

Snatch Enquiries From Hospital Groups
Through Audacious Marketing Tactics.

FUEL EXPLOSIVE LOCAL ENQUIRIES

and

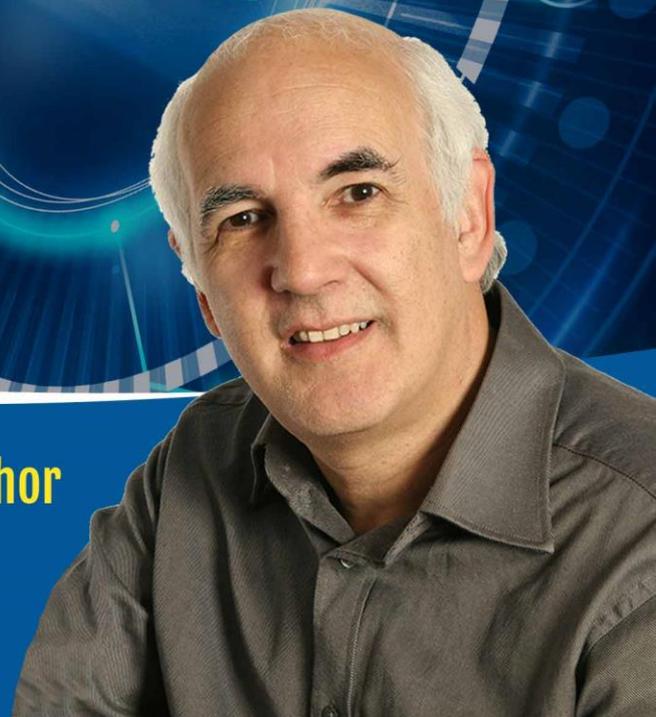
CURB COSMETIC TOURISM

Referral
SUITE

LEAD
GENERATION

Report by top-selling Kindle author

Arthur Stoller





**This guide is for cosmetic clinics in the UK facing the double whammy
Patients Going Abroad for Treatment
AND
The Big Hospital Groups Taking Most of Your Local Enquiries.**

Why should you read this guide?

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.

It offers 2 big marketing opportunities for those clinics looking for a gap in the market that no one else is addressing directly.

If you're a surgeon doing the big-ticket treatments, it could 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 going to help increase your enquiries by at least 30 to 40 sessions per month, just as one of our clients in London is doing right now.

And I'd expect you to book many more than this, depending on your local area.

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

More about that later.

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".

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 guide 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 skyrocket.

Our updated Secret Handbook 2025 has our 2 new and powerful strategies that big operators use and you could be using too to take a much bigger share of your market.

About your cosmetic clinic

I know you've invested heavily in setting up your clinic and installed valuable equipment.

I know you've placed a lot of importance in providing the highest standards of safety.

And I know you've probably signed up with regulatory bodies like CQC

Yet bookings are less than what you expected when you first opened your clinic.

You see so many people booking abroad because of prices, despite the risks involved. They seem willing to bypass all the extra effort you put into patient care and protection here in the UK.

You absolutely have to have a tried-and-tested, powerful system in place to get your message across about your clinic, your aftercare and your standards of patient care in order to compete and **take back your fair share of enquiries.**

If any of these following points resonate with you, then this guide is totally for you.

- You already run a cosmetic 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 summarised 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.

The cosmetic clinic market today.

We can clearly see hospital groups with a BIG increases in UK enquiries, posing a real threat to independent clinics like yours. (PHIN quotes 900k admissions in 2023, up 7% from 2022)

AND ...

A big rise in medical tourism, which continually eats away at those valuable enquiries that used to come your way.

This is driven mainly by lower prices, and travel package offers, despite the risks.

Even back in the UK, there are some rogue operators not fully qualified to be giving treatments. No matter how well qualified you are, you've simply got to compete more aggressively.

Patients are not always choosing based on your qualifications and experience or your patient care.

What's your opportunity in this?

Get this right and your bookings will increase by at least 25% over the next 6 to 12 months.

