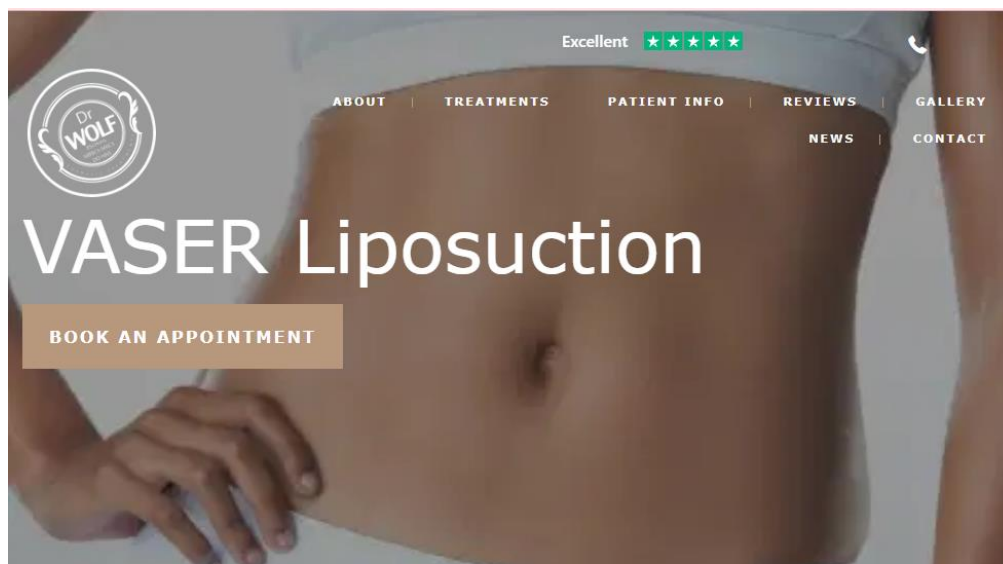
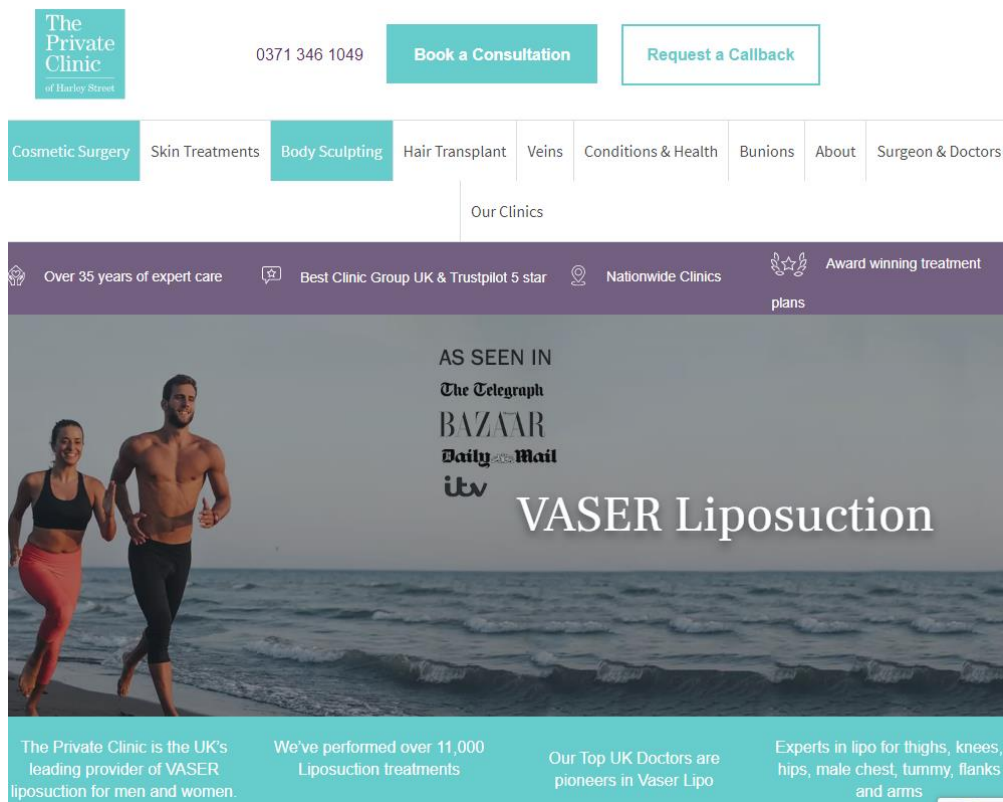
When you see low click-throughs **suddenly jump, like our client did below.**

In this report from Referral suite, you can see Morpheus 8 page is delivering 6-8 times more clicks.

