



Leads. Sales. Profit.

The Ultimate Sales Machine For Medical Clinics



How To Generate High Return On Investment For Your Non-Surgical Devices Fast

Prepared by Huyen Truong and the team from Online Marketing For Doctors

TABLE OF CONTENTS

Introduction	1
1. Patient/Client Activation Campaign	2
2. Set up a Client Referral Campaign	7
3. Create Attractive Package Pricing	10
4. Create Combo Packages - Cross-Selling Packages to Promote Other Non-Surgical Procedures	12
5. Clever Content Marketing for SEO	15
6. Laser-Targeted Paid Search Campaigns	19
Special Bonus	27
About the Author	28
About Online Marketing For Doctors	32
What Other Surgeons Say About Us	35
Videos and Ebooks	37

INTRODUCTION

If you have recently invested in a non-surgical device worth \$100,000 or more, or if you already possess a range of devices in your clinic that haven't been able to produce enough treatments to yield a speedy return on investment, we understand your frustration.

If you take a look at the range of aesthetic clinics available today, you'll find that almost all of them offer non-surgical treatments as standard procedures.

These services are ubiquitous, available at plastic surgery clinics, laser clinics, beauty clinics, GP practices, and dermatology clinics, among others.

However, despite their popularity, the competition is getting fiercer than ever before. Clinics are struggling to differentiate themselves from others and compete against those offering rock-bottom prices.

With a decade of experience helping aesthetic clinics promote their services, we've put together a solid guide on how to effectively generate high return on investment for your non-surgical devices.

In this guide, we'll show you three ways to promote these devices online, providing you with step-by-step instructions to ensure your success:

1. Patient/Client Activation Campaign
2. Set up Client Referral Campaign
3. Create Attractive Package Pricing
4. Create Combo Packages - Cross-Selling Packages to Promote Other Non-Surgical Procedures
5. Clever Content Marketing for SEO
6. Laser-Targeted Paid Search Campaigns

Now, let's take a dive in the first way!

1. PATIENT/CLIENT ACTIVATION CAMPAIGN

Set up an existing client SMS/email activation campaign - “Thank you” campaign

The 7-Day Cash Machine was created by internet marketing guru Frank Kern. It's quick and easy email campaign that has the potential to bring in thousands of dollars into your clinic in a matter of hours.

Imagine each and every client/patient was blown away with the results you got for them. They thanked you, asked if you could do more to help them, and referred you to their colleagues and friends. It's totally possible.

Here is something absolutely critical you need to fully integrate. Everybody thinks they need “new people”.

You don't.

Old cash pays the same as new cash. Old cash is a lot easier too. Old cash works a lot faster too. Old cash is tried and true.

Plus, more importantly, getting new people is where all the competition is. All the real money is made in retaining and upselling.

To get the best results, offer a significant discount. You could tie this into a holiday sale like Australia Day, Valentine's Day, Easter, Black Friday, Cyber Monday or make up your own reason for the discount.

If your clinic has a database of hundreds or thousands of existing patients/clients, then you have a valuable gold mine that can be utilised and activated.

The strategy is to send 02 emails and 01 SMS within seven days, each with a simple message that thanks patients/clients for their loyalty over the years and offers them a special gift.

Efficient management of your existing patient/client database can enable you to add relevant tags based on their conditions or concerns, as well as the services they've previously availed from you.

For instance, those who've opted for anti-wrinkle injections are an ideal target group for customised messages regarding wrinkle removal treatment with a new device. However, the level of customisation you can achieve with this campaign depends on how well you've segmented your database earlier.

This approach enables you to target patients/clients who haven't tried the new device treatment yet, creating an opportunity to introduce and cross-sell these services to them.

Alternatively, you can reach out to former patients who haven't visited in a while, encouraging them to return for this new device treatment that complements their previous injectable works.

Top of Form
Bottom of Form

You can create several versions of the emails and customise them to suit the conditions of the group of target audience that you want to reach out.

For example:

*Email subject: **[Client First Name]**, allow me to thank you with this loyalty gift*
Email snippet: this is only for you!

*Dear **[Client First Name]**,*

I hope this email finds you well. I wanted to personally reach out and express my gratitude for your loyalty as a client. It means a lot to us that you have chosen us to assist you with your cosmetic needs.

*As you may know, we recently acquired **XXXX** device, and I immediately thought of you since I know you have been using **anti-wrinkle injections** so far. Therefore, I wanted to extend a special offer to you as a token of appreciation.*

*For a limited time (until April 30th, 2023), we would like to offer you a 20% discount on any **XXXX** device packages. This amazing device provides instant results, and I am confident that you will love the outcome.*

*To learn more about the **XXXX** device and to book your appointment, please **click here**.*

Once again, thank you for being our valued client, and we look forward to seeing you again soon.

Best regards,
[Your Name & Signature]

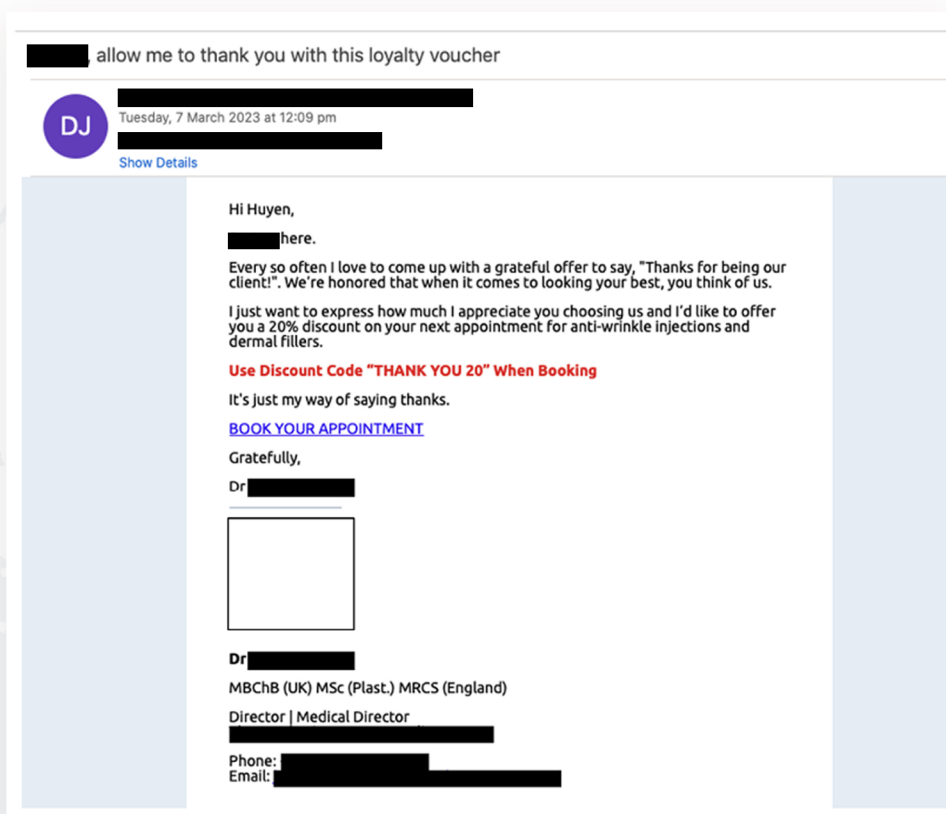
SMS Example:

Hi **[Client First Name]**, It's **[Your Name]** from **[Your Clinic Name]**. Every so often I love to come up with a grateful offer to say "Thank you for being our client!". We recently acquired **XXXX** device, and I immediately thought of you. Therefore, I wanted to extend a special offer to you as a token of appreciation.

