




DO YOU NEED A 'MAKE-UNDER'?

**GET BETTER AESTHETIC
MARKETING RESULTS BY
DOING LESS**



As a medical aesthetics provider, you know that effectively marketing your services is key to business success. Unfortunately, for many clinics, the results of a significant marketing plan can still be disappointing.

In fact, in one survey of U.S. medical aesthetics practices, more than 40 percent of respondents said their feelings regarding the results their marketing efforts achieved fell somewhere between “very dissatisfied” and “neutral.”¹

**ONLY
18%**

said they were very “satisfied” with their marketing efforts.

In the current competitive environment, those numbers aren’t good enough. You need to gain traction from every dollar and minute devoted to your marketing strategy. At Venus Concept, we partner with top-performing clinics in more than 60 countries, and we have seen how coherent and consistent marketing can drive superior results. From this experience, we’ve formulated a standard four-step process you can use to get the results you want from your marketing efforts.

If you are one of the many practitioners who feel their results do not justify the investment they are making in their marketing, it may be time for a marketing make-under.

Yes, that’s right—a *make-under*. While a makeover implies an ambitious, expensive new strategy, our make-under strategy is a conscious evaluation of your current marketing efforts that leads to a leaner, simpler, more sustainable and effective program.

The truth is that you can achieve more by doing less if the initiative is based on focus and discipline.

In this report, we will show you how to do just that.

¹“The State of Aesthetic Healthcare Marketing 2017.” Modern Aesthetics and eRelevance, Retrieved from http://go.erelevancecorp.com/rs/654-PPX-321/images/The%20State%20of%20Aesthetic%20Healthcare%20Marketing_Final.pdf



BACKGROUND

HOW AESTHETIC MARKETERS WOUND UP DOING TOO MUCH FOR LITTLE RETURN

Medical aesthetics is a competitive field. Consumers have many choices, and marketing is a critical way to communicate with and attract prospective patients. Most clinics have embraced this wisdom and actively use marketing to reach their ideal target audience.

However, consumer tastes and marketing trends change rapidly. In an attempt to keep up, many practitioners pursue multi-pronged marketing strategies. You know you need a good website and social media is a mainstay, but then there are email campaigns, online and offline advertising, newsletters, loyalty programs, referral marketing, events, promotions, and more.

Perhaps your marketing efforts started out small but over time, your strategy has grown incrementally to encompass more tactics and platforms so-called marketing experts consider musts for business success. If this is true for you, you're among the majority. In fact, in the survey cited earlier, most practices said they pursued several marketing channels, with 60 percent posting to social media,

37 percent launching email campaigns, 32 percent testing online advertising, and 28 percent using print advertising.

But as you juggle more and more initiatives to reach your goals, do you even know if you are getting a good return on each investment? Do you track the results of each? And are your resources being deployed as effectively as possible?

Many medical aesthetics marketing programs are cobbled together and lack focus. The result is a feeling of overspending and overworking that is not uncommon. Of the practices surveyed, 30 percent said the results were not what they had hoped for, 28 percent said they could not measure effectiveness, and 17 percent said they lacked expertise.

So, how do you set your marketing strategy straight to maintain focus and generate meaningful and measurable results?

ASSESS WHERE YOU ARE NOW

Your first step is to know exactly what you are doing now. This may require some homework, but it's essential not to skip this step. Create a file that records every marketing initiative that you are currently undertaking. An easy way to do this is to create a spreadsheet and collect some of the following key pieces of information:

	DEFINITION	EXAMPLE
WHAT	Describe the initiative. This can be a broad category, such as social media, or a more defined description, such as a specific kind of post to social media. If you have a significant number of initiatives on the go, it will be more helpful to create a separate line for each specific tactic, such as Facebook, Instagram, email promotions, newsletter, and so on.	Facebook posts; interactions
WHO	List the name or names of those who work on each initiative.	Staff (Lisa) and consultant
FREQUENCY	How often are you completing each initiative?	5 post per week; interactions 5 days a week
COST	Calculate how much is spent on each initiative per month, quarter, or year (whichever makes the most sense for you), including cost of materials, outside consultants, media spend, and so on.	\$250 per month for a consultant
TIME	How many hours of staff time, including your own, are needed to sustain it?	7.5 hours of staff time per week
IMPACT	Record any evidence you have of each initiative's impact and if it achieves the desired result. For example, practices that have tracking in place can determine what prompted a client inquiry or visit and tally the revenue generated. If you don't have tracking in place, use anecdotal evidence or impressions from your staff for now and resolve to put some tracking into place in the near future.	350 user engagements and 5 inquiries per month from FB posts. FB holiday promotion generated 30 appointments.

