



SCULPTED VISION
ELITE MARKETING

PARTNERING FOR GROWTH



MICHAEL PATTERSON

Founder & CEO

**THE SCULPTED
VISION APPROACH
WELCOME PACKET AND
OVERVIEW**



SCULPTED VISION ELITE MARKETING

YOUR VISION. PERFECTED ONLINE.

A Message from the CEO

Hello and welcome,

Before the age of three, I underwent four corrective surgeries for a cleft lip and palate, followed by rhinoplasty at age 14. Though I was young, the impact of those procedures has stayed with me. They didn't just reshape my appearance — they shaped my confidence, identity, and ultimately, my path forward.

That experience gave me profound respect and lasting gratitude for the field of plastic and reconstructive surgery. It's an industry that truly transformed my life, and that appreciation drives everything we do at Sculpted Vision Elite Marketing.

I founded this agency with a clear purpose: to help plastic surgeons grow practices that reflect the excellence of their work. We specialize exclusively in aesthetic marketing because we understand — firsthand — the life-changing impact of your craft. For me, this isn't just business. It's a way of giving back.

At Sculpted Vision, we believe elite results begin with elite principles. Six core values guide our work: A patient-first mindset, precision craftsmanship, genuine partnership, innovative thinking, authentic communication, and relentless optimization.

In a crowded marketplace, we offer more than surface-level strategies — we deliver intentional design, strategic clarity, and full alignment with your long-term vision.

We don't just market services — we elevate brands. We don't just get clicks — we cultivate trust, loyalty, and measurable growth.

Whether you're here to reinvent your digital presence or scale what you've built, know that we're committed to your success — ethically, creatively, and strategically.

Thank you for being here. I'm honored to walk this journey with you.

Here's to your success,

Michael Patterson

Founder & CEO

Sculpted Vision Elite Marketing



WHO WE ARE

Sculpted Vision Elite Marketing is a boutique digital growth agency built exclusively for plastic surgeons with bold ambitions and a commitment to excellence. We exist to help top-tier aesthetic practices elevate their digital presence, attract ideal patients, and become the leading name in their market.

We understand the plastic surgery space isn't just competitive—it's personal. You're not offering routine services; you're providing transformation, confidence, and care. That demands more than generic marketing tactics. It requires a brand strategy that mirrors your surgical outcomes' elegance, precision, and trustworthiness.

Every detail of our work—from your website structure to your SEO strategy to the first follow-up message a patient receives—is crafted to reflect the high standard you've built within your practice. We don't chase leads. We engineer market leadership, long-term brand trust, and sustained growth.



OUR PHILOSOPHY

At Sculpted Vision, we believe effective marketing for plastic surgeons must be as precise and intentional as your work in the OR. That's why we reject cookie-cutter solutions in favor of fully customized digital systems—tailored to reflect your brand identity, ideal patient journey, and local market dynamics.

We work exclusively with aesthetic practices. Every tactic is tested, refined, and proven to connect with elective care consumers who value expertise, beauty, and experience. When we partner with your practice, we treat your goals and reputation like ours.

Our work goes beyond digital deliverables—we build strategic assets that increase visibility, establish trust, and convert interest into booked consultations.

OUR CORE VALUES — The Foundation of Sculpted Vision Elite Marketing

At Sculpted Vision, our values drive our mission and shape how we serve our clients. These six guiding principles ensure we deliver marketing strategies with intention, precision, and integrity, mirroring the same standard of excellence our clients hold themselves to.

These aren't just ideals. They are action-based commitments that direct every project, every conversation, and every outcome.

Our Six Core Values:

1

PATIENT-FIRST EXPERIENCE

We design every marketing piece to make your patients feel seen, understood, and confident—because their experience comes first.

2

PRECISION CRAFTSMANSHIP

Your marketing should reflect your attention to detail. We craft every element with the same care you bring to your surgical work.

3

CLIENT-CENTERED PARTNERSHIP

You're not just a client—you're a partner. We work closely with you, stay aligned with your goals, and are invested in your growth.

4

INNOVATIVE EXCELLENCE

We apply the newest tools, trends, and technologies to your strategy to keep you ahead of the competition.

5

INTEGRITY & AUTHENTICITY

We market your practice honestly and ethically, with clear messaging that builds trust with prospective patients.

6

RELENTLESS OPTIMIZATION

We don't "set it and forget it." We constantly track, refine, and improve—so your results keep getting better.

Sculpted Vision Elite Marketing — Elevate Your Practice. Inspire Patient Loyalty.



WHAT WE OFFER

We provide an all-inclusive, done-for-you digital growth ecosystem for high-end aesthetic practices. Every campaign is built from the ground up and customized to your practice, patient demographic, and goals.

You'll never have to guess, stress, or juggle multiple vendors again. We handle everything—branding, website, ads, SEO, social media, automation, and analytics—all under one cohesive strategy.

