



As an aesthetic or plastic surgeon, you want your patients to make informed decisions, and you take pride in providing top-quality care. MarketSculpt solutions are founded on the same principles, helping you sculpt your market niche through predefined marketing products. Each MarketSculpt solution is carefully created to build trust while educating your patients on the value of your products and procedures.

MarketSculpt takes the worry off of your practice by combining targeted marketing strategies into pre-designed solutions. The premise is simple. Patient-centric themes artfully communicate news and updates about your products and procedures while reinforcing positive perceptions about your practice.

Contracted in 3 month packages, MarketSculpt solutions ensure even and consistent distribution of your message. By incorporating both consistency and frequency into your marketing efforts, you establish stronger patient trust while creating greater awareness of your practice.

Up to twelve predefined emails, focused on seasonally packaged products and procedures, bolster your relationship-building efforts. Each beautifully created email blast is personalized with your logo and contact details and distributed to your patient network twice per month.

Engagements include two campaign reports per blast on the status of opens, bounces and read statistics. Also included in each engagement is one article for web or print especially designed to educate your patients on the advantages of the primary package offering.

Sample MarketSculpt Engagement:

MarketSculpt solutions are flexibly designed, allowing you to reach your patient network with a variety of highly relevant messages. Each quarterly package is centralized around a yearly theme, easily broken into quarterly topics highlighting seasonal products and procedures.

Start by selecting one of MarketSculpt's yearly themes.

Example: **The Year of You**

Happy living starts with healthy living and the confidence that comes from looking and feeling your best.

Next, select the theme engagements you want to run:



Engagement 2: *Beach Ready You*

Confidence comes from looking and feeling your best. Spring Specials awaken the more confident inner you.

Each MarketSculpt engagement is actually three separate campaigns in one. Seasonally selected procedures and services are enveloped in a central theme, allowing for greater recognition of your practice through the repeated frequency of a consistent message.

Predefined products and services highlighted in the *Beach Ready You* Engagement:

- April:** Breast procedures (implants/lifts)
- May:** Laser hair removal
- June:** Sunscreen and skincare

Beach Ready You engagement also includes one print or web-ready article on breast-related procedures.



Last, sit back and relax.

MarketSculpt staff blasts your personalized emails on the first and third Tuesday of each month, based on the theme and engagements selected. Customized reporting then lets you see the results, including detailed information on bounce rates, allowing you to keep current on your patient network.

By combining engagements from within a single theme, practices can extend their marketing initiatives. MarketSculpt effortlessly communicates valuable and relevant information to your patient network while promoting the procedures and services your patients are most interested in.

MarketSculpt Billing Structure

MarketSculpt solutions can be billed monthly or at a reduced quarterly rate:	Monthly billing: \$500 per month	Quarterly billing: \$1450 per quarter
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Other customized services are also available.

For effortless marketing with targeted results, contact MarketSculpt today and start sculpting your niche in the market.

For more information on
MarketSculpt, contact:

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