



BEST PRACTICE



STAND OUT from the crowd

CREATE A COMPETITIVE EDGE BY BUILDING A CLEAR, CONSISTENT AND UNFORGETTABLE BUSINESS IDENTITY.

Branding is one of the cornerstones of a successful practice. It's essentially the foundation of all marketing communications and when used properly is integral to building recognition, reputation and supporting business growth.

But branding doesn't stop there. It can certainly boost customer loyalty – but only when the customer's experience lives up to the branding.

The Gaswerx is a boutique branding and marketing agency, founded in 2011, for doctors and specialist practitioners. It works with business owners to develop a branding strategy and ensure these messages are delivered at every point of patient contact.

Most practitioners 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 omnipresence of the internet and social media, it is crucial for them to communicate their points

of differentiation consistently and clearly to the general public and potential patients.

The Gaswerx helps implement a comprehensive overhaul of the existing branding and marketing. Working alongside practice management, the team at The Gaswerx becomes part of the doctor's business – ensuring each aspect of the practice encompasses and adds to the clinic's branding in every sense. The aim is to create a competitive edge by building an undeniable and unforgettable business identity.

Each of The Gaswerx's clients becomes a *brand* in every sense of the word. This gives practitioners and clinics a competitive advantage in a very busy and crowded aesthetic medical environment. **AMP**

WHAT THE GASWERX CAN OFFER

- 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

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