But We have to appeal on an **emotional level** before we can even talk about your qualifications or patient care.

To really grow your bookings you have to something other clinics are not actively doing.

What is different about our unique approach is we take local enquiries away from the big groups directly. (Plenty of examples of this)

AND persuade people to book at home rather than travelling abroad.

We provide a way of capturing enquiries where our client will appear side-by-side in the search engines and not have to rely solely on the enquiries they get from their hospital groups.

Hospitals have many consultants on a treatment and share them around.

You, on the other hand, can have more enquiries coming directly to your clinic.

and you don't have to share them around.

You are entitled to a large share of local enquiries in your area. The search engines will give you preference **IF** you are set up correctly. Not many clinics do.

We also tackle head-on those potential new clients thinking of travelling abroad.

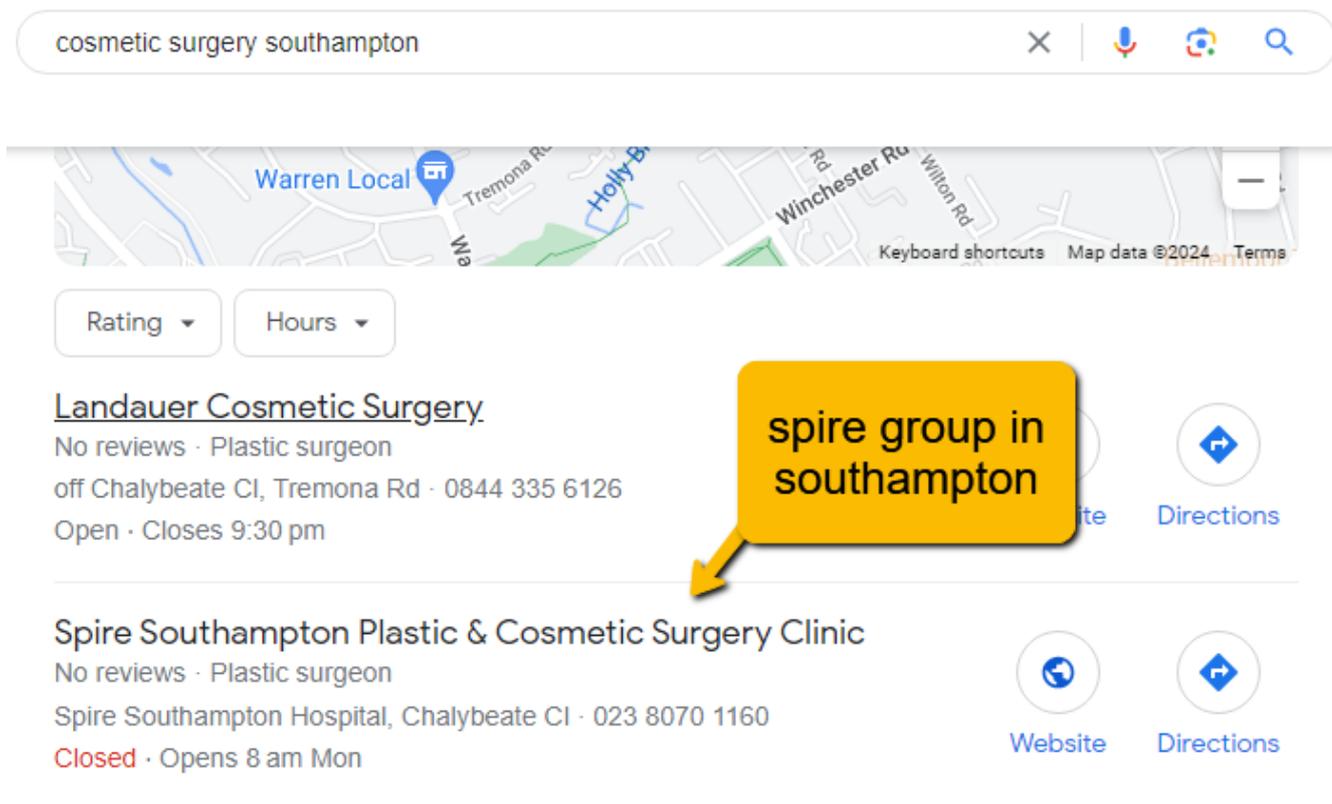
We have developed an enquiry module called "Stay Safe, Stay Local" which has been carefully developed over the years, in order to persuade people to take their treatment

at home in the UK.