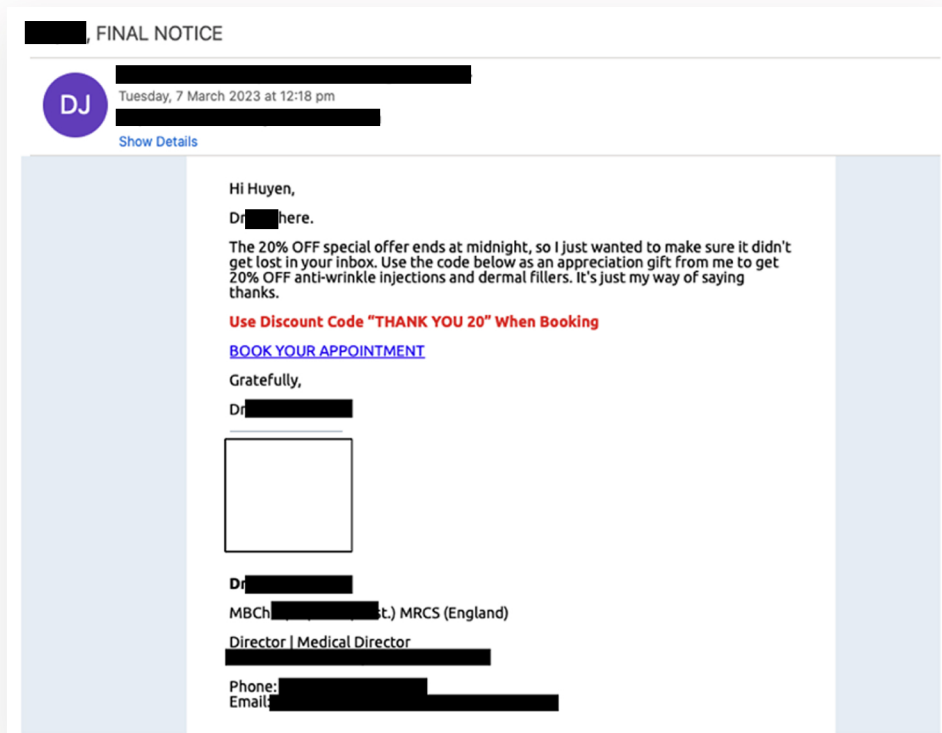
For a limited time (until April 30th, 2023), we would like to offer you a 20% discount on any **XXXX** device packages. This amazing device provides instant results, and I am confident that you will love the outcome.

To learn more about the **XXX** device and to book your appointment, please **click here**.

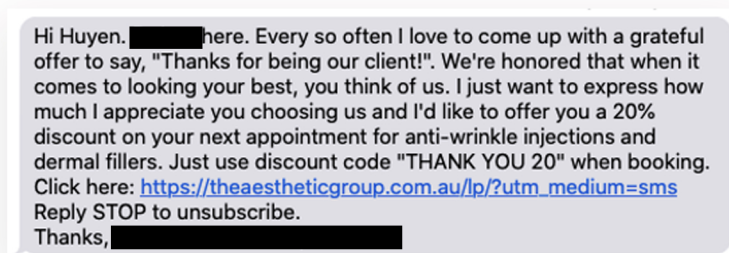
Here's an example of the "thank you" email we sent to one of our clients to activate their past patient database.



Example of the 1st "thank you" email sent out to your patient or client database

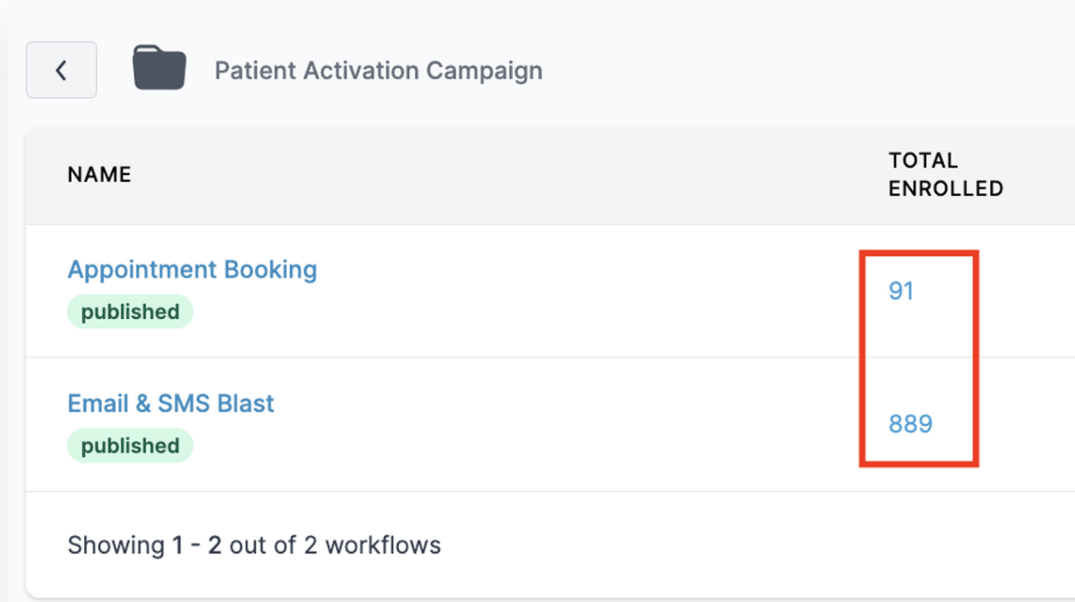


Example of the 2nd email sent at the end of the 7 day to remind them about this special offer



Example of the SMS blast content

Below, you can see the impressive results of a patient activation campaign we implemented for a clinic in Melbourne. With just 900 emails and SMS sent, we were able to secure 91 bookings in the first week, resulting in a remarkable 10% conversion rate.



The screenshot shows a dashboard for a 'Patient Activation Campaign'. It features a table with two columns: 'NAME' and 'TOTAL ENROLLED'. Two workflows are listed: 'Appointment Booking' (published) with 91 enrollments, and 'Email & SMS Blast' (published) with 889 enrollments. The number '91' is highlighted with a red box. Below the table, it says 'Showing 1 - 2 out of 2 workflows'.

NAME	TOTAL ENROLLED
Appointment Booking <small>published</small>	91
Email & SMS Blast <small>published</small>	889

Showing 1 - 2 out of 2 workflows

2. SET UP A CLIENT REFERRAL CAMPAIGN

Send a SMS and Email to Ask For Referrals From Existing Clients

Thank the clients for their business, and how appreciative you are of their trust and support.

If they know any friends or family members who might need help with treatments, we are happy to give you **both 15% off for the next treatment or complementary lip filler valued \$300.** Book your free consultation before April 30th for this special offer.

Again, we can tie this to some special days along the year, there are Australia Day and Valentine's Day, Easter, Mother's Day...etc or it is best to set the calendar to send out this email and SMS every 2 months.

COMPLEXION
 Medical Laser Skin Clinic

INTRODUCING PATIENT REFERRAL PROGRAM

THE GREATEST COMPLIMENT YOU CAN GIVE IS A REFERRAL

\$50 CREDIT FOR YOU!

