

# Research paper example

[Business](#), [Marketing](#)



s: Details: Due Research Marketing Other marketing communications tools used in support The cosmetic surgery Miami uses other communication such as billboards to inform potential customers about plastic surgery. Newspapers are also used in delivering appealing messages about plastic surgery. Radios are also used in the advertising process. Social network is one of the advertisement platforms used to advertise products. The company uses MySpace, tweeter and Facebook to reach customers. The use of email targets the old while social media is used by the company to reach out for teenagers. Displays and guided tours are also conducted by the company in communicating to potential clients. Photo displays of successful surgeries are also used as a marketing tool. Sales promotion There are regular print advertisements seen in the community publications in the health sector that publicizes the company. Other publications done nationally focus on surgery conducted by the institute. Participation in community volunteer service and sponsorship of events marks another platform for promotion of the company. Radio stations are also used in building the reputation of the organization. The company does sales promotion through the application of discounts for plastic surgery services. Former patient make referral because of the satisfaction gained during their retreatment. The company ensures that the customers they serve, when satisfied. This is enhanced by prompt response to questions prior to and after surgery. Customers are asked by the company on their willingness to provide testimonials about the service. This sales promotion method ensures that more patients visit the company. Public relations Prospective customers of plastic surgery require elaborate information about the procedures. The

company ensures that information remains available through educational material that aids the decision making process. Future articles on plastic surgery are written by professionals in the company. Informative writing applies as a tool of attracting patients to the company. The interaction mannerism of the company and the patients dictates the willingness of more patients to take the practice. The plastic surgery institute of Miami employs commendable communication skills when approaching and responding to potential clients. Contacts are available in the website of the company and are provided in other advertisement surfaces. This enables ease access of relevant customer service. Procedures during surgery are also available in the website, which ensures that customers get versed with the requirements of the processes. Direct marketing Direct marketing is done through the media. Through the social media and blogs, information about plastic surgery is provided. The blog for the practices of the company includes procedures so as to draw the attention of patients in the social media. The company has reliable bloggers who keep updating potential customers about plastic surgery at the company. Other information is also available in the website that is excellently maintained. This enables direct communication with potential customers. Through direct marketing, the company targets new clients who may not be sure to have surgeries done for them. Willing customers are also reached so in the direct marketing process so as to convince them of the expected success of the procedure. This encourages more customers to conduct plastic surgery. Personal selling Personal selling in the company is evident when customers are requested to testify about their experience at the institute. The company targets doubtful customers

through other patients who have successfully gone through the procedure. The result is an increased confidence level among prospective clients. This is done through televised media and exhibitions to enable direct interaction of the targeted customers and sales personnel. Personal selling has evidentiary value for potential clients who may want similar surgeries (Rodriguez and Losee 128). Sponsorships The company facilitates sponsorship for people who may need help through surgical procedures. The focus of the company on donations is on children. Through the sponsorships, patients are capable of getting services through collective funding, depending on the financial needs of the customers. There are occasions of sponsorship of community events, such as games. This ensures that the local community appreciates the benefits of the company and sensitizes the community members of the activities taken by the firm. Merchandising, packaging, point-of-purchase The point of sale of the service is not restricted to the company location. This is because of the nature and requirements of plastic surgery procedures that is possible through portable mechanisms. The company however encourages patients to have their surgeries within the hospital premises rather than at home. This ensures a close observation of patients during recovery. The company arranges for travel processes of customers who are far from the location. The recovery process after surgery is another reason behind localized service provision. Integration strategy (maximize synergy) In reaching out for customers from different part of the nation, the company employs an integration strategy through travel agencies. Travel processes for potential customers are conducted by the company. The success of arranged travel is accomplished by the strategic merger between the

company and travel companies to enable safe travels after surgical processes. The cost of conducting surgeries within the institute is relatively cheap compared to home surgeries. Through facilitated travel processes, customers easily access the services without the fear of travel menaces (Rodriguez and Losee 662). Works Cited Rodriguez, Eduardo and Losee, Joseph. Plastic Surgery: Craniofacial, Head and Neck Surgery and Pediatric Plastic Surgery. Netherlands, NL: Elsevier Health Sciences, 2012. Print.