This is not a one-off process, but a longer term approach aimed at catching people early, **before they are even close to making any booking at all.**

The Power Steps to More Enquiries

1. Fighting back against the big hospital groups for your local enquiries



This is the 3 pack map and is **especially reserved for local clinics** in Southampton, in this example.

Spire are the big group here **but Landauer outranks them** because it is correctly set up.

3 pack map rankings have 2 big advantages over normal listings.

1. They get much more space plus the map, for a searcher
2. They can click straight through to you off the listing.

What this means for you is that **you are getting just as many clicks off this as Spire.** But you are not waiting for Spire to share them between you and other doctors.

2. Stay Safe, Stay Local

This module has been developed to lower the number of people going abroad for a procedure.

It is a persuasive series of carefully crafted messages to stop people booking abroad. It is NOT a one-shot message. It will be delivered over a 3 to 6 month period at the end of which you will

Firstly, we create a lead magnet to subscribe them to your own dedicated list of new and potential patients.

Then we warm them up with carefully crafted messages, over time, and persuade them to contact you before booking abroad.

This method is very effective in getting across your commitment to patient safety and aftercare.

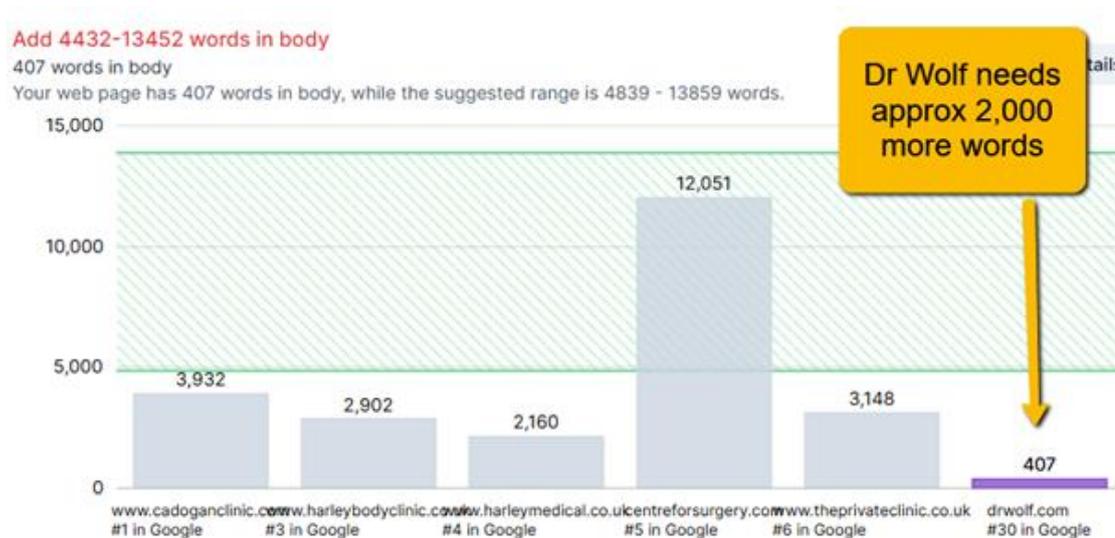
Care and safety is something patients often don't think about when they react to initial prices.

It is the job of a good marketing solution to get your message across far more effectively. And that is what "Stay Safe, Stay Local" is specifically designed to do.

Preparing your site to maximise bookings for our 2 pronged approach

The following steps ensure you are all set to make the most of our new approach and power up these new enquiries.

