



AS SEEN IN AESTHETIC MEDICAL PRACTITIONER



BEST PRACTICE

GET THE COMPETITIVE ADVANTAGE WITH

# The Gaswerx

**MAKE SURE YOUR BRAND IMPACTS CUSTOMERS IN A POSITIVE, TANGIBLE AND LASTING WAY.**

The way a brand positions itself in the marketplace will affect its value, its market share and ultimately its growth.

Branding is a pivotal aspect to constructing a successful business; it provides a framework to build communication, recognition and reputation, and if properly managed it can grow your business exponentially.

Branding creates loyal customers but only if their experience with your brand lives up to the promises it makes.

The Gaswerx is a boutique branding and marketing agency for doctors and specialist physicians, ensuring that a brand delivers on

those promises at every point of customer contact. Business goals and unique objectives are tailored and translated into effective, revenue-generating brand strategies and marketing initiatives that consumers will understand and connect with.

It's not unusual that doctors may be reluctant to promote themselves, their individuality and their strengths, but in order to grow their practice and their reputation, particularly with the ubiquitous nature of social media, it is crucial they communicate their points of differentiation consistently and clearly.

The Gaswerx helps implement a comprehensive overhaul of the existing branding and marketing. Each of The Gaswerx's clients becomes a brand in every sense of the word. This gives each individual practitioner and clinic a competitive advantage by building a clear, consistent and unforgettable

## WHAT THE GASWERX CAN OFFER YOUR PRACTICE

- Local, specialised experts in cosmetic surgery marketing
- Measurable results – setting and fulfilling KPIs for results you can see
- Individualised full-spectrum marketing, a 360-degree range of innovative, creative and strategic services

business identity in an increasingly expanding aesthetic medical environment. **AMP**

Ready to build your brand?  
Call The Gaswerx on 02 9416 2940  
or email [hello@thegaswerx.com](mailto:hello@thegaswerx.com)



## We bring patients to you...

We are the only brand agency in Australia that specialises in branding specialist doctors. We manage their marketing and grow their businesses.

Each and every one of our clients is unique and our work reflects this. We will differentiate your brand in line with your needs and your personality. We create, develop and implement across multiple marketing platforms to get the business results you're looking for.

Contact us today to discuss the future of your brand.

02 9416 2940 | [hello@thegaswerx.com](mailto:hello@thegaswerx.com) | [thegaswerx.com](http://thegaswerx.com)



THE GASWERX

## FINDING A UNIQUE ASPECT TO YOUR BUSINESS

The Gaswerx team spoke to dozens of would-be patients and in most cases patients felt that all healthcare providers were pretty much the same. However, when the team spoke to doctors about their businesses and whether they believed they offered something different to their patients and prospective patients, without exception every doctor was able to find a unique aspect to their business; the problem was that most were not conveying this uniqueness or message to the public.