This is not marketing support. It is a digital transformation partner for premium plastic surgeons ready to lead their markets.



Website Design & Conversion Architecture

Your website is more than your digital storefront—it's your first impression, patient education hub, and most crucial conversion tool. We design elegant, mobile-first websites that reflect the sophistication of your brand and guide visitors to take action.

WHAT IT INCLUDES:

- ◀ Mobile-optimized, high-speed, luxury-level design
- ◀ Built-in galleries, testimonials, lead capture, and contact forms
- ◀ SEO-optimized content tailored to patient decision-making
- ◀ Easy navigation to procedures, before/afters, financing, and booking
- ◀ Integrated with Google Analytics, conversion tracking, and Smart Forms™ automation

This isn't just a website. It's your 24/7 patient acquisition platform.



Search Engine Optimization (SEO)

Patients turn to Google first. Our SEO ensures they find you first. We optimize your website and online footprint so that your practice ranks for the procedures patients search for in your area and the surrounding cities.

WHAT IT INCLUDES:

- ◀ Optimization for 15+ high-value procedures (e.g., facelift, mommy makeover)
- ◀ Local SEO for your central metro + surrounding cities
- ◀ Weekly blog content to build authority and expand reach
- ◀ Full technical SEO audits, metadata improvements, and speed enhancements
- ◀ High-quality backlinks from medical and lifestyle domains

SEO builds long-term digital equity. Done right, it becomes one of your most valuable business assets.



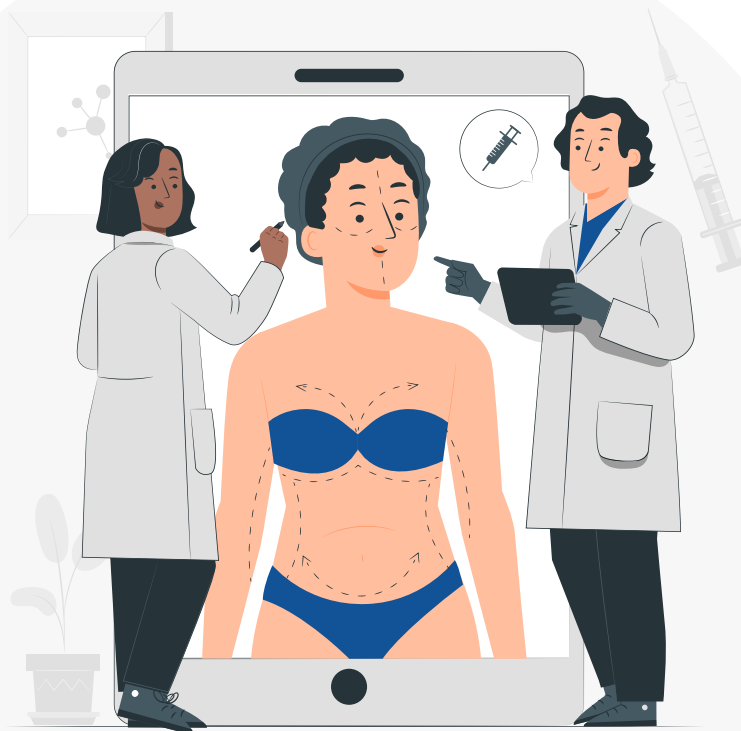
Google Ads (Pay-Per-Click Advertising)

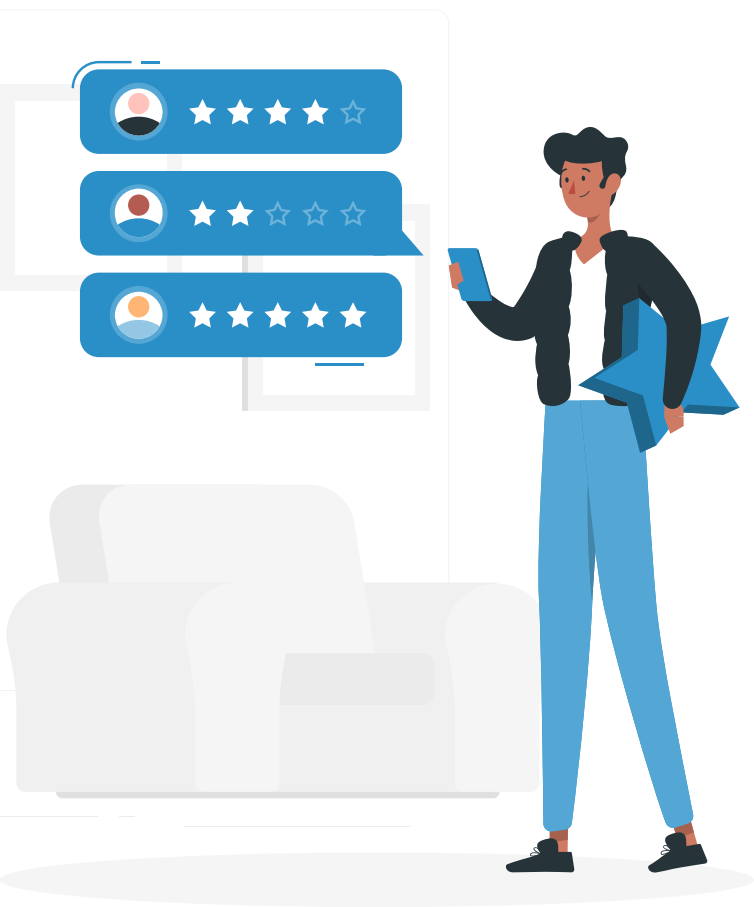
Need leads quickly? Google Ads delivers immediate visibility for the highest-intent patients. Our PPC campaigns are dialed into the search terms, locations, and motivations that matter most.

