



HOW TO BUILD PATIENT DEMAND FOR AESTHETIC TREATMENTS



Medical aesthetics providers know that clients and referrals are the most reliable sources of business. But your practice cannot sustain long-term growth with these patients alone.

So, attracting new people who are unfamiliar with your practice is critical. In this report, we'll cover the best methods for getting their attention and converting them into clients as well as how to implement these steps at scale without overwhelming your staff or resources.

This process is formally called lead or demand generation. Those terms come from the world of sales, but this process does not have to be—and should not be—pushy.

When done correctly, the outcome is patients whose realistic goals are met in the safest, most effective way by a qualified provider, and your office ensures that limited resources are directed towards the right clients who are the best fit for your service model and long-term sustainability. It's a win-win.



BACKGROUND

Before we get into details, some background concepts are important, so you can see how the pieces of your new patient demand generation strategy fit together. These include the following:

CLIENT JOURNEY

This is the path that leads the patient to your door. It begins with awareness of their problem or pain point (saggy jowls or male pattern baldness, for example). The typical consumer then investigates potential solutions. After choosing a preferred alternative, the prospect researches providers. An aesthetic consult follows and, at last, he or she might become a new patient. Part of understanding your client journey is knowing who your ideal client is, so spend some time defining their attributes such as age, income, interests, lifestyle, geography, etc.

BRAND STRATEGY OR POSITIONING

This encapsulates what your practice stands for and consists of your vision and the qualities that you want clients to associate with you. Your brand speaks to who you serve, the feelings you want to inspire in your clients, the needs you address, the things that differentiate you from other providers, and your purpose. You need to establish your brand strategy before you embark on marketing and sales efforts. Brand position is a lot more than your logo, website, mission statement, or clinic name, but all of those should reflect your brand strategy.

MARKETING FUNNEL

These are the steps your practice takes to become visible to prospective clients and nurture them with the objective of converting them into a lead. This is called a funnel because it is broad at the top, aiming to build awareness in large numbers of people, while the bottom is narrow, representing the smaller number of people who end up converting.

SALES FUNNEL

This represents the actions you take to cultivate your leads and convert them into aesthetic consults. The consultation is your opportunity to show your expertise, build trust, and get the prospective client to book a treatment. The steps in your sales funnel are aimed at communicating the value of the consultation, not at convincing the prospect to commit to treatment.



KEY MARKETING STRATEGIES FOR BUILDING PATIENT DEMAND

With that in mind, let's look at the elements that belong in your marketing efforts to successfully attract new patients to your practice.

Your marketing efforts first seek to make your target audience aware of your clinic (top of the marketing funnel) then to engage them in learning more

about you (middle of the funnel) before ultimately converting them into a lead (bottom of the funnel) where they provide you their name and contact information.

The next few pages discuss the key tactics for each of those stages in detail.



AWARENESS-BUILDING: GAIN VISIBILITY AND ATTRACT INTEREST

This phase aims to make sure people who could become patients learn who you are and what you offer.

SEARCH ENGINE MARKETING

Make sure you have an optimized website and content to help your office appear at the top of search results for key relevant terms such as “fillers in Dallas.”

PAID ADVERTISING ON SOCIAL MEDIA AND SEARCH ENGINES

This includes pay-per-click ads on Google, Facebook, Instagram, and more.

SOCIAL MEDIA MARKETING

Provide a consistent stream of interesting and relevant content on your social profiles. Only a small portion of these should overtly promote your clinic by describing special offers or selling treatments. The remainder should provide helpful, educational content or highlight patient results and aspects of your brand strategy such as your caring staff and expertise. Consider working with social media influencers such as bloggers.

DIRECTORY LISTING MANAGEMENT

Ensure your office appears on all directories where your ideal client might look for a provider such as practice finders offered by device and therapy manufacturers, regional media “best of” lists, aesthetic consumer sites, doctor review sites, Yelp, and more.

REVIEW AND REPUTATION MANAGEMENT

Have a continuous process in place to solicit and publish reviews from your patients on feedback sites such as Google, Yelp, RealSelf.com, HealthGrades.com, and others. Monitor for negative reviews and respond to them.





ENGAGEMENT: EDUCATE, NURTURE, AND CULTIVATE INTENT TO CONSULT

Once prospective patients know who you are, engage them with more information that builds their interest in your services and, ultimately, in coming in for a consultation.

WEBSITE

Your website is a linchpin of your marketing and must be attractive, easy to navigate, fast-loading, aligned with your brand strategy, and complete with all information prospective customers want.

SOCIAL MEDIA MARKETING

In the middle of your funnel, potential patients may be aware of your practice from the visibility-building steps mentioned above but may not be ready to book a consultation. Engage and build their trust by providing targeted, persuasive, and educational posts including video that speak to their pain points.

