



ClickzMed.com Releases New White Paper on Plastic Surgery Marketing

August 07, 2015

August 07, 2015 - PRESSADVANTAGE -

Fort Lauderdale, FL - ClickzMed.com has released a new white paper titled, "10 Warning Signs Your Practice Could Be On Life Support." As the title states, the paper points out warning signs that plastic surgeons and cosmetic surgery practices should be aware of to help with marketing their practices. The paper also points out 10 questions that could make the difference between surviving and thriving.

"Doctors are trained to be best at performing surgical procedures, not marketing a local business," explains Howard Tiano, from ClickzMed.com. "Golden hands performing surgery doesn't always translate to the Midas touch when it comes to marketing."

Plastic surgery marketing has particular issues unique to this industry. Online reputation, for instance, is very important in establishing trust and confidence in the doctors abilities. A couple of bad reviews, even if it's just about the staff, can make a huge difference in the public's perception of the cosmetic practice.

"People spend a lot of time researching online, and looking at before-and-after photos before contacting a cosmetic practice. Doctors need to be proactive in building a five-star reputation online. Those that do will

have the advantage," says Tiano.

You can download this free white paper at <http://ClickzMed.com/report>. This research will help shed some light on areas you may not have thought of to help generate new patients. Think of it as a "checkup" for your cosmetic surgery practice.

For the past 9 years ClickzMed has had the privilege of working with some of the most dedicated and passionate medical practitioners and entrepreneurs around, helping them build profitable, sustainable businesses that last.

For a limited time, you can schedule a Free, No-Obligation 30 minute Strategy Session where you will get an assessment of where your practice is at currently, and an Action Plan going forward. Book your session at: <http://ClickzMed.com/free-session>.

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ClickzMed

ClickzMed is a local marketing agency focusing on medical marketing practices.

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