WHAT IT INCLUDES:

- ◀ Custom-built campaigns for each major procedure and market area
- ◀ High-converting landing pages optimized for consultation requests
- ◀ Daily bid management, A/B ad testing, and click-through tracking
- ◀ Smart Forms™ integration for instant follow-up and call tracking

We don't waste ad spend on vanity clicks. We drive qualified patient inquiries.





Review Generation & Reputation Management

Today's patients rely on reviews more than ever. We help you gather, manage, and showcase glowing testimonials while proactively protecting your reputation.

WHAT IT INCLUDES:

- ⌚ Automated review request flows via SMS and email
- ⌚ Review monitoring and alerts for real-time responses
- ⌚ Integration of top reviews into your website and Google listing
- ⌚ Syndication to platforms like Real Self, Healthgrades, and Yelp

Your reputation becomes a magnet for new consultations.



Google Maps & Directory Optimization

"Plastic surgeon near me" should point to you. We optimize your local presence across Google Maps and 50+ directories to ensure you show up when and where it matters.

WHAT IT INCLUDES:

- ⌚ Full Google Business Profile optimization
- ⌚ Claiming, updating, and syncing listings on Real Self, Bing, and more
- ⌚ NAP (Name, Address, Phone) consistency across directories
- ⌚ Removal of duplicate or outdated profiles

This boosts your local SEO, mobile visibility, and patient trust.



VisionSync Support

VisionSync Support provides a strategic partnership focused on transparent execution and your success. Through regular communication, detailed analytics sessions, and hands-on onboarding, you gain complete visibility into your campaigns and direct access to a dedicated strategist who ensures your goals are met efficiently.

WHAT IT INCLUDES:

- ◀ Weekly “Good News” emails highlighting campaign results, key insights, and ongoing optimizations
- ◀ Two detailed monthly Zoom sessions for analytics deep-dives, strategy updates, and goal alignment
- ◀ Personalized onboarding support for asset collection, goal clarification, and platform setup
- ◀ Reliable, fast-response communication with direct access to your strategist and clear updates
- ◀ Complete transparency and a committed team aligned with your growth objectives

VisionSync Support delivers consistent communication, expert guidance, & complete campaign transparency, providing you with a trusted partner dedicated to achieving your marketing goals.



Social Media Management

An active, professional, aesthetic social media presence builds trust before the first consultation. We manage everything—from visuals to strategy—so you stay consistent without lifting a finger.

WHAT IT INCLUDES:

- ◀ Branded weekly posts on Instagram, Facebook, and Google
- ◀ Captions written with aesthetic storytelling and patient education
- ◀ Highlights of procedures, testimonials, and seasonal promos
- ◀ Optional Reels production and post-boosting for extended reach

We transform your social media into a powerful brand-building tool.



Analytics, Reporting & Strategic Reviews

We believe in clarity and accountability. Every campaign we run is tracked, measured, and continuously improved.

WHAT IT INCLUDES:

- ◀ Real-time KPI dashboards with traffic and conversion insights
- ◀ Call tracking and form attribution to identify top-performing campaigns
- ◀ Monthly reports delivered with easy-to-understand insights
- ◀ Optional strategic sessions with your dedicated account manager

You'll never wonder what's working—we'll show you.

Why Sculpted Vision?



- ◀ **Exclusively for plastic surgery practices** — no dentists, no generalists, no distractions
- ◀ **Dedicated focus on each metro area** — committed to helping your practice lead and stand out in your local market
- ◀ **All-in-one solution** — no juggling vendors, no disjointed efforts
- ◀ **Deep understanding of patient psychology** — we speak their language
- ◀ **Stress-free systems** — we handle it all so you can stay focused on your craft

Ready to Lead Your Market?

You've spent years mastering your craft. It's time your marketing reflected it. Sculpted Vision Elite Marketing is your partner in elevating everything patients see, feel, and trust about your practice—before they ever walk through the door.

The next brochure packet will provide more detailed information about our services, pricing options, and how we customize solutions to fit your unique goals. We encourage you to review that material separately to understand the value and commitment behind each offering fully.

Let's build a brand as
exceptional as your outcomes.