Page	Clicks to Your Site
Vaser lipo	0.6%
Nose surgery	0.4%
Morpheus 8	3.4%

Here's examples of good looking landing pages that the clinics have had designed AND are spending big ppc budgets on every month.

But they are failing on so many levels



This advanced liposuction technique can be used to remove small pockets of fat and also reshape and contour your body to give you that athletic look. All VASER Lipo procedures are carried out at a London VASER clinic by one of the UK's leading VASER Lipo doctors, Dr Dennis Wolf.

On my webinar 8th February 2022, I will show you how a well-designed and well-researched ad, is a power magnet for clicks and far out-performs these 2 examples above.

Our ads alone can cut your advertising spend by 50%, if handled correctly.

We will discuss and analyse on our webinar so that you take away very firm directions on how you can double your enquiries and not spend any more on advertising.

If your enquiries are from free rankings, it's the same principle. Don't waste all that free traffic

3. Our Unique Powerhouse Network of Cosmetic Clinic Sites will blast you to the top of Google.

This is the most powerful part of Referral Suite.

We use our network of sites carefully crafted over the last 15 years, all totally focused on cosmetic clinic treatments. When this network is pointed to your site, your traffic will **explode**.

This network is **exclusive to Referral suite**.

It's what makes us **stand out** from any other cosmetic clinic marketing organisation.



This is our **Website Rankings Accelerator**.

This **Accelerator** is a very important part of Referral Suite. It took a lot of time and effort to develop and maintain and is an on-going process.



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.

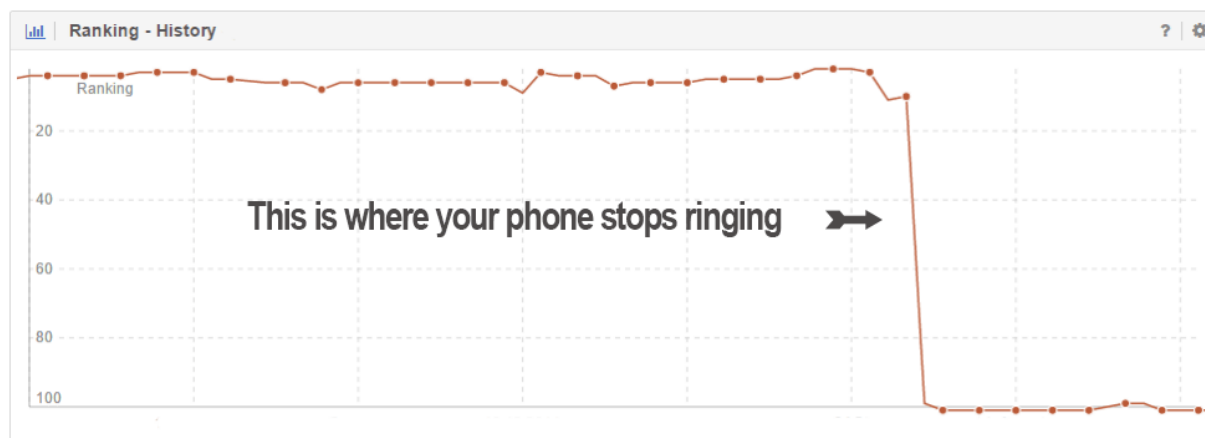
You get a jump in Google rankings & you don't need to wait as long as you would with any other marketing company. **You get more enquiries in a shorter time scale, and a faster return on your investment.**

4. If your text exists on any other web site, Google penalizes you & you lose enquiries, EVEN IF YOU WROTE THE ORIGINAL TEXT.

Referral suite automates this process on a regular basis, and picks up any duplication that may appear anywhere else on the internet and maintains your rankings.

Big sites have been hit by this penalty, and still suffer, unless they're monitored and fixed. This is what happened when Google's Panda penalty first hit our industry.

The screenshot below shows **what can happen at any time to you.**



You can see the drop in enquiries when Google found duplicate text on the client's website.

What this means for you is Referral Suite will maintain your good positions in Google by completely avoiding Google's duplicate text penalties.

It runs regular checks to see if you pass the "no duplication" test, so you don't suffer this drop.

You can do all this yourself, but the hard part is finding the time to do this regularly.