CONTENT MARKETING

This is a broad effort to create and share targeted, educational content. It can include your social media posts and generally would direct the prospect to a blog post or resource on your website. If you want to capture information from the prospect such as what services they are interested in and their contact information, you can request them to fill out a form to receive high-value content.



SALES FUNNEL: STRATEGIES FOR CONVERTING LEADS INTO PATIENTS

Once you have contact information for your prospects, you can consider them leads, and your goal shifts to persuading them to come in for an aesthetic consultation. This is where your sales funnel comes in to play. Your sales funnel consists of three stages:

TOP OF FUNNEL

Contact, follow up, and nurturing. Leads will stay in this phase for varying amounts of time. Those individuals who become ready to act will move on swiftly while others may stay here for months or even years.

MIDDLE OF FUNNEL

Actions that aim to ensure the lead is a fit for your practice (meaning, for example, they are seeking treatments you offer and have the budget to pay for the consult appointment), a process called prequalification, and seeking to schedule an in-person consultation.

BOTTOM OF FUNNEL

The prospect arrives for the consultation and you have a smooth, trust-building process that seeks to convert them into a patient.

Each of those stages has tools and tactics to help you achieve your goal. If you are interested in the bottom of the funnel, Venus Concept has a comprehensive resource, "[Mastering the Aesthetic Consult](#)," that covers it in detail.



HERE ARE ELEMENTS OF YOUR STRATEGY FOR THE TOP AND MIDDLE OF YOUR SALES FUNNEL

EMAIL MARKETING

Email marketing is a powerful tool to continue cultivating prospects who may not be ready to convert today but will be in a month or a year. Regular (but not overly frequent) email newsletters and contacts will keep you top of mind and increase their trust in your practice.

EVENTS

Live online and in-person events such as webinars, seasonal parties, office tours, fundraisers for relevant nonprofits, and seminars including collaborations with other providers can be time consuming but are highly effective. Prospects who participate are usually very easy to convert into consults.

LEAD SCORING AND TRACKING

A customer relationship management (CRM) tool and similar applications help you record everything you know about your leads and their behavior in one place. You can develop a formula of demographic information and actions that signal when a lead is ripe to convert. This is called lead scoring. For example, a lead who has opened your emails, attended an event, lives in a high-income zip code, and has downloaded a resource about a procedure you offer would be classified as a “hot” lead and flagged for priority follow-up. You can track all this data as well as phone interactions and how they found your practice (social media, web search, etc.) to identify attributes that mark your best customers.

FOLLOW UP

You need an established process and a designated staff person to follow up with leads by phone, email, or text. Remember, this person’s job is to schedule the prospect for a consult, so the conversation should not entail detailed discussions of procedures and prices.





REFINING AND IMPROVING YOUR SYSTEM

As you pursue these strategies, you will want to track how they perform. Gather and analyze data such as search ranking, traffic growth, cost per lead, and conversion percentage.

When patterns begin to emerge, refine your process to incorporate that information. For example, when you see that a certain campaign performs better than others, look at how you can add more similar initiatives.



HOW TO MASTER PATIENT DEMAND GENERATION WITHOUT TAXING YOUR PRACTICE

The key to success with these initiatives is consistency. Prospective patients may require dozens of impressions of your practice and multiple individual touches before they convert, and this process can stretch to a year or longer.

Many providers start strong but cannot sustain the effort alongside running their practice. It is difficult to keep up with a constantly shifting landscape that

includes changes to regulations on privacy, updates to Google search algorithms, emergence of new influencers, and shifting consumer tastes.

So, one of the best solutions to these challenges is to enlist outside specialists. These provide expertise and cost efficiency. Here are some options to explore:

PRACTICE CONSULTANTS

These firms focus on improving your performance, business planning, and staff development. While these services can be costly, Venus Concept partners have access to a robust Practice Enhancement Program at no cost that includes ongoing marketing support.

MARKETING AND ADVERTISING AGENCIES

There are infinite options here from small mom and pop shops to global powerhouses. It is important to work with an agency that focuses on medical aesthetics and is responsive to your needs and budget. 2two5™ agency, a division of Venus Concept, has specialized, proven aesthetics expertise and offers straightforward service packages and pricing.

SPECIALIZED PROGRAMS

Depending on your area of focus, you can find turnkey programs that provide education, marketing assets, business development, and more. For example, physicians offering NeoGraft® and ARTAS iX™ hair restoration systems have access to a marketing and account management program that supports ongoing practice growth and even offers tailored demand generation services.





CONCLUSION

As you see, patient acquisition can be a complex process, but it is a vital part of a healthy practice. Venus Concept has decades of aesthetics industry expertise that we share with our clinic partners in more than 60 countries. If you'd like to learn more and join this group of top-performing practices.



TO LEARN MORE, CONTACT US AT

888.907.0115 OR **VENUSCONCEPT.COM**