



Phoenix Treatment Centre

Full service marketing and design support



Phoenix Treatment Centre is an independent Cosmetic Laser Surgery and non surgical enhancements clinic based in Somerset. Focusing mainly on non-surgical face lifts the clinic offers a non-hospital based location with a relaxed environment.

Full Marketing and Design Support

Smart Monkey Marketing was contracted by Phoenix Treatment Centre as Marketing Consultants for their first year of trading. Work started two months prior to the launch of the clinic, and Smart Monkey Marketing were responsible for everything from the name and branding to launch and event management.

- Developed a name, logo and branding to appeal to the target audience
- Created high quality corporate literature to communicate services to prospects
- Designed, built and optimised www.phoenixtreatmentcentre.co.uk (increasing search engine rankings to within the top 4 positions on google, yahoo and msn for 15 keywords within the first 4 months)
- Planned and executed a launch event that was covered by three local publications
- Developed an on-going relationship with local papers and magazines, resulting in regular published articles and press releases
- Planned, designed and implemented a schedule of adverts including feature advertorials
- Organised and attended a number of local events to increase prospect database (an increase of 105% was seen over a 4 month period of events)
- Developed a customer contact system from initial enquiry through to ongoing communication with existing customers

“Smart Monkey are friendly and produced a super image for our company, with professional brochures and a brilliant website that has attracted many compliments from clients and other professionals.”

Founder, The Phoenix Treatment Centre



Smart Monkey Marketing Ltd.
Milestone House, 86 Hurst Road, Horsham, West Sussex, RH12 2DT

Tel: 0845 688 4497
Email: info@smartmonkeymarketing.co.uk
Web: www.smartmonkeymarketing.co.uk