If it finds your text on any other site, we can swiftly deal with it.

Do not run the risk of your text appearing elsewhere unchecked.

That can kill your rankings overnight.

5. 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.

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

For long tail words or phrases in your town or city, you should be taking advantage of your preferred status as the local operator. That is what local marketing is all about.

You just need everything to be in place for this to happen.

**Here’s our client map ranking in London
on a search for 4d vaser London:**

The screenshot shows a Google Maps search for "4d vaser london". The results list three clinics in London, all located on Harley Street. The EA Clinic is highlighted with a large blue arrow pointing to it from the right.

Business Name	Rating	Address	Phone	Website	Directions
Vaser Liposuctions	5.0 (5)	Plastic surgery clinic · 41 Harley St	Open until 20:00 · 020 3290 0275	Website	Directions
Hasan Surgery UK LTD - Gynecomastia 4D Hi Def VASER Liposuction Fat Grafting	5.0 (2)	Plastic surgery clinic · 10 Harley St	Open until 17:30 · 020 7467 8417	Website	Directions
EA Clinic	4.2 (26)	Plastic surgery clinic · 99 Harley Street Suite EAC	Open until 13:00 · 020 3778 0257	Website	Directions

Additional information for EA Clinic: "It can be used a stand-alone, addon to Vaser 4D lipo or secondary to ..."

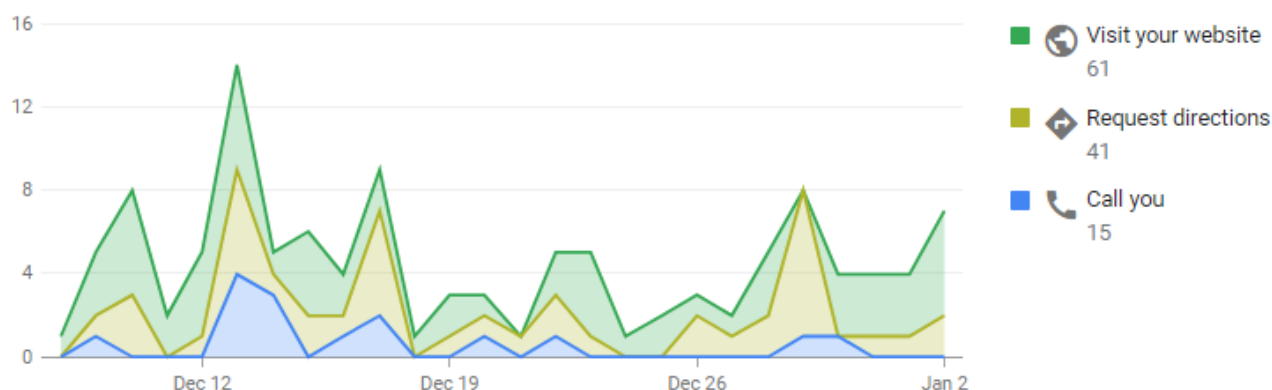
And here's the clicks this generates from Google maps.

Customer actions

The most common actions that customers take on your listing

1 month ▾

Total actions 117



What a map ranking means for you:

- **You are 5 times more likely to get the click than normal rankings** because there is so much more info about you.
- **Your phone number is clickable on a mobile** – no need for them to even visit your website.
- **Clients have the choice** of visiting your website, getting a map of walking/ driving directions or calling you directly.
- **A count of all 3 responses** are shown up clearly as you can see above.
- **Clients trust Google 3-Pack listings more than organic and paid search results combined.**
You simply HAVE to be in maps to get if you want to increase your sales +50% or more.
We will discuss this more fully on our webinar.
You can reserve a free spot today by clicking the link below.

6. What's the one big thing in everyone's mind right now where you could capture the lion's share of enquiries, because NO ONE ELSE IS HANDLING IT PROPERLY?

Blindingly obvious examples of this one secret fact and the proof, will be laid out clearly on our webinar. There is a window opportunity here for forward-looking clinics to take advantage of.



What this means for you

Following the 6 principles in this report, is crucial to adding **AT LEAST** 50% to your clinic sales this year.

Sometimes we are so focussed on working **IN** our practice we forget to work **ON** our practice.

We fail to look at it from a new visitor's point of view.

At the start of a new year find out what new ways you could be generating more business in 2022.

In conclusion.

To find out how to put all the above into action for your clinic, join our free webinar here:

www.referralsuite.co.uk/live-webinar

Limited slots available so please reserve your place now.

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