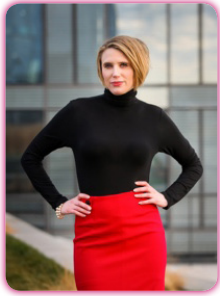


WORLD COSMETIC AND DERMATOLOGY CONGRESS
&
INTERNATIONAL DERMATOLOGY CONFERENCE: SKIN AND BODY
November 26-27, 2018 Bali, Indonesia



Sara Meyer

MOD Aesthetic Marketing, USA

How a membership club can drastically increase your profitability

This lecture will detail how membership clubs increase profits, can be used as an effective cross selling tool for all divisions of a practice (surgery, non-invasive treatments, and skincare), create brand awareness, and increase patient retention. This will include the key decisions that need to be made when designing the structure of the club, as well as how to execute a comprehensive digital marketing campaign that educates both current patients and prospective patients about the practice and the benefits of the loyalty club. The lecture will include examples of successful membership clubs that MOD marketing has seen or put in place for other practices and provide insight into why they work.

Biography

Sara Meyer, President of Mod Marketing, honed her marketing skills and expertise working in various industries and with a wide range of clients for over 12 years before becoming a licensed skin aesthetician. She began working in the aesthetics industry as the Marketing and Retail Specialist for a leading east coast medical spa and later as Marketing Director for a distinguished Board Certified Plastic Surgeon based in Pennsylvania. She left the practice in June 2016 to establish her own marketing and branding firm, MOD Marketing, which specializes in the aesthetics industry. Since starting MOD Marketing two years ago, Meyer has worked with numerous medical spas and plastic surgery practices in the mid-Atlantic region and beyond and, regards over a dozen as clients. MOD Marketing offers a full range of marketing and consulting services that include branding, digital marketing solutions, social media, blogging, and email marketing.

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