



# Tips To Grow Your Practice

Medical & Aesthetic Marketing Presentation

[www.sparkamarketing.com](http://www.sparkamarketing.com)





1.

## Introduction

An introduction to Sparka Marketing

2.

## Statistics

Current statistics in the medical & aesthetic space.



3.

## Strategies

Marketing strategies that are proven effective

4.

## Service

How Sparka Marketing builds trust

5.

## Technology

What to look for when choosing a service to market your practice.

6.

## Promotion

Current promotions offered by Sparka

# Presentation Overview.

Learn the strategies you'll need to grow your practice in 2023

**SPARKA**

# Marketing Help For Every Stage **Of Your** **Practice**

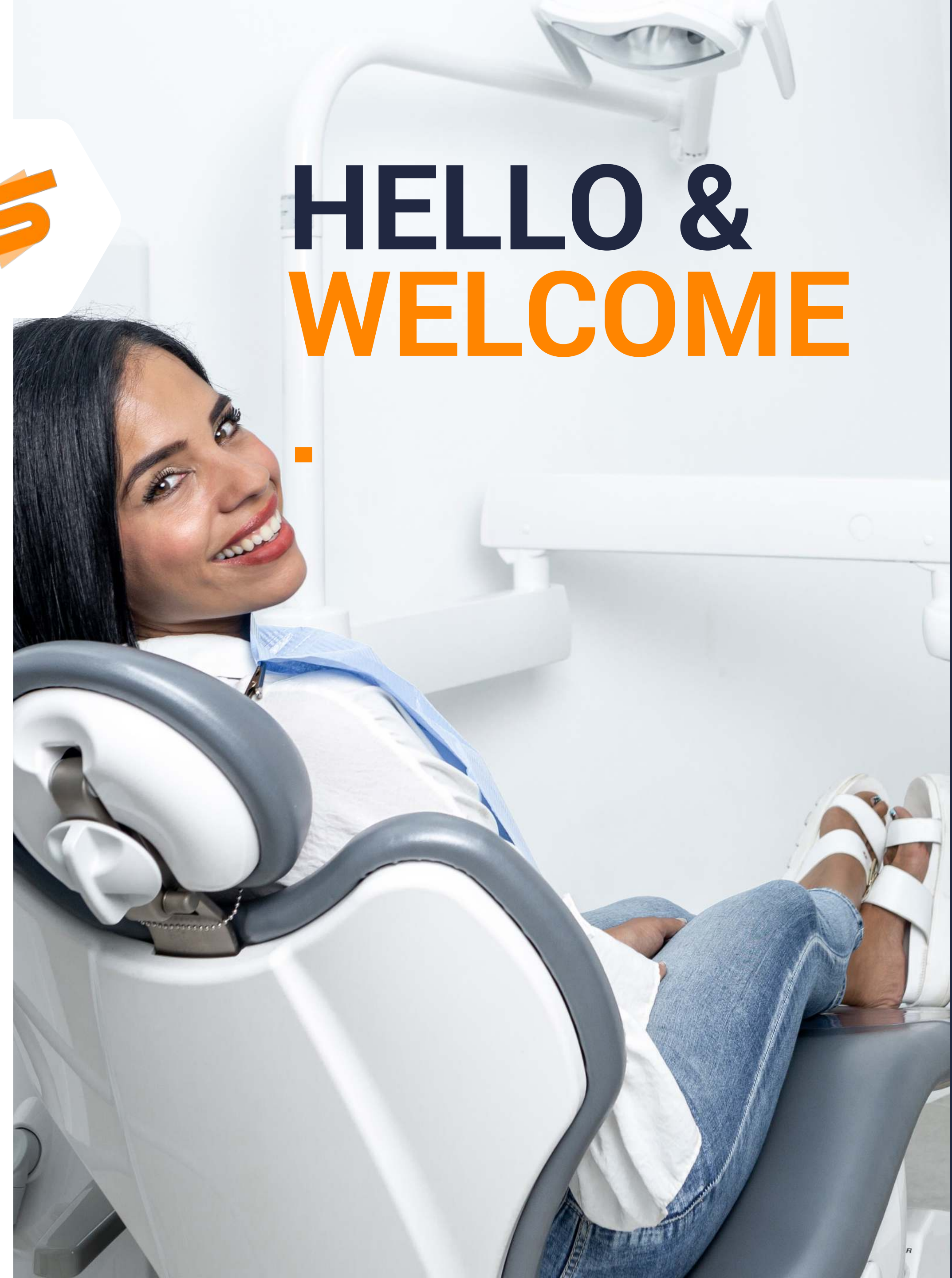
**Hi, I am Ben,**

I oversee all marketing operations and customer relations at Sparka Marketing. I am basically the middle man between you and our marketers. My focus is on customer success, and providing the best possible experience for our clients.