REFER A FRIEND TO US FOR COSMETIC SERVICES AND YOU WILL RECEIVE \$50 OFF ANY COSMETIC SERVICE VALUED OVER \$200.

HOW IT WORKS

- REFER US TO FRIENDS
- HAVE YOUR FRIENDS MENTION YOUR NAME WHEN BOOKING THEIR INITIAL CONSULTATION
- YOU WILL RECEIVE \$50 CREDIT TOWARD YOUR NEXT LASER SERVICE OVER \$ 200.00
- THE MORE FRIENDS YOU REFER THE MORE BENEFITS YOU GET

CANNOT BE COMBINED WITH OTHER PROMOTIONS.

www.themedicallaserclinic.com

Source: [The Medical Laser Clinic](#)

Refer Friends And Get Rewarded ✕

Refer a friend and receive \$50 off your next My Botique treatment. That means if you refer 10 friends, you will receive \$500 worth of treatments. Your friends won't miss out either, because My Botique will gift them 20% off their first appointment.

Name* Email* Subject

Message

SEND MESSAGE

Source: [My Botique](#)

Email example:

Email subject: Refer friends & gain this special reward

Email snippet: 20% OFF for both of you

Dear **[Client First Name]**,

I hope this email finds you well. I wanted to personally reach out and express my gratitude for your loyalty as a client. It means a lot to us that you have chosen us to assist you with your cosmetic needs.

As you may know, we recently acquired **XXXX** device, and I immediately thought of you since I know you have been using non-surgical treatment so far. Therefore, I wanted to extend a special offer to you as a token of appreciation.

If you know any friends or family members who might need help with treatments, we are happy to give you **both 20% off for the next treatment valued \$300**. Book your free consultation before Jan 30th for this special offer.

This amazing device provides instant results, and I am confident that you will love the outcome.

If you want to refer to more than one friend, that's even better, we'll accumulate your credits for your future treatments.

To learn more about the **XXX** device and to book your appointment, please **[click here](#)**.

Once again, thank you for being our valued client, and we look forward to seeing you again soon.

Best regards,
[Your Name & Signature]

SMS Example:

*Hi **[Client First Name]**, It's **[Your Name]** from **[Your Clinic Name]**. Every so often I love to come up with a grateful offer to say "Thank you for being our client!". We recently acquired **XXXX** device, and I immediately thought of you. Therefore, I wanted to extend a special offer to you as a token of appreciation.*

*If you know any friends or family members who might need help with treatments, we are happy to give **you both 20% off for the next treatment valued \$300**. Book your free consult before Jan 30th for this special offer. To learn more about the **XXX** device and to book your appointment, please [click here](#).*

3. CREATE ATTRACTIVE PACKAGE PRICING

One effective strategy for increasing treatment frequency and generating more revenue per client/patient is to incentivise them to purchase larger packages.

By offering savings to clients/patients who buy bigger packages, you can increase cash flow for your clinic, encourage more frequent visits, and create opportunities for cross-selling and upselling other procedures, such as laser treatments or other skin therapies.

Offering package options can not only increase revenue in the short term but also secure future sales by keeping clients/patients committed to your clinic.

By incentivising them to purchase larger packages, you can prevent them from seeking services elsewhere and build a stronger relationship with them.

By offering attractive package deals and building strong client/patient relationships, you can set your clinic apart from the competition and foster a loyal customer base.

CoolSculpting® Pricing

Treatment	Package	Price	Original Price
CoolSculpting®	PRE-PAY 2+	\$479.20	\$599
	PRE-PAY 4+	\$399	\$599
	PRE-PAY 6+	\$359.40	\$599
Clatuu	PRE-PAY 2+	\$479.20	\$599
	PRE-PAY 4+	\$399.00	\$599
	PRE-PAY 6+	\$359.40	\$599

Package pricing to encourage user to go for bigger sales and save, source: <https://australianskinclinics.com.au/body-sculpting/coolsculpting/>

PACKAGE 1

TOX + FILLER PACKAGE

2mls of Dermal Fillers + 50 units of Anti-Wrinkles = \$1,697	Full price: \$2,237	Save: \$540
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PACKAGE 2

MLS	PRICE	PRICE P/ML	FULL PRICE	SAVE
Lips	\$495	-	-	-
1ml	\$750	-	-	-
2ml	\$1350	\$675	\$1500	\$150
3ml	\$1950	\$650	\$2250	\$300
4ml	\$2450	\$612	\$3000	\$550
5ml	\$2950	\$590	\$3750	\$800

Buy 2 MLS – Save \$150

Buy 3 mls – Save \$300

Buy 4 MLS – Save \$550

Buy 5 mls – Save \$800

Pre-Pay & Save!

Example of package pricing to encourage clients to pre-purchase and save

4. CREATE COMBO PACKAGES - CROSS-SELLING PACKAGES TO PROMOTE OTHER NON-SURGICAL PROCEDURES

A. Signature Packages

Signature packages are the way to go, and you cross promote them by putting them together so they can get better results.

Example of the 30 min lift below:

This can be an impulsive buy, and you might wonder it is \$2,400, how can it be an impulsive buy? But it is for maturing clients, who are trying to shed some years off their faces, and they don't want to look old. She needs a quick lift, otherwise she's going to have surgeries and she knows that, and if she can get by with \$2,400 treatment vs \$24,000 facelift, this a really is a bargain.

Signature Packages

- By Body Part
- By Occasion
- By Age
- By Holiday
- By Season

30 MINUTE LIFT

40 - UNITS OF - **BOTOX**
Soften fine lines and wrinkles!

1 - SYRINGE OF - **VOLLURE (NEW!)**
Style your Longer Lasting smile!

2 - SYRINGE OF - **VOLUMA (NEW!)**
Defy gravity with apple cheeks!

\$2,400
[VALUE \$3,000]

*Limited Quantities Available

Get creative with them, you can create some by age, by body part, by occasion by age, by holiday, and by season.

When seasons start changing you want to enter conversation with clients that they are having in their own mind.

B. Targeted Strategy For Different Age Groups

Example of quick refresh lift for women over 50:

You can see it is very specific and for this type of offer, you always say what is the regular price was and you put a big slash through for special price combo.

**Dr. D's Quick Refresh Lift
for Women Over 50**



This NON-Surgical Signature Treatment Includes:

- Series of Fractional Laser Skin Rejuvenation
- (2) Syringes of Wrinkle Filler to Plump and Fill Folds
- 50 Units of Botox® to Smooth Wrinkles
- TNS Recovery Complex

Regularly Priced: ~~\$5,320~~
Combination Special Price: \$3,997

Example of offer for younger women:

You buy Botox and filler and get an add-on treatment for free and emphasize on the Save \$450 and its important to say it out loud, a lot of people like discounts but they also want to save, for example:



Introducing a package like this can be a great way to promote a new device to your patients/clients while also offering them an attractive deal.

They buy fillers and injections by the way and it is no-brainer offer for them to try a new device at little or no additional cost. It's a win-win situation for both the clients and clinic.

We have identified some quick wins that can help drive measurable results for your clinic. To track these results effectively, we suggest that you use a special campaign promo code. This will allow you to monitor progress and make necessary adjustments to ensure maximum success.

