

How to Add a Little Sizzle to Your Marketing Strategies

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By **Debbi K. Kickham**



Dr William LoVerme

Highlight a Product

Dr William LoVerme of Accurate Aesthetics in Wellesley, Mass, is a huge fan of “SinEcch” – a product containing arnica Montana that reduces swelling and bruising after plastic surgery.

He told me, “It’s actually made by a pharmaceutical company, and I believe it works.” He then added, “I spend thousands of dollars a year, buying it to give to my patients.”

Dr LoVerme tells his patients all about it, but I would go a step further and actually produce a beautiful one-page document that showcases the product and why he gifts it to all of his patients, to use after plastic surgery. In this document, I would also highlight other special extras that you offer to patients – perhaps, like Dr LoVerme, you offer a free facial after plastic surgery.

I can't say it enough – as an entrepreneur with your own medical practice, you need to do everything you can to differentiate yourself from your competition. As I say in *Off the Wall Marketing Ideas*, "Marketing is the art of making yourself memorable."

Debbi Kickham is former Editor of ROBB REPORT magazine and the owner of Westwood Marketing USA, which specializes in marketing plastic surgery practices.

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