

The Vein Center of Tampa Bay

Problem

The Vein Center of Tampa Bay had the task of marketing their “other” non-vein treatments, without straying too far from their core revenue generator. Simply mentioning the array of procedures in their radio spot proved cumbersome and sometimes confusing to the listener. A creative approach was needed.

Process

We partnered closely with the marketing director and the physician in brainstorming ideas that would successfully alter the perception that the Vein Center of Tampa Bay’s capabilities were limited to vein treatment and nothing more. After several meetings, we finally came up with a promotion to generate leads, while re-branding the clinic. The significance of the ten \$100 gift certificates was to get potential customers through the door, where they could be educated by Dr. Hunt’s expertise, which goes way beyond veins. The \$100 could go towards procedures such as laser hair removal, which tend to be less expensive compared to vein treatment.



Plan

As Mother’s Day approached, we came up with the Mother’s Day, New Year, New You promotion. It was listed on the station website’s “contest” page and we used radio to help promote it. We also listed their logo, which was linked to their website. The promotion was, “In 50 words or less, tell us why you deserve a Mother’s Day makeover, sponsored by the Vein Center of Tampa Bay.” The grand prize was a \$2,500 gift certificate to the Vein Center, a weekend getaway at a beach resort and a day at Irene’s Day Spa. In addition, the Vein Center provided ten \$100 gift certificates for ten luck entrees who missed out on the Grand Prize.

Performance

In two weeks, the promotion garnered over 200 entries, 75 of which opted in for more information about the Vein Center. The 75 opt ins allowed us to turn over their personal information—name, address, sex, age, why they felt they deserved to win (i.e., varicose veins, skin conditions, etc.), to the client. The Vein Center of Tampa Bay was thrilled with the outcome and is looking at similar promotions several times a year.