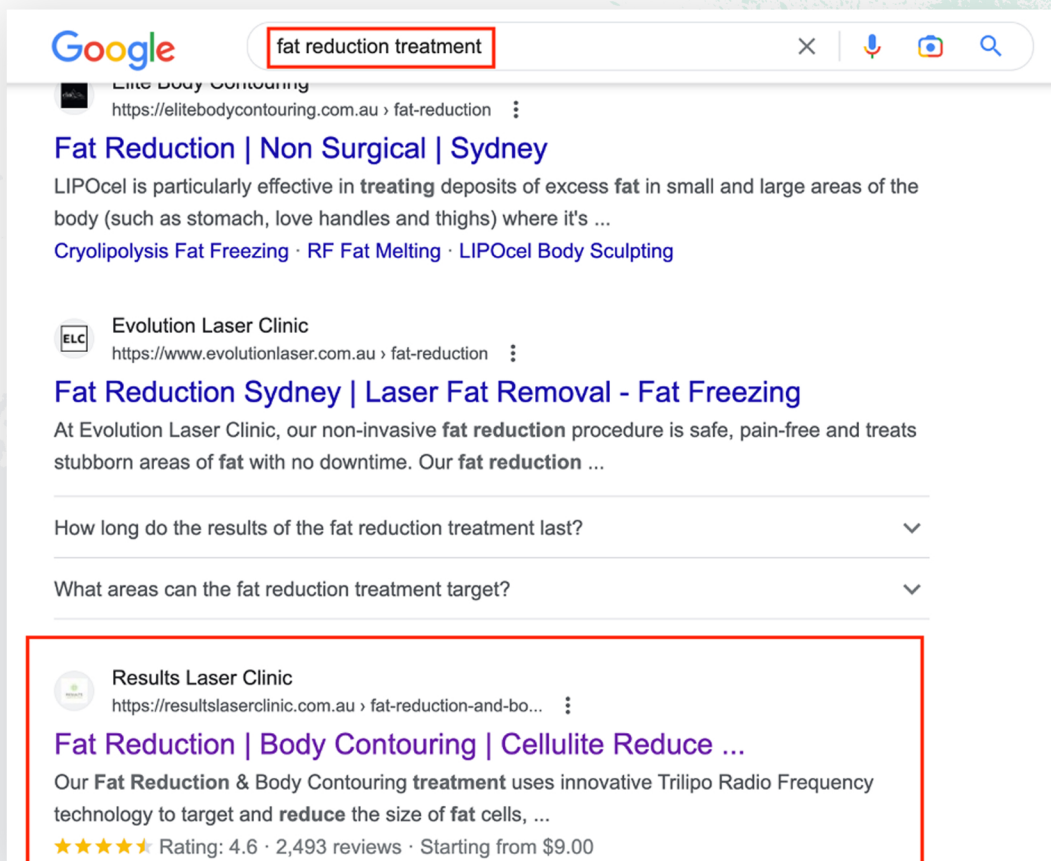
5. CLEVER CONTENT MARKETING FOR SEO

Although most aesthetic clinic websites have standard pages dedicated to showcasing their devices such as Venus Legacy, Emsculpt, and Picoway, these pages are merely introductory and do not suffice.

While it is essential to have these basic pages on your website, it is not enough as users often search for specific conditions instead of the devices themselves. For example, instead of searching for "coolsculpting near me," they might type in "fat reduction treatment."

If your website lacks a page dedicated to "Fat Reduction and Body Contouring," you will miss out on potential customers who are searching for such search terms on Google.

Laser clinics have been proactive in their SEO efforts and have been optimising their websites for years. As seen in the screenshot below, their efforts have paid off, with their pages showing up on top of Google search results when users search for "fat reduction treatment." They have even included impressive Google star ratings and pricing information to entice potential customers."



Each user has a distinct set of problems or pain points that they seek to address, such as body fat, wrinkles on the forehead or under the eyes, a desire for a slimmer jawline, lifting of the eyes or brows, or mouth lines and creases.

However, it is not feasible to address all of these conditions or problems effectively with a general page about the device.

To create an effective web page or landing page, it is essential to understand and address the specific problems or pain points that your prospects are experiencing.

Your clients are not curious about you, they are curious about how you can solve their problem.

Most clinics make the enormous mistake of telling their story to their clients, as though their clients are somehow interested. Clients are not interested in your story. They are, rather, interested in being invited into a story that has them surviving and winning in the end.

Treat a web page or landing page like a story. When you are describing the story that you're inviting prospective clients into, always start with the problem.

The problem is the hook.

If a story doesn't have a problem the story never gets started.

That is the issue with a general page about the device/machine, they couldn't specify unique problem that prospect is looking for the solution.

That's why we need dedicated pages for each problem that prospects have. Make sure the first statement is a clear problem and make sure it is a pain people actually feel.

Do not try to include every problem your prospects face in your web page one-liner opening. Name only one problem and make it the one we are trying to solve here.

Example:

"Are you bothered by wrinkles under your eyes?"

As we get older, the skin loses its ability to renew itself, the delicate and thin skin around your eyes loses its elasticity, leaving some noticeable fine lines under your eyes.

We understand how frustrating this can be.

Let us help you remove the wrinkles under your eyes with immediate results through our DEVICE NAME."

Drawing on our extensive experience, we have compiled a comprehensive list of conditions that can be effectively treated using non-surgical devices.

However, if you come across any additional conditions that can benefit from these devices, please feel free to add them to the list.

For Face

- Skin Tightening, Firming & Lifting
- Skin Depressions
- Saggy Skin
- Uneven Skin Texture
- Collagen Stimulation
- Jawline Definition & Enhancement
- Facial Contouring
- Facial Slimming and Jawline Slimming
- Facial Volume Loss
- Fat Reduction
- Non-Surgical Eyebrow Lift
- Non-Surgical Face Lift
- Non-Surgical Eye Lift
- Non-surgical Facial Rejuvenation
- Non-surgical Neck Lift
- Crow's Feet
- Wrinkle Reduction Treatment
- Dynamic and Static Lines and Creases
- Frown Lines
- Forehead Lines/ Forehead Wrinkle Treatment
- Furrow Lines
- Bunny Lines
- Mouth Lines and Creases
- Downturned Mouth

- Lip Lines/Smoker's Lines/ Upper Lip Wrinkles
- Smile lines, Laugh lines (Nasolabial Folds)

For Body

- Body Fat Reduction
- Cellulite Reduction and Removal
- Body Contouring and Sculpting
- Skin Tightening, Firming & Lifting

You may be concerned that producing numerous pages could be a time-consuming task. However, rest assured that the page content does not need to be extensive.

By starting with just 800 words per page, you can efficiently convey the problem and its solution, along with the device's usage details, whether in combination with complementary fillers and injections or other devices required to attain optimal results.

As we understand that a condition can be treated in multiple ways, presenting prospects with a unique combination of methods can set you apart from other clinics.

Developing dedicated pages for each condition will strengthen your website's SEO profile, increasing your chances of being discovered on Google search results when users search for their specific problems.

As a result, your website's conversion rate is likely to improve, as prospects are more likely to be convinced if they perceive that you offer a solution to their unique issue.

As a bonus, I will provide you with a complete list of keywords that you can target for both SEO and paid search campaigns at the end of this guide, giving you a more comprehensive approach to your digital marketing strategy.

