

DIGITAL MARKETING



How to Be Strategic With Paid Digital Advertising

Gone are the days of relying on purely free, organic reach in your digital marketing. While it's important to continue search engine optimization and organic social media marketing, changes to algorithms and increased competition make it more important than ever to invest in advertising campaigns to reach new patients, stretch your ad dollars and differentiate your practice from all the others who are marketing on the same high-traffic platforms.

Get Clear on Your Unique Value Proposition

As competition heats up, it's vital you get clear on your Unique Value Proposition (UVP). Essentially, you must ask yourself why a potential patient would choose your practice over others in the area. By understanding your UVP, you can more effectively compete both organically and via paid marketing. To find your UVP, you should look at:

- Education and experience of your providers.
- Unique treatment applications you offer that your competitors do not.

- Financing options available to patients.
- Leadership, such as your ASDS membership, board participation, teaching, lecturing and more.
- Clinical trials, peer-review publications and more.

Be Flexible With Your Focus

Be ready to do a little demographic research, and look for the low-hanging fruit. If your competitors are focused on injectable neurotoxins or non-surgical body contouring, you will most likely

struggle and pay far more per click if you attempt to compete on that level.

Consider looking at dermatologic conditions and services you offer that have a high search volume and low competition. There are various ways to research this, and it's likely you'll need the assistance of an advertising expert. A good place to start, however, is on [Google Trends](#).

Yes, your research may lead you to dermatologic conditions and procedures with a lower profit margin. However, by focusing on these topics, you increase the

likelihood that you will bring in more leads who are largely ignored by your competitors.

Once you get those new leads through the door, you wow them with your superior service and win a patient for life. You then have opportunities to upsell over time.

Hire an Expert to Run Your Ads

Every advertising platform has its own set of rules and recommended strategies that perform better with an expert's touch. This ensures optimal results and helps you avoid costly problems.

Far too many practices have lost access to advertising on certain platforms due to novice errors that violated the terms of use. This can restrict your ability to compete and reach the patients who need you the most.

Don't try to figure it out yourself. Avoid assigning this task to someone who doesn't have the experience or training in running ads for a medical practice. The person or agency you choose to run ads on your behalf should be familiar with both the advertising platform and the rules governing medical marketing on that platform.

Exercise Patience and Be Ready to Pivot

Your ads may run flawlessly for several months and then stop working. This can

be because you've exhausted your demographic, competition increases or interest is temporarily reduced due to the time of year.

First, be patient. If your ads are performing poorly, consider increasing your budget, adjusting your messaging or changing your focus altogether. Be ready with another, equally competitive service to promote. Be flexible and know that what worked six months ago may not work for the next six months.

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Keep Up With Your Organic Marketing

Just because you're using paid advertising doesn't mean you should neglect your organic marketing online. Continue nurturing your [website search engine optimization](#) (SEO), posting new content on social media and offering value to your audience. Many of the people you reach by running your ads are going to check your website and social media to help them decide if your practice is right for them. In fact, the ASDS Consumer Survey on Cosmetic Dermatologic Procedures confirmed that 52% of consumers' decisions to schedule an appointment is influenced by a provider's social media presence. Make sure they find what they're looking for by



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keeping your UVP top of mind, maintaining your branding message and promoting what your audience expects to see.

Have Questions? Our team of experienced dermatology and aesthetic marketers at Total Social Solutions are experts in email marketing, social media, web design and development, and search engine optimization for dermatologists, dermatologic surgeons and other aesthetic medical practices. Visit [TotalSocialSolutions.com](https://www.TotalSocialSolutions.com) to learn more and contact us. ●

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