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Top 10 Atomic Habits Every Clinic Owner Should Know



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1. Make friends with your finances

Financial literacy is critical to business success, but you don't need to be an accounting whizz. What you do need is to get the basics right and devote enough time to them.

Every week, update your profit and loss, expenses and sales forecasts and make sure they don't get side-lined when you're busy. I would add this to your morning routine so you can tackle these tasks when you're fresh and get them out of the way.

One of the biggest mistakes small business owners make is blurring the lines between their personal and business finances. **DON'T DO IT.** It complicates everything and makes what should be quite simple financial tasks much more difficult and time-consuming.

If you don't understand your numbers, take a short course online or with a good local training provider. This will be one of the most worthwhile investments you make. Other key financial steps you should take include:

- **Keeping a close eye on your cash flow** - Even if your clinic is profitable, it can still go under if you don't keep enough cash in your accounts to pay your bills.
- **Maintaining a budget** - Budgeting helps to keep your cash flow in check. It's a simple forecast of how much money you expect to come in and go out of the business. It can help you make informed spending decisions and identify problems before they occur. And if you're not sure where to start, you'll find lots of template budgets online.
- **Put aside money to pay your taxes** - Some of the money in your clinic's bank account you're merely keeping warm for HMRC. As a general rule, set aside around 30% of your profits every month to pay your tax bill at the end of the year.
- **Reduce your debt burden** - Debt that helps you grow the business can be beneficial, but the debt you don't need or can't afford can be a big drain on your clinic. Avoid unnecessary or expensive debt and pay off all debt as quickly as you can.

2. Sell your clinic experience with a weekly social media showcase

As an aesthetics clinic owner, your customers are not just buying a product or service from you, they're also paying for an experience. Get the experience right and it can become the differentiator that tempts your customers away from where they usually go for their treatments. So, you need to deliver a unique experience and highlight it in your marketing.

Creating a good customer experience is all about building a relationship by understanding what people want, need and value. You then need to sell that experience by sharing it in your marketing.

In aesthetics, you want to make clients feel special. You can do that by delivering excellent treatments, of course, but also adding those extra touches your competitors don't think of. It's the little things that make the difference, like taking your time with every consultation, creating a calm and relaxing atmosphere inside the clinic, remembering personal details from previous consultations and even opening the door for customers when they leave.

3. Incentivise clients to write reviews and share their experiences

Online reviews on platforms like Trustpilot, Facebook and Google are a big deal in the aesthetics industry. They play a huge part in building the credibility of your clinic and helping to create the trust that a client needs to arrange a consultation with you. So, you must take them seriously.

Rather than having reviews spread across several platforms, it's beneficial to create a system that streamlines your reviews to one main platform. You can do that by asking your clients to scan a QR code on the reception desk and incentivising them to share their experiences by offering a non-invasive treatment each month as a prize. The follow-up is just as important, so make sure you respond to every review, both positive and negative, and really take on board what your clients have to say.

As well as sending those vital trust signals to clients, online reviews can also help you:

- Improve your local search engine rankings
- Boost your ratings on industry-specific sites
- Build a more loyal customer base
- Gain insights into the customer experience

4. Harness the power of user-generated content

User-generated content, which is content your clients make about you and your services, is the most engaging type of content there is. Testimonials, customer reviews and social media posts are all simple examples of content your clients can create that works wonders for your clinic. This is an atomic habit because all you have to do is look out for it and harness it.

What user-generated content gives you that you can't get from self-promotion is social proof. Social proof is the validation that your treatments are safe and they deliver results that your clients are happy with.

But how can you harness the power of UGC? Here are three simple ways:

1. Reshare people's posts about you

If someone has shared a glowing review about your clinic, don't leave it under wraps. Shout about it. Contact them and ask them if you can share it on social media, add it to your website or even create a case study about it to win new clients. Always do this in a way that gives the content creator credit. For example, if someone makes an Instagram post about their treatment, hit the send button under the image and share it with your Instagram story. That way, the original account is also shown to your followers.