[Click here to view our list of money-making keywords.](#)

6. LASER-TARGETED PAID SEARCH CAMPAIGNS

Now that you have a comprehensive list of sub procedures/conditions that you can treat with dermal fillers and injections, you can build specific landing pages and write compelling ads copies for your Google ads and social media ads campaign.

Nine Sections of a Landing Page That Works;

It's absolutely possible that a website can be a great work of art and also dramatically increase your sales. That said, too many clinics spend thousands on a website that, ultimately, is simply a great work of art and doesn't affect their sales at all.

If you can create an artistic, beautiful website that still sells, that's terrific. But in my view, the artistic statement is icing on the cake. I want your website to grow your business.

There are nice sections of a website or landing page that we've seen increase sales time and time again. Each of these sections are like hooks in the pond: the more of them you include, the more fish you will catch.

The sections of a website/landing page we will help you create are:

- 1. Header:** This is the top section of your webpage where you use a few words to communicate your offer and the Call to Action button.
- 2. The Stakes:** In this section, you should state your one-liner about the problem and solution, as discussed earlier.
- 3. The Value Proposition:** What's unique or different about your approach? Or what are the values/benefits of your services.
- 4. About Us:** Here, you introduce yourselves and explain how you can help solve prospects' problems.
- 5. The Result Showcase:** How does your clients/patients feel after you solve their problem?

- **Display your results:** Show before-and-after pictures and videos of your work, and provide details about the cases so prospects can understand the condition and how you treated it. If possible, include many before-and-after video results. Ensure that the lighting for the photos or video shoot is good, and enhance the results.

- **Highlight the unexpected benefits:** Emphasize any unforeseen values that your clients or patients have experienced after using your services. These could be improvements in confidence, quality of life, or other benefits that they didn't.

6. Credibility and Trust Building:

- Include more relevant testimonials in the form of videos and text that highlight the featured treatments.

- Showcase your clinic facility with authentic images and videos that provide an inside look at the patient experience, including the team behind the scenes. Introduce your therapists, whether they are doctors or nurses, and provide a bit of background on their personal and professional experience to help prospects connect with them.

7. The Plan: This section reveals the steps that prospects must take to do business with you and solve their problem. Use a clear Call to Action, such as "Book a complimentary consultation" or "Call us now at xx xxxx xxxx".

To make it easy for prospects to book appointments, consider adding a web form to your landing page with the Google maps embedded. Make sure to include a question about how they found your clinic, with a dropdown of different channels, so you can track the effectiveness of your marketing efforts.

For an added bonus, consider offering a live chat feature staffed by 24/7 agents who can help book consultations at any time of the day. We can assist you in setting this up to ensure a seamless experience for your potential clients.

8. The Prices: If your pricing is competitive, showcase it on the landing page. Otherwise, mention that pricing will be determined through the consultation and provide starting prices only.

Consultation Fees

Practitioner	Initial Consultation fee
Cosmetic Doctor	from \$125
Cosmetic Nurse	\$90
Skin Therapist	\$70

A consultation is critical for a proper assessment of your needs or requirements. We don't offer free consultations as our consultations are comprehensive and in some cases take an hour. We have the option of starting with an online consultation followed up with an in-person consultation. Our practitioners will be able to give you a plan and exact price prior to you proceeding with any treatment.

[Find out more about consultations here.](#)

Example of the page content if you do charge for consultation.

9. FAQs: Answer all the questions that prospects might have about the procedure to avoid them looking elsewhere for information.

10. Lead Magnet: You may be aware that 95% of website visitors leave without taking any action, such as calling or making an enquiry. This is often because the website lacks a lead magnet to capture user information and nurture them over time.

To address this, it's ideal to have a lead magnet for each condition or service that you want to promote. The examples below are for general conditions like anti-aging, wrinkle prevention or treatments only.

You could offer lead magnets in various formats such as quizzes, ebooks, guides, videos, webinars, and more. Choose the format that works best for your audience and business.

The screenshot shows a webpage for 'hers' with a navigation menu (Anxiety, Depression, Hair, Birth Control, More). The main heading is 'What type of acne do I have?' with a red arrow pointing to it. Below the heading is a sub-heading 'What to expect on the acne quiz' with a red arrow pointing to it. A 'Take the quiz' button is visible with a red arrow pointing to it. To the right is a photo of a woman applying cream to her face. Below the photo is a list of quiz topics: 'What your skin type is', 'What kind of blemishes you have', 'The severity of the acne', and 'Treatment options for your skin and acne type, severity, and location'. A red arrow points to the list. At the bottom, there is a call to action: 'Take our free acne quiz to determine what type of acne you have. The next five minutes could change your life.'

Example of an engaging quiz: <https://www.forhers.com/check/acne-quiz>



Younger Next Month: Anti-Aging Guide For Women, Look Younger This Year With Secret Anti-Aging Skin Care Tips And Anti Aging Diet

Sandra Williams

★★★★★ 4.00 6 ratings · 1 review

Want to read

Kindle Unlimited \$0.00

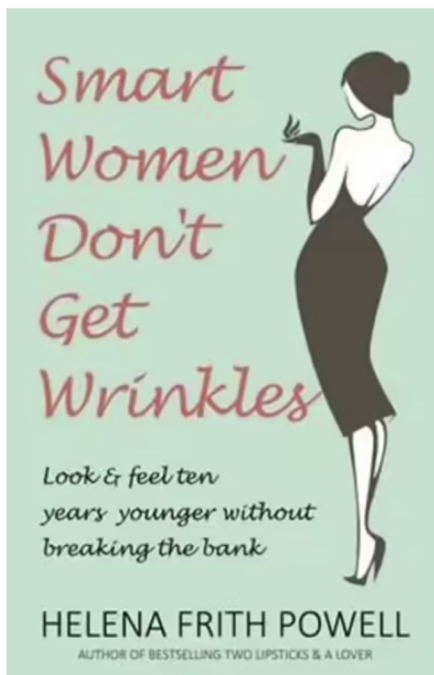
★★★★★

FREE GIFTS INSIDE

Inside you will find FREE PDF reports:

1. 30 DIY Beauty Recipes Every Woman Should Know! (\$17 Value)
2. Free Report Revealing The Top 5 Hair Care And Hair Loss Prevention Products. (\$7 Value)
3. Bonus at the end of the book.

Show more



Smart Women Don't Get Wrinkles

Look and Feel Ten Years Younger Without Breaking the Bank

By: Helena Frith Powell

★★★★★ 0.0 No Reviews Write the First Review

Published: 23rd June 2016

ISBN: 9781783340606

Number Of Pages: 256

Share This Book:



Example of some catchy book titles that I found on Amazon which you can use as inspiration for your next lead magnet

☰
Endotherapeutics
HEALTH & WELLNESS SOLUTIONS
☎ 1300 00 ENDO (3636)

Deliver Incredible Transformations For Your Clients with LPG endermologie®

LPG

Offer your clients a 100% natural alternative: stimulating dormant cellular activity within the skin to fight all unaesthetic manifestations such as wrinkles, sagging skin, localised resistant fat, cellulite appearance, and more.

REQUEST A DEMO

★★★★★

Within 4 months of starting with LPG endermologie Cellu M6 Alliance, we were doing 4-8 treatments per day, 7 days a week. We are continually blown away by our before and after shots and seeing our happy customers.

GINA PETROVITSOS

South East Face and Body endermologie® Clinic

LPG endermologie®

No Cellulite - Mission Accepted!

