The Immutable Laws of Branding
Jon Hoffenberg * President
jon@YellowTelescope.com
jon@SEOversite.com

Background
• SEOversite, a division of YellowTelescope (rare combination of medical consulting with online marketing) – Free Service, Annual Seminar, Comprehensive Consulting
• Miami-based since 2008 – Lincoln Road, South Beach
• Formerly oversaw a doctor team with several websites with nearly a million annual visitors, hundreds of elective leads generated monthly
• Consulted on hundreds of websites since – branding experts with an internet and print focus – where the future is headed
• Perform branding alone, but also in conjunction with creation of new materials, sites, etc.
What Brands Work?

Misdemeanors of Branding

- Nifty, Silly, Creative, but so what:
  - Hoffbalance J, Hoffensive
  - Ed Springer's Brand Needles
  - Onomatopoeia – MooMoo
- Irreplaceable with Short Term Thinking:
  - DrGeraldSmith.com
  - Williamson Surgery Center
  - Eyes by Vedula and Kubal
- Letters and Numbers and Abbreviations – Memorable?
  - FHRPS
  - ASCRS–ASOA (we love you, but it's hard to tell folks where I am going!)
  - Southern Ears
  - New York LASIK Center
  - Name one pediatrician's practice you know?

How Branding Medical Practices is Different

- Fundamentals Remain the Same (stay tuned for the Immutable Laws)
- More difficult to differentiate:
  - Perception of commoditization
  - Often multi-doctor practices
  - More limitations legally and creatively
- Doctors don’t brag, love marketing, understand branding nor love spending – a deadly combination
- Practice Managers tend to be former nurses, receptionists, or PCCs so also lack expertise and vision for branding and on/off-line marketing
- Doctors assume their successful competition got lucky and do not invest
Some Good, Imperfect Examples

- TwentyTwentyTwenty Vision (competitive area - memorable)
- EpiCenter (large multi-specialty – scales well)
- Eyepicenter (sense of humor)
- Ivy League Eyes
- Basic LASIK (low-cost, high-volume)
- EEE Eye Surgeons
- Cadillac Cataract Specialists
- YellowTelescope LASIK Center
- But none of these have buy-in – it must fit your WHY.

Immutable Laws – Questions to Ask?

- Is my brand Authentic? MacAllan Consulting (hobby), YellowTelescope (organic), SEOversite (captures all we do in a word, born from our experience), Accenture (accent on the future)
- Distill, distill, distill – what word do you own?
  - Google – Search
  - Kleenex – Tissue
  - Xerox – copies
- Is my name generic? (see prior slide: National, American, eye center)
- How do I differentiate in real life? How do I incorporate that in my brand? (YT = Seminars and Long-Term – SEOversite = FREE, both have real experience, Ivy League training, and are award winning and published)
- What is my “Avatar” – think about Social Media (6ScreamSocialMedia)

Immutable Laws – Questions to Ask?

- Is my logo short? (SEO, design, human eyes)
- Is my logo horizontal?
- Is my logo the right color? Colors of trust? Is it the opposite of most competitors? Red Cross, Blue Cross
- Is my logo and name memorable?
- Is my brand international? KFC’s Finger Lickin’ Good = literally eat your fingers off in China.
- Once again, what is my WHY and did I read the book?
A few other laws for consideration

• More Focus = More Brand Power (Are you trying to be all things to all people or specializing?) – Harley-Davidson, Vespa, Ducati vs. Honda Motorcycles
• Early on, use publicity. Later on, use advertising:
  • Brand launch party
  • Social media
  • Then later, ads in local magazines
• Focus on your leadership – it’s still what patients are buying
• Think online, then in-office, then print, then radio/tv

A few other laws for consideration (cont’d)

• The Sell Test – If you had 2 years to live and had to sell your practice, what would hold a buyer back from purchasing? (Your name as the URL for example)
• Is it easy to misspell? (We bought SEOversight)
• Is it self-indulgent? (Visionary Leadership vs. BetterThanTheRestVision)
• Can you keep it to three colors? (print)
• Understand the difference between Branding, Marketing, and Sales

Are you losing money by saving money?

• Branding Costs – Wide Range Determined by Your Size:
  • You will be charged based on your size – unfair
  • Quality work starts around 8k and rises to 100k++
  • Relatively cheap, but doctors often dislike lump sums
  • A great value if you use the brand.
• What does it take to earn your money back? Typically 2-5 cases lifetime?
  • How much time will your staff spending doing it on their own? Reading books, buying software, developing iterations, saving things in vector, .eps, and other formats?
• How to prioritize and why the web matters
Memorable?

• Will You Recall?
Free Stuff

• Pop Over to the Booth – Free Swag – Ed, Jill, Jon, John
• YellowTelescope.com and SEOverSite.com (A FREE Service):
  • Complimentary Newsletters
  • Past Speeches
  • Speech Attendees receive 15% off Branding Packages from SEOverSite/YT
  • Podcast (iTunes/Google Play - “YellowTelescope”)
  • Articles (last month’s AE Magazine, Millenial Eye)
  • Info@YellowTelescope.com Guardian@SEOverSite.com
  • Early Sign-Up discounts for our 6th Annual YT Seminar