2. Create a community

You can encourage user-generated content by creating a hashtag and asking people to use it on Instagram and Twitter. Keep it short and snappy and promote it on your other marketing channels. You could even incentivise your clients by offering prizes for the best posts. You could also create a Facebook group and encourage customers to share their experiences and ask questions

3. Work with influencers

Another way to create user-generated content is to work with local influencers on social media. Beauty influencers will have an audience that aligns with your own and can create posts about your clinic and your treatments that resonate with your customers. Try sending them a product to test or offering them a free treatment that they can post about and share online.

5. Tackle the tasks that you've been avoiding

Success is found in the 20% of tasks that you avoid. Spoiler, often this is making phone calls, taking time out for meetings and networking, staying consistent on social media and keeping up those financial hygiene habits we discussed earlier.

The way to tackle your avoidance problem is to look at what keeps getting pushed down and eventually disappears completely from your to-do list. Then, and this is the hard bit, you need to start prioritising this task as a 'daily habit' and monitor the changes it brings.

6. Make your clinic hyper local

If you don't understand people, it can be very hard to grow your business. I think that the more you understand 'your customers', the better your clinic and treatments will be. It's all about growing a business with people at the heart of it. This gives a clinic a strong foundation in brand loyalty and word-of-mouth marketing.

A great way to put people at the heart of your business is to be 'hyper local'. How do you do that? Well, personalisation is what really makes the difference here.

For example, you could...

- Hand deliver leaflets and pop them through local residents' and businesses' front doors
- Organise a local event and hand deliver personalised invites
- Support a local sports team or community activity
- Pick a local organisation as your charity of the year and donate a proportion of the profits from certain products and treatments
- Do local interviews in the press, digital media and post videos online - People navigate to busy-looking brands, so don't be too shy to share what you're doing
- Alternatively, there may be businesses in the local area that are well-aligned with your brand. For example, could you link up with a local fashion house, coffee shop, cocktail bar, restaurant, lifestyle boutique, wellness facility or spa and create mutually beneficial offers?

When looking to build connections locally, there are four types of people you should focus on:

1. Thirsty clients who are quick to convert
2. The Sneezer, who will share your offers and content and recommend you to others
3. Affiliates who will refer traffic to you from their influential websites and blogs
4. Referral partners who can bring you a steady stream of new clients

7. Listen and respond to conversations on social media

Social media isn't a luxury for aesthetic clinics and beauty brands, it's essential for your survival. And if you want to become a better social media marketer, it all starts with listening!

We have two ears for listening and one mouth for talking, so we need to listen twice as much as we talk, and this is particularly true on social media.

You'll be amazed by how many sales you can generate and the relationships you can build simply by listening in and responding to people who have questions about treatments and services like yours.

I always say that whoever is looking after social media management should listen in twice a week for 20 minutes at a time. I find that Wednesdays and Thursdays at around 11am are a good time to start listening and testing.

So what is social listening exactly?

Well, it's simply the process of tracking social media platforms for mentions and conversations related to your brand, services and treatments. You can then analyse them to uncover opportunities to act.

It's a two-step process:

Step 1: Monitor social media channels for mentions of your brand, competitors, treatments and keywords related to your business.

Step 2: Analyse the information for ways to put what you learn into action. That can be by doing something as small as responding to a happy customer or as big as shifting your entire brand positioning.

So how do you do social listening? Here are a few tips:

1. Listen for the right words and topics

Good social listening is all about choosing the most relevant topics and keywords for your brand.

The keywords and topics you monitor will likely evolve over time. Using social listening tools, you'll learn what kinds of words people tend to use when they talk about your clinic and your industry.

Important keywords and topics to monitor right from the off include:

- Your clinic's name and social media handles
- Your competitors' clinic names and handles
- Names of treatments, products and other aesthetics industry buzzwords
- Unbranded hashtags related to your industry

2. Listen for the right words and topics

Next, you need to know where your audience have their conversations. You might find that people talk about you all the time on Instagram and Facebook but not at all on Twitter. But wherever you're being spoken about, you need to know how those conversations vary across the networks, as this will guide your strategy when you decide to join the conversation.