Stubborn, ultra-resistant... many adjectives can be used to describe the figure nightmare of any woman: cellulite.

For some, it might be the only problem. No excess weight or stubborn bulges, but simply an **irregular skin aspect, at the source of all hang ups**. Thanks to the new **CELLU M6 ALLIANCE®** technology's customised care, LPG®, the slimming specialist, has all the weapons to tackle women's most commonly shared complex with its highly efficient targeted **buttocks and thighs treatments**. An innovative patented synergy, one roll and one motorised flap combined with sequential aspiration, stimulate and mobilise the tissue in depth and in all dimensions for a **100% skin-friendly treatment**.

ATTRACT NEW CUSTOMERS WITH A SOUND INVESTMENT

Inspired by manual massage, endermologie® is the exclusive principle of action of LPG® patented technologies. It mechanically stimulates the skin's surface to reactivate dormant cellular activity. Choose a 100% natural technique whose innocuousness and efficiency have been proven by science.

MAXIMISE TREATMENT ROOM OCCUPANCY WITH SHORT & EFFICIENT TREATMENTS

An endlessly-customisable treatment menu combined with endermologie® skincare:

- Body treatments from 10 to 50 min.
- Face treatments from 10 to 75 min.

INCREASE CUSTOMER LOYALTY WITH VISIBLE SLIMMING & ANTI-AGEING RESULTS

- Visible results as of the 1st session
- Intelligent, customised treatments to fit each customer's needs
- A year-round beauty lifestyle

Body Endermologie

VISIBLE RESULTS AS OF 3 SESSIONS

Thanks to the synergy of two patented technologies, motorised roll and flap, the new patented treatment head of CELLU M6 ALLIANCE® provides multidimensional tissue mobilisation. This stimulation, both intense and pleasant, reactivates fat release and improves skin quality simultaneously.






Example of landing page we created for the medical device company to introduce this new device to the clinics

LUMIÈRE
BEFORE & AFTER | IS IT RIGHT FOR YOU? | PRICING | WHY CHOOSE US? | FREE CONSULTATION | 02 8964 2550

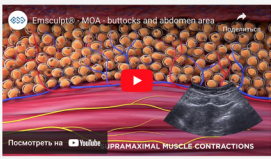
Imagine Doing **20,000** Crunches in **30** Minutes with no Effort and Sweat

Now you can! With EMSCULPT –
 The world's only non-invasive, clinically proven treatment, that builds muscle and burns fat.

[BOOK A FREE CONSULTATION](#)


WHY CHOOSE EMSCULPT?





Click to view how EmSculpt burns fat and builds muscles


- ⦿ Effective for both men and women
- ⦿ Proven to build muscle and burn fat
- ⦿ A non-invasive treatment with no downtime
- ⦿ The equivalent of 20,000 crunches or squats
- ⦿ Backed by 13 clinical studies
- ⦿ The world's first non-invasive butt lift alternative
- ⦿ Boosts Metabolism
- ⦿ Can Aid in Injury Recovery and Prevention
- ⦿ Quick Treatment Sessions and Fast Results
- ⦿ Zero Recovery Time


TREATMENT AREAS


 ABS



 CORE



 BUTT LIFT



 ARMS



 CALVES

BEFORE AND AFTER RESULTS









IS IT RIGHT FOR YOU?

This treatment is ideal for you if:

- ⦿ You have low BMI
- ⦿ You are physically fit but have small pockets of fat
- ⦿ You are at or close to your ideal weight but you are looking for that extra definition that the exercise is not giving you.
- ⦿ You are health conscious and exercise regularly.
- ⦿ Patients who have had prior surgeries such as a C section.

Example of the landing page for Emsculpt to introduce this device for users searching for "Emsculpt" specific keywords

MYCOSMETIC CLINIC 1300-854-989

Restore The Appearance Of Youthful And Vibrant Eyes With ENDYMED

BOOK A CONSULTATION

As Seen In:

VOGUE marie claire TATLER

Celebrity Choice

THE A-LIST TREATMENT OF CHOICE

ENDYMED is a treatment of choice for A-list celebrities including Kim Kardashian, David Beckham and Anna Kendrick and has been featured in world leading publications such as Vogue, Marie Claire and Tatler Magazine.

KIM KARDASHIAN
#endymedpure2 #endymed3deep

VICTORIA BECKHAM
Replenishing my facial with some facial frequency collagen boosting

ADAM GLASSMAN
@endymed_official

KATE BOSWORTH
A fresh like a hot steam treatment. More moisture, collagen boost

Benefits

WHAT CAN IT DO FOR YOU

ENDYMED is a specialist FSR treatment which 'open ups' and rejuvenates the eye area, by tightening and retracting eyelid hoods, tightening and lifting lax skin below the eye, smoothing crow's feet, fine lines and wrinkles and enhancing peri-orbital skin luminosity.

- ✔ No pain
- ✔ No downtime
- ✔ Tighter and lifted eyes
- ✔ Stimulates new collagen and elastin
- ✔ Helps with the appearance of fine lines and wrinkles
- ✔ Tightens and improves the lower eye bags
- ✔ Lifts and tightens hooded eyelids
- ✔ Hydrates the eye area making eyes appear rejuvenated
- ✔ Leaves the eye area looking much brighter and more refreshed

EndyMed 3 Deep Skin Tightening: At a Glance

Example of the landing page for Endymed, specifically designed for non-surgical eyelift treatment

Ads Copies That Stand Out From The Crowd

Now that you have a high converting landing page, it is time to write compelling ads copies.

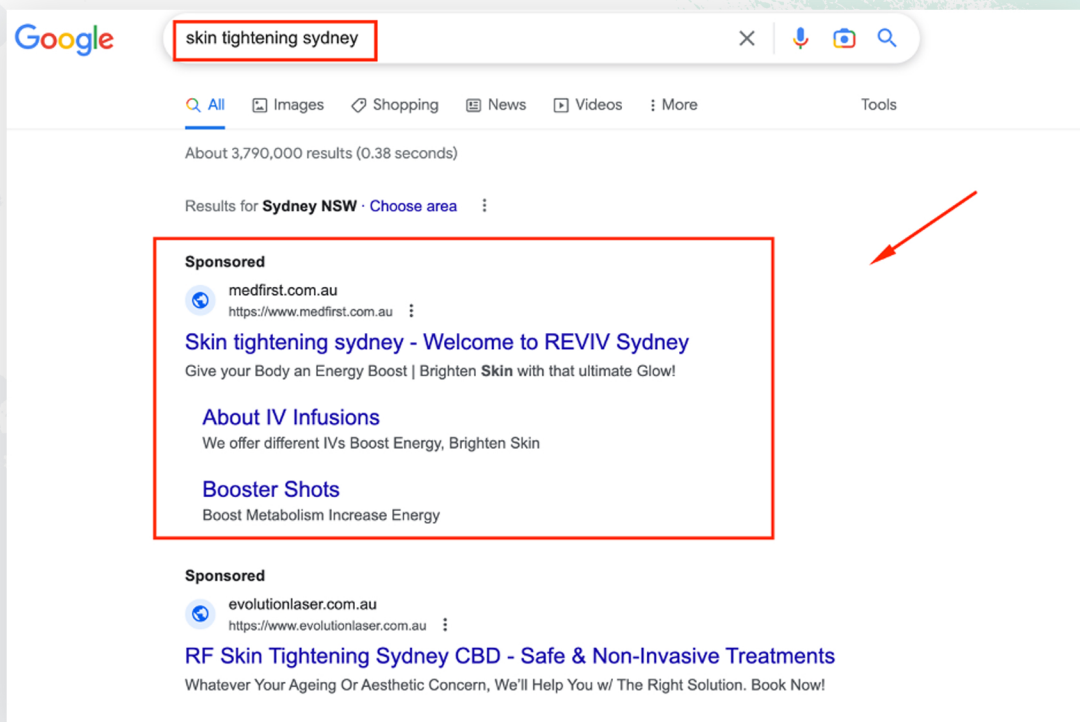
Crafting attention-grabbing ad copies is crucial once you have a high-converting landing page. The golden rule of writing effective ad copies is the same as that for landing page copywriting – addressing one problem per ads.

