



Dear Physicians, Marketing Professionals and Staff,

We hope you all had a successful Q1 and are already ahead of the game in Q2. In lieu of a newsletter this month, Aesthetics 360° is just sending out a few quick tips and updates. Again, if you do not wish to receive these emails please reply back “remove me.”

Tracking our leads:

MD Prospects is a wonderful web based lead management program we are quite pleased with. For our clients sending marketing dollars on paid search this has been a welcome aid. Please visit the website to learn more and see if this might be something for you. Contact us and we will set up your on line demo. <http://www.mdprospects.com/>

Aesthetic Trends and Technologies

As you may know, Aesthetics 360 is a contributing editor to Aesthetic Trends and technologies Magazine. We have a column called “In Practice.” We are also participating in a series of webinars with the Magazine. If you are interested in being on the mailing list for the magazine, please let us know and we will have you added. Here is the link to the magazine <http://www.aestheticstrends.com/index.html> .

Success Story

We have had large success with “landing page” and paid search for the page utilizing Glacial Multi Media for this process. One of our clients in the span of three weeks of having his Landing page up received 35 leads. His ROI has been significantly low and he resides in a relatively competitive geographical area. To learn more about landing pages and our success please contact us and we will set up a conf call with Glacial. To view Glacial Multi Media’s services <http://www.glacial.com/>

EMR

Have you looked into EMR? Are you currently in the process. We urge you to think about hiring the right people to assist you in evaluating your needs. Please visit Augury’s website and learn more about this subject <http://www.augurynet.com/>

Thank you and looking forward to hearing from you in Q2!