3. Narrow your search

Once you've nailed down what terms and networks are important for you to monitor, use more advanced search techniques to filter your results.

For example, depending on your market, you might want to limit your social listening efforts by geographical area. So, if you run a local business in York, you may not be concerned about the conversation in London.

4. Learn from the competition

You don't copy another clinic's strategy, but you can always learn something by listening closely to your competitors and discovering what people are saying about them online and monitoring how they respond.

Social listening can give you a sense of what they're doing right and what people love about them. But most importantly, you can see where they misstep and get it wrong. It's a lot less painful to learn a hard lesson by watching your competitors make mistakes than by making them yourself.

5. Let social media listening tools do the hard work for you

Social media listening tools can help you develop a solid understanding of exactly what customers and prospects think about you. You can use free tools such as Social Mention and Tweet Deck, or paid-for tools like Mention, Awario and Brand24.

8. Make your clients feel special

I think it's worth taking some time every week to think about what you can do to make your clients feel special. From your welcome at the front door to the follow-up emails you send after a treatment, there are always little tweaks you can make. A few ideas include:

- Sending birthday gifts and personalised Christmas cards
- Sending thank you follow-up texts and emails after a treatment
- Creating personalised beautification maps that guide your clients on their aesthetics journey
- Sending vouchers for treatments when someone reviews your clinic or shares their experiences online

9. Create content and keep it fun

The content you produce for your clinic can become a major business differentiator and help you attract new clients. It's worth setting some time aside every week or month to brainstorm ideas and capitalise on opportunities you've uncovered as part of your social media listening.

The good news is that there are lots of different types of content that aesthetics audiences engage with. Some of these can take a while to create while others you can post in just a few minutes.

Here are a few ideas:

- Post quick tips that will appeal to your audience. It could be something about how to prevent sun damage or skin ageing.
- Have a recurring topic that you post about on the same day each week and accompany it with a catchy hashtag. For example, you could post skincare advice every Monday and use the hashtag #skincaremondays. When people click on the hashtag, it will bring up all the posts you've previously published on the topic.
- Treatment-related photos and videos are another powerful marketing tool for aesthetic clinics. People love to look at before and after images and see the results you can achieve.
- People also love to see behind-the-scenes pictures of your clinic and your staff. Photos or videos of things like new equipment or your money-raising efforts for a local charity can engage customers and help to build your brand.
- If you have questions about a treatment that come up regularly, take some time to answer them on social media or write a quick FAQs page and put it on your blog.
- Another quick and easy way to create some content is to share published research that proves the effectiveness of a treatment or product you offer.
- Also, if you have received a great review on Google or Facebook, share it with your audience across all your platforms. It's even better if you can accompany it with images showing the treatment results.

Importantly, when you create content, always do so with an intention and plan. Think about how you can repurpose what you create across as many platforms as possible – think Instagram, Facebook, Twitter, email marketing, blogging and YouTube - to maximise its value.

10. Set up affiliate and referral programmes

Our final atomic habit that can help you grow your clinic in 2023 is to create affiliate and referral programmes that bring new clients to your business.

In a referral programme, your existing customers are rewarded for sharing your brand with family and friends and introducing new customers to your clinic. You could incentivise them by offering them money off their next treatment or giving them a gift card for skin care and beauty products.

An affiliate programme is a bit different. It rewards content creators such as local influencers and beauty bloggers for the customers they bring to your clinic. For example, if one of their readers or followers clicks on an affiliate link on their blog or an Instagram post and buys a product or treatment for your clinic, they receive a commission. Affiliates must have an audience that matches your target market, but unlike a referral programme, they do not necessarily know them personally.

The beauty of affiliate and referrable programmes are that they're repeatable marketing strategies that drive consistent growth. Once they're set up, you don't have to do much at all. Instead, you can rely on other parties to advocate for your business, generate word-of-mouth marketing and bring in new leads and sales.

If you're ready to set up a flourishing aesthetics business, our courses set the benchmark for clinical injectable therapies.

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