

CALLA MASTERCLASS

Top 10 Tips to 10 Times Your Income as an Aesthetics Clinic Owner



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1. Create a solid strategy - your master plan - and stick to it

So many people get overwhelmed in the aesthetics industry or feel lost. This is because they haven't created a plan. They don't set any milestones or goals so have no sense of achievement or anything to keep them moving in the right direction.

The key here is to set your direction and stick to it. You don't have to worry about getting to where you want to be as quickly as possible. Instead, create a strategy to follow that you can divide into small jobs that you can do consistently.

Marketing strategies are the cornerstone of any business. In the world of aesthetics, you should focus on developing your brand by offering unique services and experiences that provide high client satisfaction. Ultimately, that will lead to a steady customer base. To achieve this, you need to first understand your target demographic and the trends in the industry.

A simple way to do this is to look at your competitors and analyse their business models. Ask yourself:

- What services are they offering?
- What services aren't they offering?
- What gaps are there in the market in your area?
- How are your competitors promoting their services?
- What forms of advertising do they use?
- What do your competitors do that you can improve on?
- What services do you offer that you can improve on?
- What are the latest aesthetic trends and can you offer new services based on them?

Answering all these questions will help you differentiate yourself and offer a unique and competitive value proposition. **It will also help you build a strong brand that drives customer loyalty as you continue to grow.**

2. Host and attend regular events at your clinic and elsewhere

In physical service-led businesses like aesthetics clinics, there's a theory that clinic owners should prioritise whites-of-eyes marketing – that is, to see people face to face as much as possible and build that all-important trust and rapport.

We all know that social media can be a very powerful tool for clinics, but the truth is that there's nothing more powerful than face-to-face contact with prospective clients. So, you need to create opportunities to talk to clients one and one as much as possible by hosting and attending industry events.

Here are a few reasons why hosting and attending events matters:

You can receive media coverage

Whatever your event is about, whether it's a new service offering or a revamp of your clinic, be sure to invite editors from local newspapers, websites and relevant blogs. Any media coverage you receive can work wonders for your brand, lead to word-of-mouth referrals, increase your credibility and even boost your search engine rankings.

If possible, try to negotiate some pre-event coverage. That will give people the chance to attend your event rather than just reading about it afterwards.

You can attract new clients

This will usually be your first priority when hosting an event but try not to worry too much about new signups or a 'numbers game' on the night. Often events are a brand-building exercise that generate leads over a longer period. But exposure is key and it can take time for the word to spread.

That said, there are methods to encourage new clients to attend your event. Again, this is where your pre-event media coverage kicks in. You could create a boosted Facebook post to target new audiences or use your existing clients to encourage new guests – perhaps in the way of a 'bring a friend' special offer.

You can build awareness

In most cases, events are simply a great way to raise awareness, build your brand, let your neighbours know you're there and generate a bit of buzz throughout the local area. They allow you to connect with your existing clients, meet new ones and open doors to potential new contacts and partnerships in the future.

If you love the idea of hosting an event but aren't quite sure where to start, here are a few ideas to help you host an event that's the right fit for your brand.

Opening event

The opening night of your new clinic is definitely something to celebrate. It's the more the merrier in terms of your guest list, which you can achieve with an 'all are welcome policy' and by creating a strong social media campaign. Sending out invitations to the local media, influencers and aesthetics bloggers is also recommended.

Your aim for this event is to spread the word as best as you possibly can. Don't forget to include some drinks and nibbles for the guests, provide a presentation with some insight into the business and tell your guests what makes your brand special.

Educational event

This is a great idea if you're an established clinic owner looking to build credibility and position yourself as an expert and leader in your field. Even if you simply let a guest expert use your clinic to host a course or talk, as the facilitator, you'll still receive the same expert affiliation from attendees.

New Services

Introducing new services and treatments gives you the perfect opportunity to invite new and current clients to your clinic to find out more. Your treatments don't always have to be new, they could simply incorporate new technologies or feature current aesthetic trends.

3. Be part of the discussion by creating content, posting on social media and responding to questions

I know there are only so many hours in the day, but by being approachable, keeping up to date with aesthetics discussions online and posting, responding and creating your own content, you can slowly build your credibility, reputation and brand trust.

The key here is to be consistent in terms of the resources, time and strategic efforts you put into your marketing campaigns. And the more consistent your marketing efforts are, the better your branding process will be.

According to Techipedia, brands on social media that are consistent with their communication are proven to be worth 20% more than those with inconsistencies in their messaging. To put that more simply...

Consistency in your marketing will bring you more business.

You can maintain and establish a consistent brand message across your marketing channels by:

1. Setting brand guidelines
2. Organising your marketing assets
3. Using a marketing calendar to plan ahead
4. Repurposing content you've already used for quick wins

4. Get clients and local influencers involved in your content creation

When it comes to engagement, nothing outperforms user-generated content, which is content that your clients and customers make about you and your services.