PRIORITIZE YOUR GOALS

To know if your marketing is effective, you need to have a very clear idea of your goals. In the survey, nearly half of the participants said their marketing was aimed at making the practice more known and visible. Other typical goals may be attracting new patients, establishing expertise and authority, differentiating your practice from the competition, and increasing sales from existing patients.

You'll also want to crunch the numbers for your business. Look at your top sources of revenue and make sure these align with your marketing goals. Seventy-two

percent of providers surveyed said that repeat business from current clients or patient referrals were the largest source of revenue, while new patients were the top revenue generator for only 13 percent of respondents. If your practice follows suit, then nurturing relationships with existing clients will likely emerge as a clear theme in your goals.

Once you've established your priorities, write down your top two goals and define your monthly marketing budget to achieve these goals.



EVALUATE WHAT YOU DO NOW VS. YOUR GOALS

Now it's time to return to the spreadsheet completed in step one that documents your current marketing activities. Add two new columns titled "Goal" and "Goal Efficiency."

In the "Goal" column, write down which of your two prioritized goals the tactic is meant to achieve. In "Goal Efficiency," record how effectively it does this based on a scale, such as high, medium, or low.

Once you have completed this, go back and select any rows that do not tackle a priority goal. Shade these in red. Next, select any rows that tackle a priority goal but have a low or medium goal efficiency, and shade them in yellow. Lastly, select any rows that tackle a priority goal and have high efficiency, and shade these in green.

According to the Pareto principle, also known as the 80/20 rule, 80 percent of your results will likely be achieved by 20 percent of your marketing. On your spreadsheet, that 20 percent is probably shaded in green. So, the goal of your marketing make-under will be to identify and then invest in your top 20 percent. This requires discipline and focus—don't be distracted by the latest marketing fads. As a side note, you will also want to evaluate the cost of each of the marketing activities shaded in green as a percentage of your marketing budget to ensure the spend feels reasonable.

If you do not have any green-shaded rows, you need to do a more in-depth analysis of your marketing strategy or create a marketing plan if you don't have one in place. Either way, you'll need to start from scratch (see step four below).

The results should look something like this:

WHAT	Facebook posts; interactions
WHO	Staff (Lisa) and consultant
FREQUENCY	5 Post per week; interactions 5 days a week
COST	\$250 per month for consultant
TIME	7.5 hours of staff time per week
IMPACT	350 user engagements per month with posts and 5 inquiries per month from FB posts. FB Holiday promotion generated 30 appointments.
GOAL	Engage current clients
GOAL EFFICIENCY	High

YOUR NEW BACK-TO-BASICS MARKETING MANIFESTO

Now it's time to bring all of this work together into a laser-focused make-under marketing plan. Strive to make this a one-page document. If this feels over your head, it might be worth it to budget in an expert consultant for assistance.

Formulate your goals in measurable terms, such as "Increase revenue from existing client by \$100,000 over the next 12 months."

Set a date when you will compare results against your plan and goals. Make sure to implement ways to measure the impact, which may require a new step at patient check-in, such as asking if any of your marketing activities prompted the visit, or at check-out, such as recording how much a client spent under a special offer.

Give yourself enough time to execute your strategy before revisiting the plan so you can fairly judge what's working and what's not. However, don't wait so long to measure results that a misguided decision could have devastating consequences. Generally speaking, three months is a good gauge for medium to large practices, with smaller practices taking a little longer (perhaps six months).

Consider the following to get you started:

01 What differentiates my practice from competitors?

02 My ideal customer is?

03 What's most important to my ideal customer when they seek aesthetic services?

04 What are my top two goals stated in measurable terms?

05 What are the three to four most effective marketing activities to achieve these goals?

06 How much will each activity cost?

07 Who will be responsible for this work?

08 How much staff time will be allocated?

09 How much revenue will each activity represent?

10 When will I review this plan next?

CONCLUSION

Most aesthetic practices that go through this exercise are able to reduce the number of marketing initiatives they pursue by at least half. They then expand and invest in their most rewarding tactics. By simplifying, you can better execute your marketing initiatives, more closely monitor performance, and often save significant money. And as an added benefit, your stress level, confusion, and sense of dissatisfaction will likely decrease as your marketing success improves.

If you have any questions about implementing your marketing make-under or simply want to share your results, we are here to help with strategizing or celebrating.

**TO LEARN MORE,
CONTACT US AT**

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