

BEST PRACTICE



THE GASWERX – BRANDING DOCTORS

NEED A BRAND AGENCY THAT UNDERSTANDS THE NUANCES OF THE COSMETIC ENHANCEMENT INDUSTRY? A MARKETING SOLUTION THAT MAKES YOU STAND OUT FROM THE CROWD? YOU NEED THE GASWERX.

What The Gaswerx can offer you and 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

The Gaswerx is a boutique branding and marketing agency for doctors and specialist physicians. Its work has grown in leaps and bounds since opening for business in 2011.

The Gaswerx team spoke to dozens of would-be patients prior to embarking on this business enterprise 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.

The Gaswerx was born and the team, with its significant experience in branding and in advertising to the medical fraternity, decided to niche-

market themselves to an industry that was virtually untapped.

Most physicians and doctors are reticent to promote themselves, their individuality and their strengths, but in order to grow their practice and their reputation, particularly with the advent of the internet and social media, it is crucial that they communicate their points of differentiation consistently and clearly.

The Gaswerx guides its clients and together a comprehensive branding and marketing overhaul is implemented. The team becomes part of the doctor's business and this ensures that each physician and doctor client becomes a BRAND in every sense of the word. This gives each one a competitive advantage in a very busy and crowded medical environment. **AMP**

Ready to build your brand? Call The Gaswerx on 02 9416 2940 or email hello@thegaswerx.com

“BRANDING CREATES LOYAL CUSTOMERS BUT ONLY IF THEIR EXPERIENCE WITH YOUR BRAND LIVES UP TO THE PROMISES IT MAKES. WE WORK WITH YOU SO YOUR BRAND DELIVERS ON THOSE PROMISES AT EVERY POINT OF CUSTOMER CONTACT.”