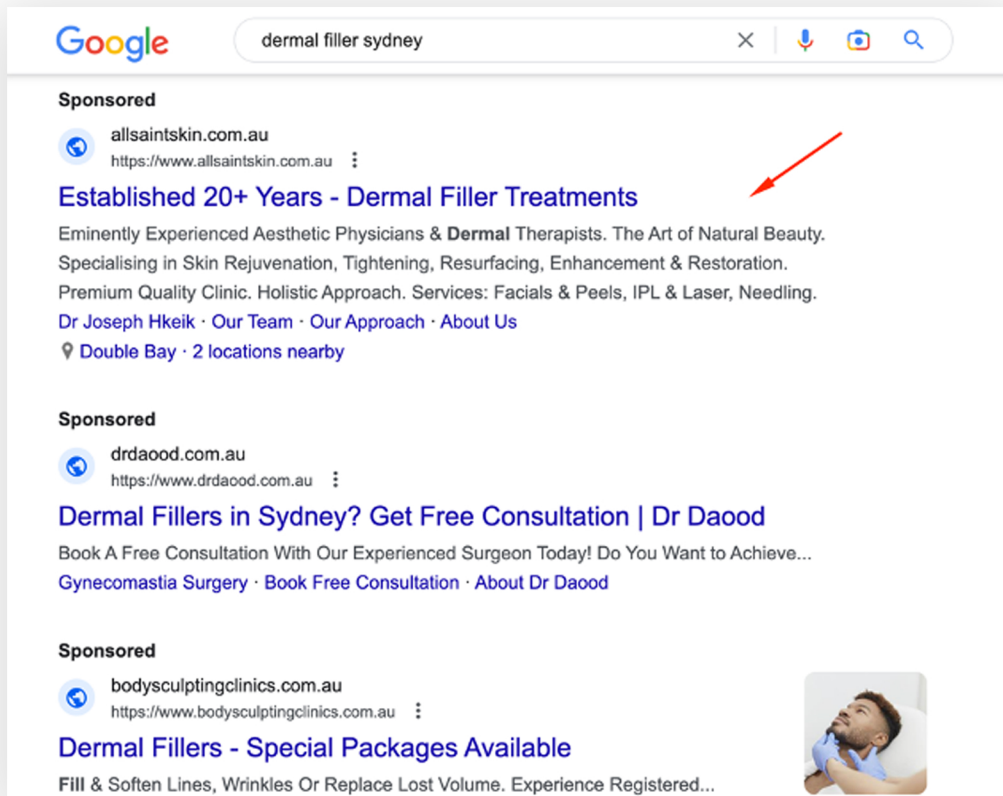
There are two types of ads you can create.

1. The first involves targeting prospects' problems by clearly stating their issues and proposing a solution, along with an attractive offer

Many ad copywriters make the mistake of mentioning generic types of copies such as talking about their experience, facility... but prospects are primarily concerned with their own problems and are searching for solutions.

Here's an example of poorly written ad copy:

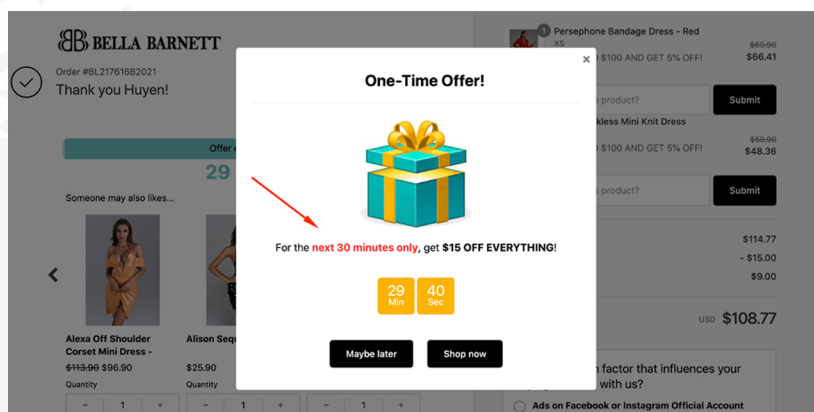




2. The second type of ad focuses on promoting the lead magnet's title to make it stand out from the sea of similar ads

You can create a catchy ebook title, such as "Smart Women Don't Get Wrinkles," which is more likely to get clicked if a prospect types in "wrinkle removal treatment" than a generic ad like the example above.

Following a user's initial booking or enquiry, you can leverage the thank you or confirmation page to encourage them to take further action by presenting a one-time, time-limited offer for booking additional procedures or purchasing other skincare products from your store. The possibilities for cross-selling are endless, and you should approach your website as an e-commerce platform.



SPECIAL BONUS

As a special bonus, we have compiled a **comprehensive list** of all the money-making keywords that are relevant to dermal fillers and anti-wrinkle injections. This list will provide you with valuable insights and enable you to optimize your SEO and paid search campaigns for maximum profitability.

[Click here to view our list of money-making keywords.](#)

ABOUT THE AUTHOR



Huyen Truong

*Search Marketing Strategist of Online Marketing for Doctors
Passionate Entrepreneur / Writer / TV Show Host / Hip Hop Dancer / Avid
Golfer / World Traveller*

Hi, I'm Huyen Truong

Not Hannah Truong

Or Helen Truong 😊

I'm Australian. I have lived and worked on three different continents, but I was born and raised in Vietnam in a poor working-class family during the decentralising economy period of the 1990s. It was very tough back then.

I have walked a path that few other entrepreneurs have.

My parents worked very hard juggling various business ventures just to put food on the table.

I learnt one valuable thing from my parents' success.

One word. Persistence.

Nothing in this world can take the place of good old persistence.

Talent won't.
Genius won't.
Education won't.

Persistence and determination are all-powerful.

They are the principles that enabled my parents to rise up in their lives when most people their age were giving up or thinking about retirement.

Growing up, I saw them trying many different types of businesses and opportunities, until they finally experienced a breakthrough with one of their businesses when they were in their late 40s.

My parents had finally turned a business into a multi-million dollar business. But it took a long time to get there.

Persistence.

It was in this humble beginning that inspired me to dream of a better future for myself, and I picked up my business sense from them.

I started selling candy for money when I was 5. I was trying to sell things around me as much as possible to make any extra cash I could to buy treats that my parents were unable to afford at the time. The entrepreneurial spirit inside of me was un-leashed very early on, and I haven't looked back.

Through many years of working hard and saving money, my parents were able to send me to the United States for graduate education. I graduated from the University of Missouri-Columbia with an MBA during one of the worst financial crises, 2008–2010.

