

# 3<sup>rd</sup> International Conference and Exhibition on **Cosmetology & Trichology** July 21-23, 2014 Hampton Inn Tropicana, Las Vegas, USA

## **Forward marketing: Creating a static-free brand presence for medical professionals**

**Mary Wink**  
Ultimate Skincare & Beaute Report, USA

The journal is based on the theories that (1) A professional online and conventional presence will set the foundation to attract a vital audience. (2) A constant marketing presence will always move a business forward. The journal also delivers details on how to build a sophisticated and non-static presence with common practices and popular platforms, less the additional stress of cold calling. Additional instructional details available in the published version of the journal that will be lightly introduced in the presentation include frequency of outgoing messages by online and conventional means, how to manage an online presence while you focus on other means of how to centralize an online presence based on need and budget, creating a connection with an audience, how and when to integrate multiple forms of marketing, strategizing your needs to reflect a solid presence online and in your community, how to connect with a reporter while understanding their world and where you place in the scheme of the reporter's world, various forms of outreach, vital partnerships, how to structure content, how to approach the press with your concept, statistical information to support the journal offers direction to cutting edge techniques and technology for performance SEO. Information structuring the journal was based on first-hand experience, platform release of function and reporting from credible and highly renowned online news sources and has been a hands-on work in progress since 2004.

### **Biography**

Mary Wink is a seasoned marketer and public relations professional (conventional and online since 2004) of retail businesses, spas (dental/medical/wellness/day), salons and other types of businesses. Other professional credits include professional makeup artist for consumers, runway and print and seasoned retail business manager of 20 years spanning mass market/boutique/high end. Her clients range from the homeless to mainstream consumers and celebrities. Before retiring her retail management career, Mary's clientele priced out at over 100 million dollars. She also reports on beauty, grooming, personal care and aesthetic medical procedures through her blog and online show Ultimate Skincare & Beaute Report WebTV and Blog. Some of her work has been featured in the Huffington Post.

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