*Ben Raskin (Founder & Senior Marketing Manager) - Sparka Marketing*



# HELLO & **WELCOME**

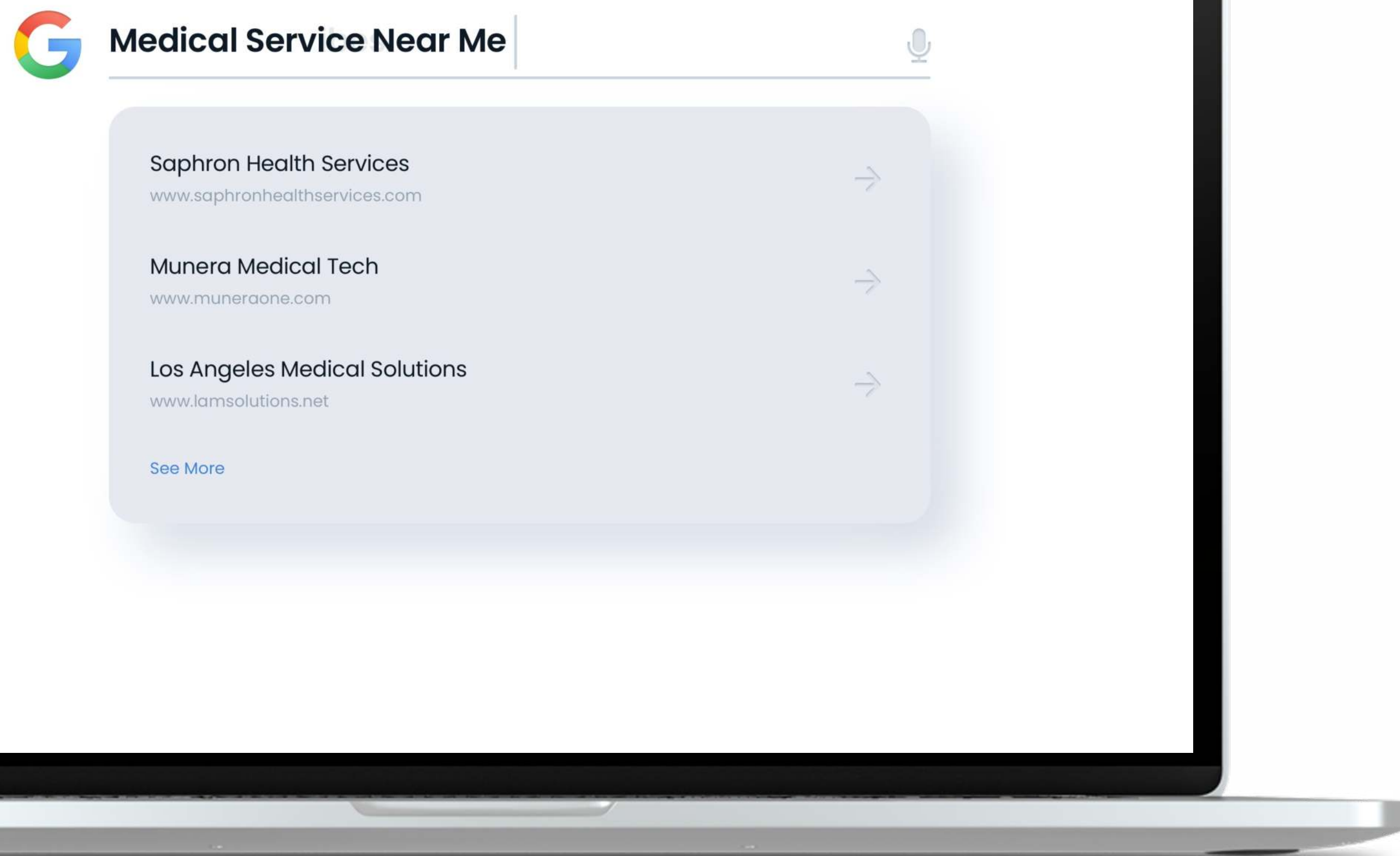






# Medical & Aesthetics 2023 Outlook

What is your 2023 digital marketing plan?



