

ILLUMINATION PR HELPS SECURE OVER 100 ORGANIC LEADS PER MONTH FOR DERMATOLOGY PRACTICE

Before partnering with Illumination PR, Sperling Dermatology was struggling with securing exposure from national media companies to highlight their practice and team.

INTRODUCTION TO ILLUMINATION PR

Illumination PR is a full-service Public Relations and Marketing firm based in New York with a primary focus on serving those in the healthcare, beauty, lifestyle, wellness, travel and hospitality arenas.

Their team takes a modern approach to implement new and innovative methods to not only secure consistent, top-tier press for their clients, but increase brand exposure across all digital platforms.

By keeping up with the latest media trends, and the ever-changing world of digital marketing, Illumination PR is able to produce real results that contribute to the overall growth and success of the brands they represent.

SPERLING DERMATOLOGY

Sperling Dermatology was founded in the summer of 2016 by Dr. Shari Sperling. Dr. Sperling founded the practice with one primary goal: to help all of her patients feel, look, and be spectacular in their own skin. Since then, Sperling Dermatology has grown to become one of New Jersey's fastest growing dermatology practices with more than 1000 five star patient reviews.

Challenged with securing press and representation for the practice and Dr. Sperling, Sperling Dermatology was looking for a full-service Public Relations firm to assist in:

- Securing press features for the practice
- Landing PR representation as a dermatology expert
- Increasing exposure for the practice & Dr. Sperling
- Boosting website traffic
- Securing brand collaborations
- Increasing organic SEO strategy

Within five years of working with Sperling Dermatology, Illumination PR has been able to achieve:

- **375+** featured press articles
- **6.2+ billion** article impressions
- Representation in top outlets such as Forbes, Health, Vogue, Prevention, Today, Cosmopolitan, Insider, Women's Health, Men's Health, Healthline and more
- **100+** organic leads per month
- **350%+** increase in website traffic
- Representation on the first page of Google for local SEO

“ILLUMINATION PR HAS AN INCREDIBLE TRACK RECORD SECURING NATIONAL PRESS FOR SMALL BUSINESSES AND PERSONALITIES, BUT IT IS ALSO THEIR INCREDIBLE TEAM THAT MAKE ILLUMINATION PR SO FANTASTIC.”