3. Assessing you against your competition for page content



In this example, I have taken Dr Wolf who ranks very low for his keywords, and ran a check versus his main competition.

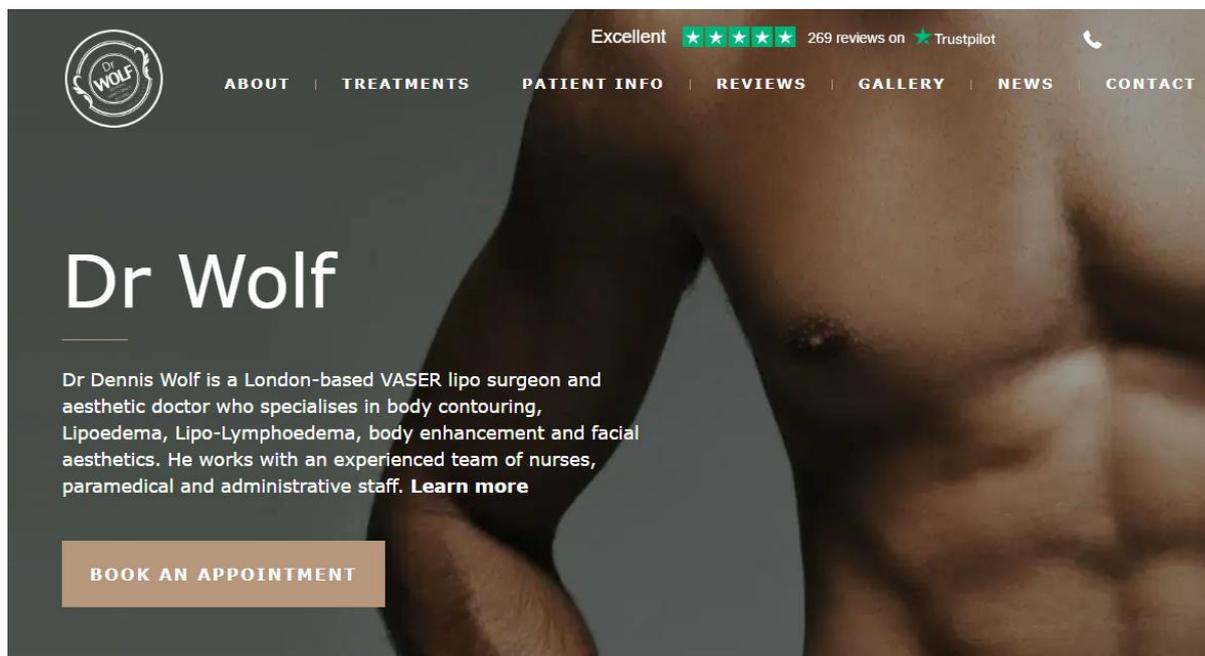
He has 407 words versus 2-3k for his competitors meaning he clearly needs another 2500 words

Same for the number of times certain keyword appear on his page versus his competition:

term	example	.you ?	suggested ?
fat cells NLP	3 >	0	1-2
liposuction surgery NLP	3 >	0	1-2
surgical procedure NLP	3 >	0	1

His page needs these missing keywords (0) which do appear in the 3 top sites in Google

4. Your landing page main image has to connect with the emotions and drivers of your target patient.



Although the image is professional, it carries no emotional connection with the patient and why he might be considering liposuction.

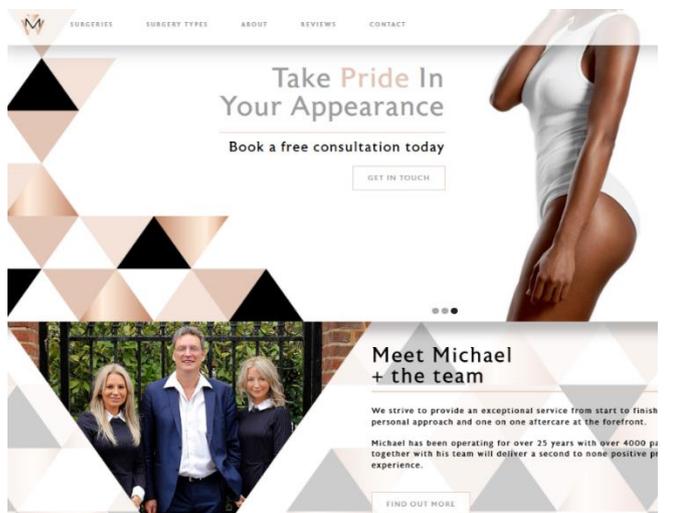
We will consider these on our upcoming webinar.