I had started selling online advertising in the early 2000s when online marketing was still in its infancy; and I knew back then it would be the future of marketing. But during that financial crisis, instead of choosing to stay in America and trying to survive there, I decided to make a bold move by packing my bags and moving to Australia. It's something none of my classmates even considered.



I moved to Australia in 2011 as a poor student without any connections, no job, money, or family and friends—just two suitcases and more than \$US 100,000 in student debt.

I started out sharing a room with another student, living in a tiny old house with 8 other students, with no heater and just one bathroom to share.



Every night, I could feel the cold, high-pitched whistling winds blowing through the rattling bedroom window, keeping me awake at night. Life didn't look so promising back then.

But I had this dream on the first day I stepped foot in Australia of creating a leading digital marketing agency, and that dream has kept me going until today.

Back then, I had no idea how to make it happen, but I just knew deep down that I was going to achieve it someday.

I started small, slowly building a reputation by working on multiple jobs helping small businesses with their search marketing. Result Driven SEO was the first agency I founded, and while it didn't happen overnight, it started growing bigger and bigger.

But it grew to a point when I realised that the competition in this broad industry was getting really fierce. The competition was everywhere, and everyone was chasing any potential client making any wild promise they could just to land them.

It was in those moments that I began to understand the value of specialising in one niche and how it could set my agency apart from my competitors. That's why I founded Online Marketing for Doctors (OMD) and Queen of Cosmetic Marketing, to claim my celebrity authority on a niche industry that I know very well.



This company has since grown incredibly well over time, and I couldn't be prouder of the work that my wonderful OMD team has done to support cosmetic and plastic surgeons across Australia and around the world, to achieve their own dreams for their practices. It has been incredibly satisfying work.

But the tale doesn't end here. It is constantly being rewritten every day with new exciting challenges and opportunities in this dynamically changing and ever-growing industry. And I plan on continuing to push forward, striving to be the best that I can be, in the same fighting spirit that my wonderful parents instilled in me those many years ago.

Persistence.

I was lucky to meet Warren Buffet—billionaire and legendary investor—when I was doing my MBA in the USA, and he told us this;

“Someone's sitting in the shade today because someone planted a tree a long time ago.” - Warren Buffet

ABOUT ONLINE MARKETING FOR DOCTORS



Leading Search Marketing & Lead Generation Firm for Medical Clinics.

Online Marketing For Doctors is a specialised digital marketing agency focused exclusively on generating new patients for medical clinics.

Our team of specialist marketers understand the unique requirements of professional medical service providers, and we've designed customised online marketing strategies for aesthetic clinics, conforming to AHPRA (Australian Health Practitioner Regulation Agency) and fully GDPR & HIPAA Compliant.

Today's tech-savvy consumers have become empowered to critically assess their healthcare options online before choosing to book an appointment. We help potential patients find and choose your practice.

Together, we achieve:

- Increased revenue
- Increased profitability
- Reduced marketing costs
- Reduced risk
- Saved time
- Scalability

We do this through a variety of methods, primarily:

SALES FUNNEL AND MARKETING AUTOMATION

We help you automate your lead generation and converting process through our advanced thoroughly tested sales funnel strategy that sets you up as an expert in your field, generating you higher quality leads and helping to save you time while scaling your practice on autopilot.

HIGH CONVERTING WEB DESIGN & DEVELOPMENT

Our team of highly trained medical website designers understand what elements are needed to build a professional quality website that turns visitors into patients.

ORGANIC SEARCH MARKETING

Combining Technical SEO, Link Building, Content and Analytics, we drive revenue growth through a results-driven approach to generating qualified web traffic for our clients.

PERFORMANCE PAY PER CLICK ADVERTISING

We leverage our significant expertise in the areas of Google Ads, Meta Ads, Tiktok Ads and Display Advertising to drive practice growth and deliver rapid return on investment.

MARKETING TRAINING

We train medical professionals to leverage their time and scale their practices through our automated marketing system that will consistently deliver more patients, saving them hours of working on marketing.

SEARCH CONSULTING

We conduct training sessions, audits and competitor analysis to educate medical professionals on how to maximise return on investment from their online marketing.

If you like what you read, then **Book a 15 min NEW PATIENT GENERATION Strategy Discovery Call with us**, to learn how you can get a high-converting website for doctors & surgeons that generates MORE PATIENT bookings within the first 14 days!

<https://onlinemarketingfordoctors.com/discovery-call-booking/>

What to expect during your one-on-one?

- Current Digital Marketing / Website Audit
- New Patient Generation Blueprint
- Competitor Insights
- Expectation Timeline & Exact Pricing

WHAT OTHER SURGEONS SAY ABOUT OMD

DR. NAVEEN SOMIA

Client's Testimonial: <https://www.youtube.com/watch?v=lvTJ4JStdvE>



"What I saw was the ranking slowly starting to climb and we were very happy with the way the rankings were going, especially for some of the keywords that I wanted to be on the first page of Google.

That translated into a lot of visitors coming to my website. Over the last 12 months we have increased the web traffic by over 100% and also increased the conversions by 100%.

And so far, I'm happy with the progress that we have made. And the one nice thing about Huyen is that every time she had the option to go with the more expensive version, she always recommended the cheaper version with the view of adding value to me as the client, which is very reassuring and a lot different from what my experiences have been in the past."

Dr Naveen Somia MBBS, PhD, FRACS Cosmetic & Plastic/Reconstructive Surgeon/ ASAPS President

LUMIERE BEAUTY CLINIC

Client's Testimonial: <https://youtu.be/F4vvStugS8M>



"We've seen a significant increase in our website traffic and enquiries by over 300%, with an obvious uptake in new patient enquiries and conversions coming through the clinic. We've seen a complete turnaround in our online presence in several spaces that we are advertising in."

Christy Xuan - Owner/Managing Director of Lumiere Beauty Clinic

VIDEOS AND EBOOKS

▶ VIDEO

THREE WAYS TO GROW YOUR MEDICAL PRACTICE IN A SCALABLE WAY:
<https://onlinemarketingfordoctors.com/3-ways-to-grow-your-practice>

HOW TO WIN DURING TOUGH TIMES AS PRACTICE OWNERS:
<https://onlinemarketingfordoctors.com/win-during-tough-times>

6 EFFECTIVE WAYS TO LEAVE YOUR COMPETITION IN THE DUST:
<https://onlinemarketingfordoctors.com/leave-your-competition-in-the-dust>

THE NUMBER 1 ABILITY YOU NEED TO GROW YOUR PRACTICE:
<https://onlinemarketingfordoctors.com/number-1-ability-you-need-to-grow-practice>

📖 EBOOK

FULLY BOOKED
TOP Marketing Secrets REVEALED to DOMINATE & OWN Your Cosmetic
Surgery Market
<https://queenofcosmeticmarketing.com/free-book>

7 FIGURE SAMURAI SWORD SALES GUIDE FOR CLINICS
<https://onlinemarketingfordoctors.com/samurai-sales-guide>

THE 15 SECRETS TO DOUBLING REFERRALS TO YOUR PRACTICE
<https://onlinemarketingfordoctors.com/increase-doctor-referral-ebook>

THE ONE HOUR MARKETING PLAN That Will Generate High-value Patients
For Your Practice
<https://onlinemarketingfordoctors.com/one-hour-marketing-plan/>