

# Core Marketing Philosophies and Your Practice

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BY TRACY DRUMM WELDON

Many dermatology practices begin growth planning by hunting for an elusive “one size fits all” marketing strategy. Unfortunately, quick-fix solutions often produce less than desirable results. Marketing efforts that prove wildly successful for one practice may produce insignificant results for another. Fortunately though, the marketing discipline does offer some consistent and proven guidelines that can be used as the foundation for all aesthetic promotions.

Rather than searching for one surefire strategy, the most successful practices take formulas and strategies and treat them as loose parameters rather than hard-set rules that need to be adhered to. After attending a lecture or reading an article, push your team to explore ways you can transform industry ideas and mold them to fit your personal

growth needs. In marketing, this is often referred to as the “take and tweak” method. Expand your practice’s promotional power by moving beyond just the dermatology and observe posters, billboards, or commercials from all industries and identify strategies that can be extrapolated to help you connect with new patients.

A specific example of this concept in action involves a “Meet the Team” sheet that can go into a “New Patient Welcome Kit.” The inspiration for this well-received credentialing tool was found at a small European gym. The gym’s new member packet had a very effective flyer that credentialed all of its trainers. The concept was “taken and tweaked” to help practices ensure all members of their teams had their credentials shared with new patients.

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Figure 1. “Meet the team” sheet for new patients.

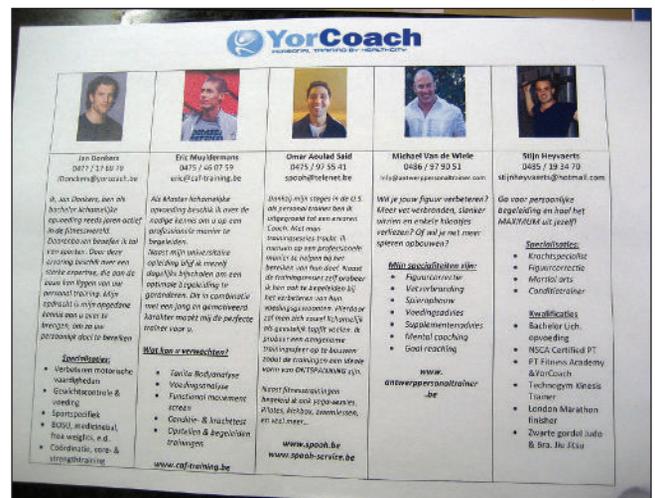


Figure 2. Original inspiration piece featuring trainers.

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simple sheet can be used in hard-copy or electronic form and helps foster stronger patient relationships as well enhances the practices professional image. Embracing the “take and tweak” method will help open your mind to new, unconventional ways of growing.

Another core concept that is imperative for your team to master is the WIFM or “what’s in it for me” strategy. This powerful marketing principle requires you to look at all initiatives from your patient’s perspective and ask “what’s in it for me” on the patient’s behalf. What value will they get out of your new laser treatment? How will your new website make her life easier, or how will modified office hour’s help her schedule? Start each promotion by asking the WIFM for your patients and be sure this remains the primary goal of the outreach.

“Take and Tweak” and WIFM are just two core marketing concepts that can serve as the foundation for all of your promotions. By having a basic understanding of marketing philosophies, your team will be able to enjoy a stronger return on all your promotional investments. The second chapter of DRIVE, the aesthetic medical marketing text book, dives into many of these critical core competencies. It helps teach readers that although there isn’t a magic growth formula to address all your marketing woes, there are guidelines that can be used to help you achieve success in your aesthetic marketing adventures. ■

*Tracy Drumm Weldon is a medical marketing expert with more than 12 years of aesthetic experience. Check out her latest marketing book featuring hundreds of tips to grow your practice at [www.drivethebook.com](http://www.drivethebook.com).*