Using visual content like videos on landing pages can improve conversions by 86%.



50% of consumers say online live chat is the most convenient way to reach a business.



40% of total revenue for businesses comes from organic search.



86% of people use social media once a day.



Business earn \$8 for every \$1 spent on Google ads.



97% of users read reviews for local businesses.

\*Sources available upon request

# Simple Marketing Strategies **That Work**



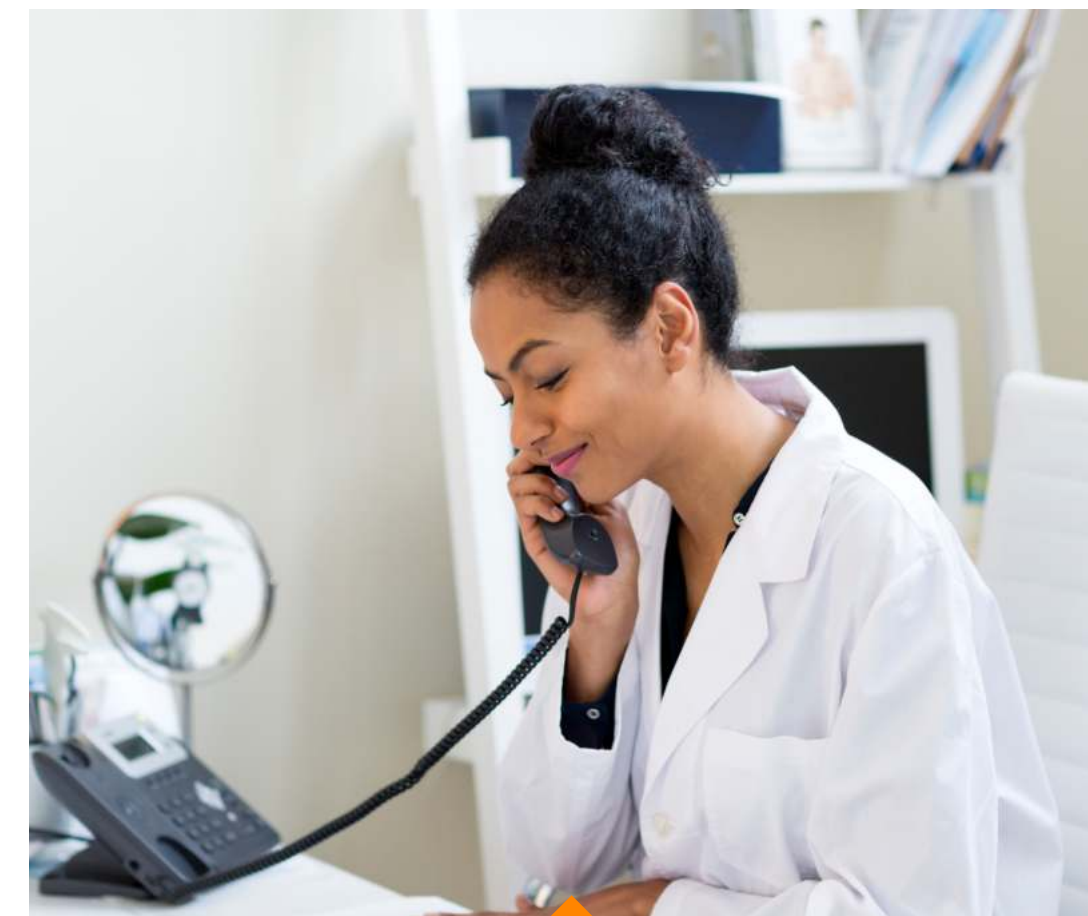
## Loyalty Programs

Offering your clients discounts based on their relationship with your practice.



## Request Reviews

Capture positive client reviews before they leave your practice.



