



Focus on the Future

Guest Predictions: Carolyn Severo

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Carolyn Severo, Owner and/or Managing Director, Aesthetica Cosmetic Surgery & Laser Center; Radiance Salon & Medi-Spa; Medi Weightloss Clinics; Empire-Building Business Development

Carolyn operates multiple businesses whose focus is to help women be their best selves. Carolyn began her professional career in the insurance and investment industries. While in her 40s, Carolyn developed her passion as an entrepreneur. She earned her MBA at the age of 50, and she looks forward to hitting her full stride.

Q: What do you see as the key emerging uses of the internet for Entrepreneurs?

A: We live in a world of instant gratification, led in large part by the Internet. Clients expect to be able to schedule appointments at their convenience, from wherever they are, so it's a smart business that integrates their point-of sale (POS) systems with the Internet to accommodate that need. Those companies that don't will lose more and more clients to those that do.

Q: What surprising applications of the Internet have you found in your field?

A: Using a POS and the Internet, a business can send an advertising email to a specific target market within their existing client database, rather than to their entire client database. This results in ads reaching only those who may be interested, which in turn reduces the number of clients who will "Unsubscribe" and "Spam" your email.

Q: What have been the "Best Uses" of the Internet for you?

A: Using an online concierge, such as DemandForce or Smile Reminder, integrated with your POS allows you to solicit your clients for reviews immediately after their appointments. These online reviews appear on your website and help your SEO ranking. Additionally, these reviews have integrity because they were solicited from clients that actually received services; they were not written by disgruntled former employees or competitors.

Q: What should be avoided when dealing with the Internet?

A: The person managing a business' social media should not cut and paste text or pictures from the Internet to their Facebook posts without crediting the source by providing the source link. Within Facebook, posts should never be cut and pasted but rather "Shared" to avoid copyright infringement. In fact, almost everything on the Internet is protected by copyright.

Q: Which next steps might you recommend for all of us to take?

A: When a new client says that their referral source was your website, you need to know how they got there. To do that, receptionists need to be better trained to track referral sources. The receptionist should ask if they were doing a generic search (i.e., Botox Leesburg) or a specific search (Dr. Smith Leesburg). If they were doing a generic search, then a search engine, corporate partner (vendor), or portal was the primary referral source. But if they were specifically searching for “Dr. Smith,” they had already heard of him. Whatever motivated them to do a search for “Dr. Smith” is their primary referral source.