

## 4<sup>TH</sup> WORLD DERMATOLOGY CONGRESS

&

## 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON DIET & NUTRITION

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### Digital marketing for medical aesthetic practices

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**F**or doctors and aesthetics professionals it has always been true: Your clients want to form a personal relationship with you because they are entrusting you with their care. Today, that relationship begins online, long before they ever visit you in person. A well-crafted digital strategy will do a lot more than reach your social media followers. It will also grow your email marketing list, send prospective patients to your website, and give your content marketing pieces a bigger and broader audience. This workshop will help the doctor/practice owner

and/or the management team comprehend the fundamentals that form the mechanism required in order to efficiently develop your digital strategy. We will introduce you to tested, measured, and identified strategies that help you: maintain relationships, build your reputation, attract new patients, build trust and increase sales. It all comes back to giving the patient a richer and fuller experience with your practice, from your Facebook page or Instagram feed all the way to your consultation room.

### Biography

Yiannis Theodoropoulos has graduated from the Business School's Stafford University and specializes in design & development of business operations for medical aesthetics practices. Since 2012, he is managing doctors that specialize in aesthetic dermatology and plastic surgery. His services involve the design, development and coordination of all operational and commercial aspects of a medical aesthetics practice that ensure the safe, effective and efficient operation of the practice with the scope to provide high quality medical aesthetic services and deliver outstanding sales initiatives that drive value for the business and their clients. Since 2013, he is the affiliated project manager in Greece for the European College of Aesthetic Medicine and Surgery and has organized several aesthetic workshops. In 2015, through the prism of coaching he developed the Medical Aesthetics Practice (MAP) coaching program that focuses on the design, development and execution of business strategies and tactics for medical aesthetics practices.

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