

San Diego Woman Magazine

**KIKO
SALAZAR**

Chief Operating Officer
Doctor Multimedia

SPECIAL
EXPANDED
ISSUE

When you meet Kiko Salazar, it is obvious that she is a force of nature. When she sets her mind to do something, you can be certain she will not only accomplish it but surpass even her own expectations.

Born in Los Angeles and raised in New Mexico, she is the youngest of three children. She had interests that were well beyond her years, but she didn't let that stop her. Her interests in computers and web design started way back in elemen-

that she wanted to be a veterinarian. By the time she was in elementary school she had taken that desire a step further. "My dream was to change the world and make it a better place." A pretty lofty goal for a young girl.

Her dreams changed some as she got older. "I wanted to be a veterinarian, then I wanted to be a doctor. As I got older, I realized that the field of medicine might not be for me. I realized that there were

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By Judith A. Habert



Photo by Dawn Nicoli / Nicoli Productions

tary school. "Growing up, I was always a computer and technology nerdy birdy. I started making websites when I was in elementary school. I played video games throughout my childhood on consoles and desktop computers with my brother and watched my brother build computers. All of it fascinated me." Kiko was posting dance videos online soon after, and this is when she realized the power of social media. That fact would eventually lead to an incredible career as she grew older.

When asked way back in preschool what she wanted to be when she grew up, there was no hesitation, her answer was

some gruesome and heartbreaking things that medical providers have to see in their professions."

Kiko left New Mexico to attend the University of San Diego, where she obtained her Bachelor of Arts degree in communication studies with a double minor in theology and religious studies and philosophy. During her college career, Kiko's entrepreneurial edge led her to work alongside various founders and C-level executives. She connected immediately with the entrepreneurial spirit and drive of the business owners she met. "I love wearing multiple hats, and being in fast-paced

environments. It was a constant learning experience, which is everything I crave in life. I will always remain a student, and I think everyone should.” Kiko was responsible for performing market research, brand development, composing contracts and pitch decks, website creation, and talent scouting. Although she knew that she couldn’t be directly in the medical field she wanted to find a way to help people live a better quality of life. Kiko started her research while still in college and, taking everything she learned, dove into it wholeheartedly upon graduation. “My startup company was one that made cannabis infused topicals, so I could help heal the world through plant medicine.” Through talking with Kiko, it is very apparent that she embraces her challenges. There came a point when she was unable to financially support her startup, to which she commented, “Straight roads never made good drivers! You have to be stubborn about your goals, and flexible with your methods.” When funding ran short, she tested the waters in the real estate industry by providing digital marketing services to help real estate agents market themselves, but only part of her passions justified that profession. “That’s when I discovered Doctor Multimedia. It was a perfect blend of my passions: helping people live a better quality of life through technology.”

As with everything Kiko attempts, she has to be the best at what she is doing and before very long she became part of the executive team at Doctor Multimedia. “When you are in an executive position, it allows you to implement change and share fresh ideas. My position brings me into a working environment with some of the smartest and most caring physicians and leaders in the world.”

Kiko’s position as COO includes three very distinct and integral elements. These are Sales, Organization/Operations, and Culture. “If you asked me right after I graduated college if I would ever consider a sales job, I would have told you ‘never.’ But something switched for me, where I had the epiphany that: It’s way too often the case, even so in myself at the time, that sales implies a negative situation where a salesperson is having a pushy one-way conversation with a customer, and only has the intention of making money. But sales to me is an opportunity to share something great with someone. How selfish would it

be if I was afraid to reach out, let the fear of rejection stop me, and later find out that someone could have used my help (or my product)? Far too often salespeople are written off because of their title. So many connections, opportunities, and relationships are lost because of poor judgement.”

Sales isn’t all Kiko does, she also watches over the daily operations of Doctor Multimedia and is always on the lookout for ways to improve the company. She admits, “I’m a T crosser and an I dotter, and I monitor internal operations always looking for ways to streamline our processes.”

Kiko also works closely with Ace Rogers, Founder and CEO of Doctor Multimedia. Ace is passionate about this company and always on the lookout for team members who share the same passion. “Ace settles for nothing less than 100% motivation, synergy, and integrity — that is a huge reason why I gravitated to Doctor Multimedia in the beginning. One way Ace describes how he selects team members is that, ‘if you put good fruit next to bad fruit, the good fruits rot.’ He chooses the absolute best fruit for the team. So I help him promote a culture of ripe fruit.”

One other factor that I was thrilled to hear about her firm is its positive attitude toward its female employees. “I also have to say that I’ve never seen a company so empowering of women. You see women being promoted to leadership positions and being judged purely on their performance. And unfortunately, this is unique in the world of business.”

So, what exactly is it that Doctor Multimedia does? They offer digital marketing services to medical providers and help medical providers get found online so they can share their practices and their value with those in need of their services.

“We cater to dentists, optometrists, podiatrists, dermatologists, chiropractors, veterinarians, and all areas within the medical fields. The reality is that this brilliant segment of our population is phenomenal at what they do, but few medical professionals have any training or background in the digital marketing space.”

This is where Doctor Multimedia comes into play. They solve a very important problem for members of the medical field. In today’s world most patients like the convenience of being able to search for a doctor, learn of their qualifications to find

the best practitioner for their needs, and then schedule an appointment, all from the comfort of their own homes. Doctor Multimedia has revolutionized and simplified the process for physicians and the patients.