## Client Follow-up

Stay connected with your prior clients

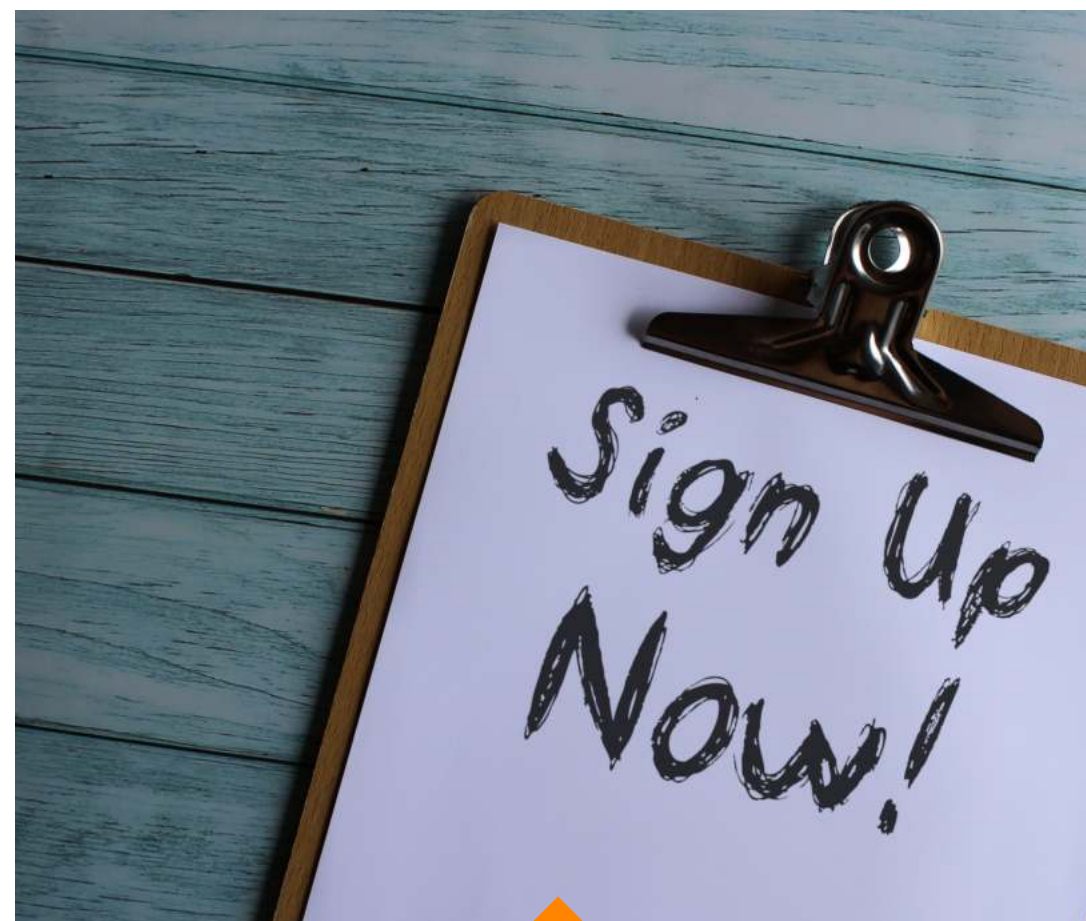


## Referral Cards

Request referrals from clients who are pleased with your services.



# Simple Marketing Strategies **That Work**



## **Memberships**

7 out of 10 patients want ongoing memberships for their favorite treatments.



## **Text Messages**

Over half of consumers check their text messages 11 times a day or more



## **Birthday Program**

Compared with promotional emails, birthday messages generate 342% more revenue.





