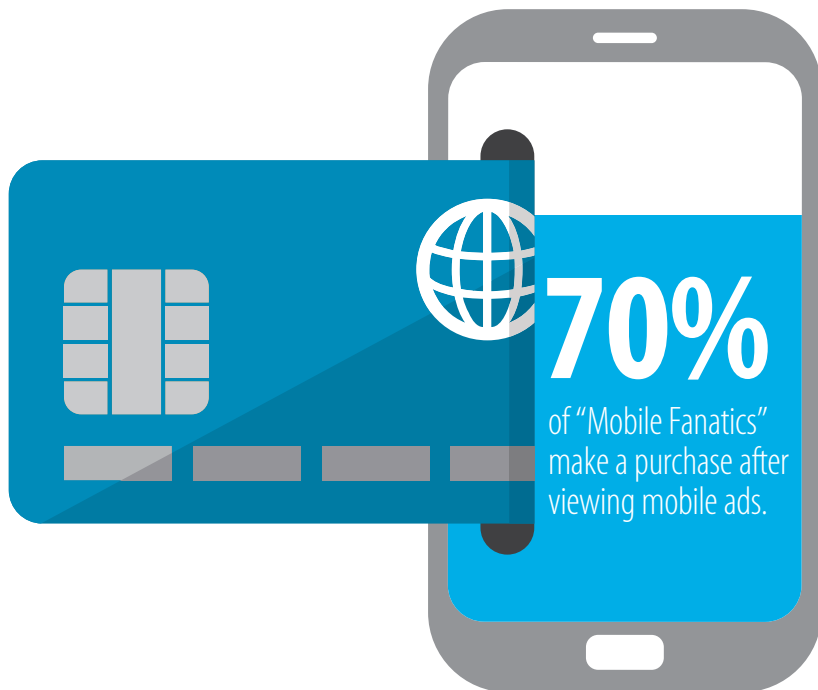


ARE YOU CONNECTING WITH YOUR LOCAL MARKET AUDIENCE?

BY NAREN ARULRAJAH AND VIKAS VIJ

It would be nice if your cosmetic surgery practice were featured in local search results by all leading search engines and major business directories. In an ideal world that is how things would work. The digital space, however, functions differently. All the information that you see online about your plastic surgery practice is essentially data collected by local search engines, online directories, as well as numerous other sites and presented in a multitude of ways.

Having your information out there for potential patients to see is definitely a major marketing plus. However, "out there" is a wide and highly competitive space, which is why you need to optimize your digital presence for maximum local exposure.



LOCAL IS BIG – DON'T IGNORE IT

A dedicated focus on local search is absolutely important if you want to expand brand awareness and win better-quality leads for your practice. However, local search is incomplete without mobile marketing. Potential patients have in fact already started integrating mobile and local. They expect brands to consistently deliver personalized, location and context specific marketing experiences.

Here's why:

- Nearly 60% of Americans use their mobile devices for product research; this also includes local searches.
- 80% of local searches on mobile devices lead to a purchase.
- **70% of "Mobile Fanatics" make a purchase after viewing mobile ads.**
- 80% of "Mobile Fanatics" complete a transaction after viewing a mobile ad within 72 hours.

So if you haven't made a full local search push yet, there is every chance that you are losing potential sales to your competitors.

LOCATION-BASED MARKETING

Patients are increasingly mobile-savvy. They use their mobile devices to locate new businesses, read consumer reviews, find directions, and find information about brands. This provides brands with the perfect opportunity to use location-based marketing.

TYPES OF LOCATION-BASED MARKETING;

- SMS text messaging
- Check-ins
- Push notifications
- Pull notifications

HOW TO USE LOCATION-BASED MARKETING FOR YOUR COSMETIC SURGERY PRACTICE

- List your business location on major location-based marketing services such as Foursquare, Facebook, and Yelp.
- Ensure your practice is listed with Google My Business and Citysearch among other local directories.
- Encourage your patients to check-in and share their location over social.
- Introduce a loyalty rewards program with exclusive deals and offers to show appreciation to loyal patients.

CONCLUSION

The best way to succeed with local search is by focusing on improving your practice website. Identify ways in which you can improve your digital presence, address your audience expectations, build brand trust and authority and Google will find you. ■



Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of Cosmetic Surgeons. With a team of 130+ full time marketers, www.ekwa.com helps doctors who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.

RESOURCES

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2. <http://www.localsearchassociation.org/Main/PressReleases/Mobile-Use-Now-Surpasses-PCs-When-Searching-For-Lo-3080.aspx>
3. <http://searchengineland.com/10-trends-tips-to-consider-in-creating-a-winning-mobile-strategy-for-local-search-marketing-215335>