Although there are other digital professionals in this arena, nobody does it quite like Doctor Multimedia. One of the features that makes them unique is their ability to create fully customized websites as opposed to templates. They work with each practice to understand their needs and to work in concert with those needs.

“This is something that we really pride ourselves on, building a website that truly embodies the practice, its purpose, and its vision. Aesthetically, we want everybody’s website to look different, but also it just makes no sense to do the same thing for every practice that we service. If we did that, then they would look like their neighbor down the road. It would be a flip of the coin as to which doctor you would choose, and it would negatively affect the client’s SEO. We work with our clients to assure that we are providing a website that lets the public know what they specialize in, by making that the main focus of their website. We will ask which services are the most lucrative to your practice, and for which service do you want to be recognized.”

One of the other factors that make Doctor Multimedia the selected firm to go to is that they are the first and only provider in their industry that offers a 24/7 human support team three hundred and sixty-five days a year. “We are the only ones that would answer your phone call in the middle of the night on Christmas Day. We understand that your workday doesn’t stop when your practice is closed, and so we work around the clock to fit our clients’ busy schedules.”

Another benefit of Doctor Multimedia is their business model which is predicated upon the client’s success. Rather than the common leasing program, they give their clients full ownership of their website. “We’re a company that truly puts our money where our mouth is. We believe that business owners deserve to own every extension of their practice, including the digital extension. I’m also very proud to be a part of a company that earns its clients’ business on a month-to-month basis. We don’t believe in binding people to contracts.”

Kiko's clients are a good mix of old and new practices. "We have clients who are in different places with their practices and their digital presence. Some practices are already well established and primarily operate by word of mouth, so they may be simply looking to improve the online experience for their existing patients. Others may have just opened their practice and need to establish an online presence, and still others may have been in practice for years, but have never had an online website."

The success of a medical practice can often depend on their online presence and not necessarily how long the practice has



Photo Courtesy of Kiko Salazar

existed. It isn't just the website; it is the full integration into social media, Google's snack pack, local directory listings, and other online facets that is imperative to businesses of any kind, including medical. Maybe ten years ago you could get away with just having a website, but today if you are not actively engaging with your patients on social media and frequently generating reviews for your practice, you are missing out on the largest advertising opportunity. "We often see newer practices seeing more patients than older more established practices, simply because they're taking advantage of getting found online, and leveraging the right strategies. The older practices that stick to traditional methods are quickly becoming outdated."

Kiko and her team at Doctor Multimedia must be doing something right, "I'm proud to say that according to Google, we're actually the highest rated medical marketing company in the industry. Our plans moving forward are to help every

medical practice out there, and help their patients discover the care they need. Presently, we service over five thousand doctors globally, and are focused on growing our team in San Diego. One element that we have in place is that we attend medical conferences and offer continuing education courses to doctors educating them on the best practices for their online marketing and ways to maximize their online presence.

Much of Kiko's time is taken up with her position at Doctor Multimedia, but in her spare time she relies on Yoga to clear her head and uses it as her form of meditation and movement. In addition, she loves

traveling, reading, dancing, and hiking Cowles Mountain at least once a week. "Running up Cowles Mountain is one of my favorite things to do. Not only does it make me feel good physically, but no matter what happens during the week, I know that at the end of the day I can literally conquer a mountain."

I asked Kiko what suggestions she could offer to young people coming into the workforce in the digital world. "I always dreamed of being an executive of a company, so I found it helpful to surround myself with other executives. That means that I go to a lot of networking events. It is refreshing to be in the same room with other executives and share our challenges and solutions. They say you become similar to the five people you hang out the most with, so I am very selective with who I spend time. I surround myself with individuals who are ambitious, know what they want and are not afraid to work hard to achieve their goals."

With that statistic in mind, Kiko suggests choosing wisely when you create friendships. Her other suggestions was not to be afraid to go into a company at the ground level and prove yourself. "When I started at Doctor Multimedia, I began as a sales associate and it really helped me gain a strong understanding of team member's roles, day-to-day operations, and how they impacted me and the team. By getting a firsthand understanding of those things, it directly impacts the decisions I make today in a leadership role. I think it's crucial to learn the different layers of the specific company that you're passionate about. The more you know about the inner workings, the better decisions you can make down the road."

A strong believer in giving back by mentoring those who are new in the field, Kiko often works back in the department she started in, mentoring new employees, and using a hands on approach to keep her finger on the pulse of her company's sales efforts.

"Some of the most inspiring leaders that I've ever met or read about are the ones that row in the same boat as their team. I like the idea of being able to contribute to my team members' growth by using the same paddle that I asked them to use to row their boat."

One quality that Kiko possesses is her desire to always be the best she can be. "I set goals so big that I cannot achieve them until I grow into the person who can. I aim to do this constantly both in my work and personal life."

Kiko Salazar certainly lives up to her words making this one of the reasons we chose her as our cover girl and clearly an outstanding Woman of Distinction.

To learn more about Kiko visit her website at: <https://www.kiko.org/>

To learn more about Doctor Multimedia, visit their website at:

<https://doctormultimedia.com/>

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