


# What the Coronavirus (COVID-19) Means For the Cosmetic Surgery Industry





## Highlights


### New Market Behavior Arrives with COVID-19


Media consumption is up as people spend more time at home.

 46% of consumers are using social media more

 Visits to news sites are up by 33% as people look for information related to COVID-19

 Visits to eCommerce sites like Amazon, Walmart, and Target are up by 3.8% and continuing to trend upward

 Visits to travel sites increased by 9.5% as people cancel upcoming travel plans

 40% of consumers are using their desktop or laptop more

 Out of Home advertising has decreased by 47%

### TELEMEDICINE SEARCHES

- telemedicine
- video conferencing
- companies
- american telemedicine association
- telehealth telemedicine

### TELEHEALTH SEARCHES

- telehealth
- telehealth services
- telehealth telemedicine
- hipaa compliant telehealth\* telehealth consent form\*
- [brand] telehealth\*

## OVERVIEW

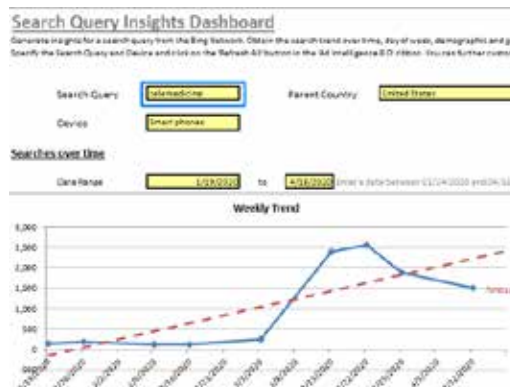
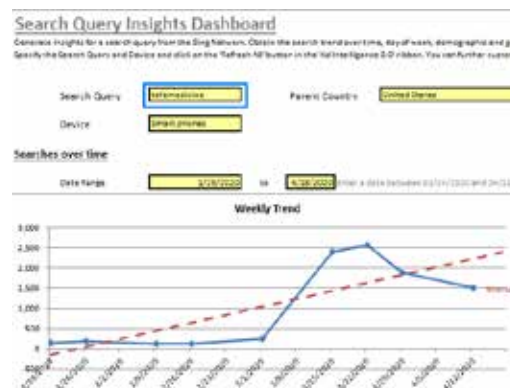
As the world shifts to working and learning from home to slow down the spread of the COVID-19 virus, the online world is experiencing a drastic change in behavior.

Expect all businesses and consumers to be wary of hard sales, and try to focus on messaging that connects and supports your patients

## OBSERVATIONS ON THE COSMETIC SURGERY INDUSTRY

According to the latest Microsoft Advertising updates on US consumer behavior, searches for telemedicine and telehealth services have increased 5x compared to last year

### Microsoft reports the following Top Queries



Adjusting to the current condition will allow you to stay connected with your customers as they switch to dentists who offer mobile & portable services.

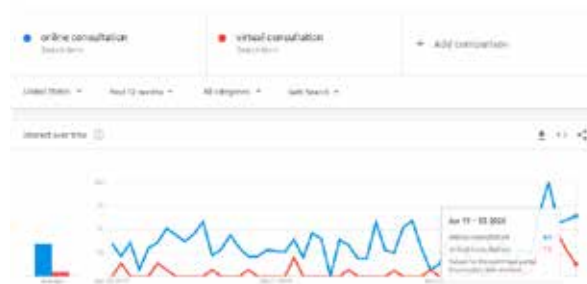
**SHIFTS IN:**

- Online traffic with a jump in news reports, policies, and guidelines related to the COVID-19 virus
- Traffic for elective cosmetic procedures



**That said, we expect to see an increase in:**

- Traffic for virtual or online consultations
- Wasted or vulnerable ad spend due to COVID-19 / Coronavirus terms on the rise
- Exit rates on pages with no live support or no interactive components
- Clickbait news and articles on search results



**RESPONDING TO THE CURRENT MARKET**

Before you approach your audience, define how you will support them during the coronavirus crisis. Forget your hard sell; focus on helping.

- ❖ **Focus** on virtual & online consultations.
- ❖ **Adjust** your website for patients to submit a form and upload pictures of areas they'd like to enhance.
- ❖ **Use** the Zwivel platform to enable prospective cosmetic patients to search for and connect with cosmetic doctors online. Link your Zwivel profile to your website.
- ❖ **Create** informative content (written or video) to share on your blog, Google My Business, and via email remarketing. You can address FAQs such as:
  - [What can I expect from the online consultation?](#)
  - [What questions should I ask during the online consultation?](#)
  - [How can I reschedule my appointment?](#)
  - [What precautions is our cosmetic clinic taking?](#)
- ❖ **Inform** patients on opening hours, changes in service, or home visit options by updating your website and your Google My Business/Bing Places with these specifics
- ❖ **Add** a chatbox to your website for easy interaction
- ❖ **Use** features for scheduling and rescheduling in-person appointments
- ❖ **Reroute** office calls to mobile phones.
- ❖ **Offer** discounted packages for people who book now (Remember to include date restrictions!).
- ❖ **Touch** base with existing patients through email remarketing
- ❖ **Set up** video consultations to follow up with patients post-surgery
- ❖ Given the estimated shift in time spent online, **reallocate** your traditional marketing budget to online marketing.



## REVISING YOUR PPC STRATEGY:

- ✦ **Expand** your keyword selection to include variations of the following terms: online consultation, virtual consultation, phone consultation, among others
- ✦ **Implement** virtual consultations to your ad copy strategy
- ✦ **Increase** the use of call extensions, lead form extensions, site link extensions, and click to call extensions to increase engagement with your audience
- ✦ **Establish** yourself as a trusted healthcare provider via ads on the search results page through Google My Business and Bing Places
- ✦ **Monitor** developing events and modify your budget through budget management
- ✦ **Update** your negative keyword lists at both account and campaign level using trending search queries

## SOLUTIONS FOR YOUR BUSINESS

- ✦ **Google My Business:** This free and easy-to-use tool helps businesses and organizations manage their online presence across the Google platform, including Search and Maps. Update your business information to help patients find your business and share your story with them.
- ✦ **Bing Places:** This free tool enables local business owners to add their listing to Bing Maps. Being featured on Bing Maps ensures visibility and it displays content that is useful in real-time.
- ✓ **SEO:** Organic traffic is rising fast. Make your content relevant with trending keywords to appear on the top of the SERPs.
- ✦ **Yext:** The Yext Search Experience Cloud allows businesses to control facts available online wherever patients are searching for them-across search engines, maps, apps, voice assistants, and chatbots.
- ✓ **Call-Only Campaigns:** Call-only campaigns encourage patients to contact you by simply clicking or tapping your ad. With call-only campaigns, your bid prioritizes calls to your business over clicks to your website.
- ✓ **Audience Targeting:** This feature helps you narrow down probable methods to reach your target audience. As your patients engage online, connect with them by narrowing down interests, behaviors, demographics, and locations through your ads campaigns.
- ✦ **YouTube Campaigns:** As consumers engage on YouTube, video marketing can help you create brand awareness, prompt consideration of your services, and drive traffic to your website.
- ✦ **Microsoft Advertising:** Showcase your business to exclusive audiences and expand your brand with Microsoft Advertising.

# You're ready to grow your business. We here to help you succeed online.

Request a growth strategy session with a senior marketing strategist and discover how you can hit your growth targets while taking your healthcare business to the next level.

**LET'S TALK GROWTH**