**Trust Is Everything**

# How We Do Marketing

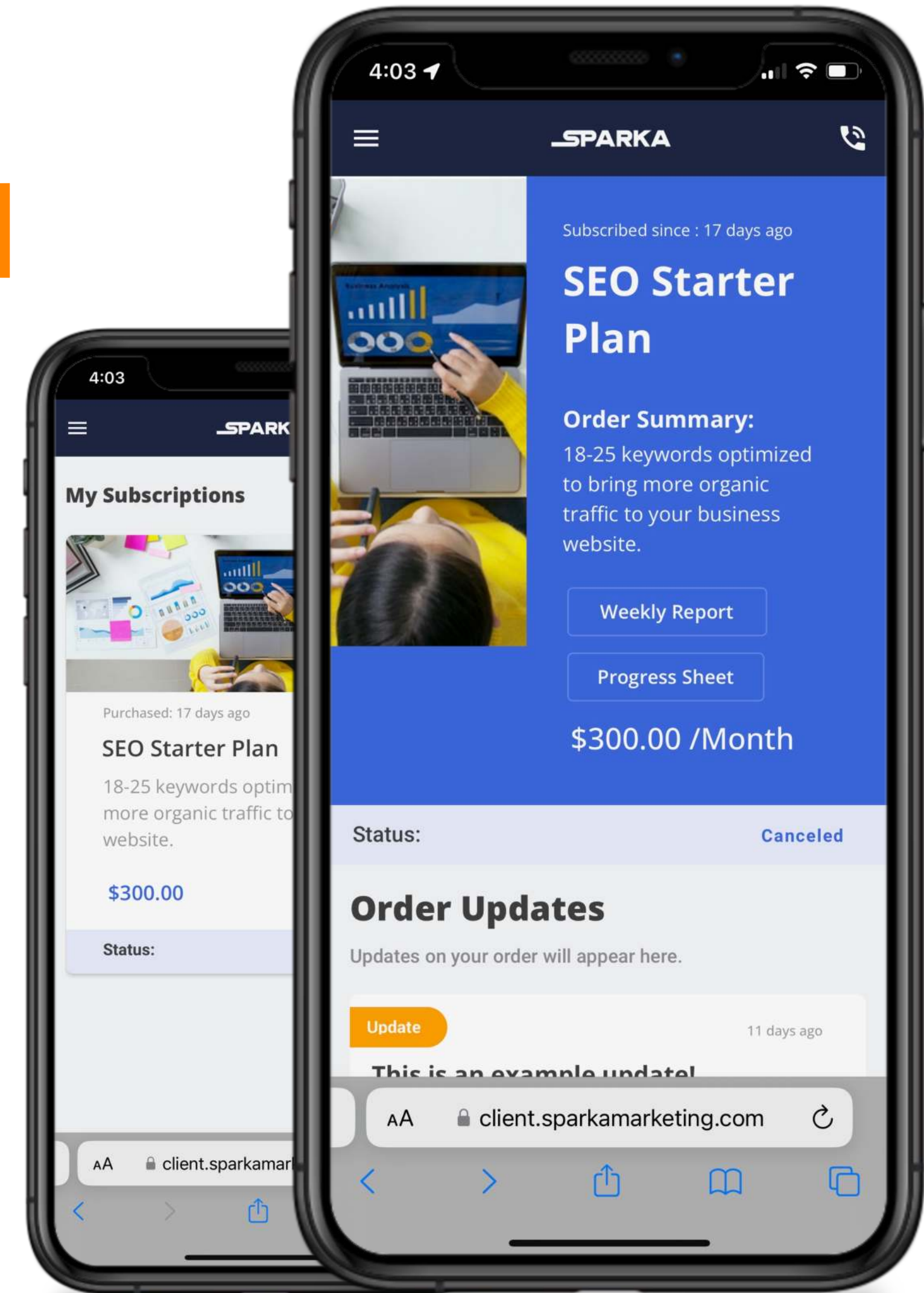
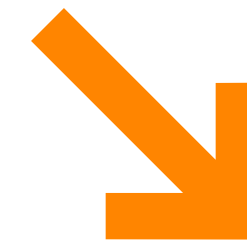
- 100% Refund of our fee if you are not 100% satisfied with our services.
- Flat rates – No hourly charges, no surprises.
- Transparency – Honest marketing services you can count on.



# A Simple Client Dashboard.

- 🔖 Less technical jargon, more results!
- 🔖 Less back & forth, more time saved
- 🔖 Marketing services that grow with your practice.

We can reach new clients,  
on all channels, from post cards  
to bus ads





# Our Top 5 Marketing Services.



**Search Engine  
Optimization  
(SEO)**



**Website Development &  
Management**



**Design Services**



**Pay Per Click Marketing  
(PPC)**



**Media Buying – Out of home  
advertising**

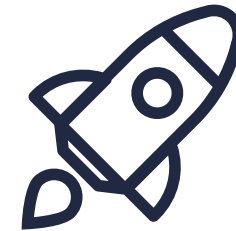
Get started  
today.



All services are tax  
deductible business  
expenses.

Subscribe **Online**  
at [www.sparkamarketing.com](http://www.sparkamarketing.com)

### SEO Starter Plan



**\$399** /mo

Special Price

### Website Management



**\$399** /mo

Special Price







# We're here to help

## Contact us.

**Phone:**

Phone: 1(818) 233-0039

**Online:**

support@sparkamarketing.com  
www.sparkamarketing.com





# Thank You - 2023

We are here when you need us.



[www.sparkamarketing.com](http://www.sparkamarketing.com)