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Building your professional brand through social media and PR

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Abstract

Objectives: Device manufacturers and the media are trying to commodify all aesthetic procedures. If a doctor can't find a way to stand out, they can only compete by price. Using PR & Social Media, a doctor can inexpensively define themselves as an expert in a niche, commanding a premium.

Methods: Use a blog or micro-blog to frequently share valuable information about the niche you have chosen. Be controversial whenever possible. Focus your energies on keeping all your content on your own website or blog and then sharing that information on social media or question/answer sites. The goal is to build your professional brand, differentiate yourself and your practice from the competition and to be the expert in your market area.

Results: Substantial increase in traffic, being known as an expert in your market

Conclusions: SEO isn't dead, but it is transforming into a fresh content business. By frequently (weekly or better) updating/adding content to your blog or website, and then using social media to share that information you will establish yourself as a niche expert in your market to both your patients and the search engines.

Biography

Keith Veseleny is the editor of American Health and Beauty.com an online magazine aimed towards consumers interested in cosmetic surgery and aesthetic procedures. He investigates aesthetic trends and technologies. He has attend almost every industry conference.