5. Slow pages and why they need fixed

If a page takes a longer time to download because of big images, videos and sliders, it will not perform well in the engines and certainly not well on mobile phones.

That is why it so important to make sure pages load quickly.

Take this page from Dr. Michael Wolfgang.



METRICS

Exp

▲ First Contentful Paint

30.9 s

▲ Largest Contentful Paint

51.8 s

▲ Total Blocking Time

1,140 ms

● Cumulative Layout Shift

0

▲ Speed Index

30.9 s

It is very slow.

First image takes **31 seconds**. Overall speed is **30.9 secs**

Compare this to our client Ai-beauty.co.uk

First images take **1.1 seconds**. Overall speed **3.8 secs**

It's just not viable to expect slow pages to do well, particularly on a mobile phone search, where people want things FAST.

6. Finding and fixing pages that don't convert into enquiries.

Landing page + query string		Organic Google Search clicks	Key events
		1,214	371.00
Total		100% of total	100% of total
1	/	192	135.00
2	/facial-treatments	63	42.00
3	/hairstyle-treatment-consultation	103	33.00
4	/view-appointments	15	26.00
5	/contact/	9	19.00
6	/prices/	41	17.00
7	/mummy-makeup-classes	16	16.00
8	/eyebrow-treatment-appointments	10	11.00
9	/facial	0	11.00
10	/reviews-appointments	33	10.00

In this powerful client's report, we can see exactly which pages are getting a customer reaction (event) when they've land on his specific treatment page.

If page is very low on key events (sending you an enquiry) then you know it needs working on e.g, bad image, bad headline, ineffective title.

Or just poor content.

High organic clicks but low "key events" means the page does not work very well.

Item 1 Homepage works well

Item 2 works well

(Sometimes, key events are higher than clicks because they can be clicked on more than once by the same user after they've arrived at your site.)

If page is very low on key events (enquiries) then you know it needs working on.

Part of the initial stages in using Referral Suite is to highlight pages that are not working well enough using this table, then fixing them.

Without doing any other work, **this usually brings big results fast.**

Finally

I am holding a webinar on **Tuesday 18th March at 7:00pm** where I will be showing great examples of clinics that have had great results.

And clinics that have not got it right.

And of how you too can have a big jump in your bookings.

I'll send you a zoom link nearer the time.

If you want to read further info on marketing for cosmetic clinics you can read some powerful reports here on my [linkedin profile](#).

<https://bit.ly/3EnD3ng>

It includes latest surveys by BAAPS of the upwards trends in popular procedures

You can also go ahead [and book a one-to-one call with me here](#).

This will give us the chance to design and show you a solution completely suited to your clinic.

I look forward to talking to you soon.

Regards,

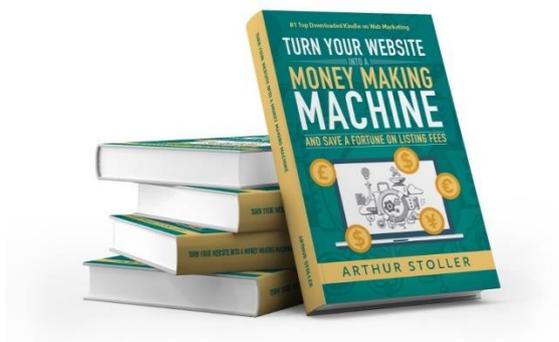
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How to turn your website into a money making machine.