Visitors to websites that feature user-generated content galleries spend 90% more time on the site and are 10% more likely to convert. In specific cases, companies report conversion rate increases of 121% for website pages that include UGC.

Regardless of its effectiveness, user-generated content continues to face criticism, primarily from those who specialise in creating branded content.

Their argument against it?

“User-generated content is ugly.”

It's true that it may not always look as slick as branded content, but it's truthful and real, and in aesthetics, real sells.

According to a study conducted by Reevo, **70% of consumers place peer recommendations and reviews above professionally-written content**. That is a powerful testimony to your audience's desire to consume content from one another, and not from your brand.

Therefore, clinics that bring their audience into the content creation process can build their trust and credibility and get ahead of the competition.

5. Create a loyal inner circle by rewarding your client's loyalty

The popularity of retail loyalty programs has exploded in recent years, but aesthetic medical practices and skincare clinics have been slow to adopt them, partly due to concerns about client privacy. But that's starting to change.

As the value of a well-run loyalty programme becomes more evident, clinics are beginning to test loyalty strategies as a way of increasing client retention.

Here are a few good reasons to think about clinic marketing from a loyalty perspective:

- Firstly, loyalty programs encourage repeat business. Aesthetic medicine is inherently a repeat business, and when clients are rewarded for using your services, they're more likely to use them again in the future.
- Creating referral schemes that reward existing clients for referring new customers to your clinic is also a good idea. Referral schemes introduce new customers to your offering but also strengthen the relationship you have with your current clients.
- Clients in your loyalty programme are also more likely to engage with your clinic. Offering rewards like discounts on healthy coffee hangouts, gym memberships, spas, massage treatments or healthy food at local grocery stores encourages them to think about your clinic in a positive way when they tap into those benefits.

So, those are some of the benefits of introducing a loyalty programme, but what strategies can you use to create a loyal inner circle of clients? The first strategy you can use is to:

Prioritize the client experience.

A survey by Accenture found that half of aesthetic healthcare consumers would switch providers for better customer service, so if you treat your clients well, your existing clients will remain loyal and you'll be able to attract new customers.

Remember, every client wants to feel special, so personalise their experience and reward them for their loyalty. It's the surprise gifts and perks your clients receive that they'll share on social media, and that will turn them into marketers for your clinic.

Know the areas where you need to excel

It's important to make sure your most important customer touchpoints are in good shape before you implement your loyalty programmes. They don't have to be perfect, but you should make improvements to the cost, luxury experience and convenience of your services and tell your customers what steps you're taking to make things better. After all, even the most loyal customers won't hang around if your offering isn't up to scratch.

Show clients you're there for the long haul

The best loyalty programs focus on satisfying more than one dimension of your clients' needs. For example, a customer might come to your clinic for a routine Botox injection, but you can also make them aware of the other resources and treatments that are available to help her improve her skin health and meet her aesthetic needs. She needs to trust that your system will take the best possible care of her, year after year. And a loyalty program that rewards routine care will keep her coming back for more.

Personalisation is important

While clinics have to be careful about how they use their clients' data, you can still take steps to personalise your customer communications as much as you can. This can be as simple as addressing your clients by their first names in emails and referring to the client's last appointment. At my clinic, I keep notes about their holidays, anniversaries and other important events and make a point of mentioning them when I next see them to help build that personal relationship.

Retention is more important than acquisition

It costs a lot more to gain a new client than it does to retain an existing one. Strategies you can use to keep your existing clients on board include:

- Making them aware of their upcoming aesthetic needs
- Offering user-friendly dashboards like a clinic app to track skin health and beauty treatment information
- And sending personalised follow-up emails and offers, including rewards if they bring their friends in for treatments

6. Create bespoke beautification maps and skin plans that guide your clients on their aesthetics journey

The idea here is that, through consultation, you can assess your clients' skin concerns, educate them about the treatment options available, and assist them in their skin recovery.

Every client's journey is unique and every client deserves an individualised skin treatment plan. By creating a bespoke beautification map for every client, you can see your clients more regularly, provide a more personalised service and offer ongoing 'tweakments' rather than one-off larger-scale treatments.

The aim of this approach is to offer a better service to your clients, increase their lifetime value and build trust through retention and regular appointments.

7. Become an authority by signing up as a press source for media requests in the aesthetics industry

Responsesource.com and **Helpareporter.com** are two of the best-kept secrets in the industry. They make it easy to connect with journalists who are looking for aesthetics expertise so you can feature in stories and get your clinic's name out there.

It's also well worth contacting all aesthetics industry websites and magazines to register yourself as a press source for anything to do with aesthetic medicine or skin and beauty trends. Alternatively, you can hire a specialist publicist or PR consultant for a few hours a week or month to bring those leads in for you.

If you do want to be seen as an industry authority, you should keep tabs on the latest industry trends and practices so you can provide insightful quotes.

Here are a few reliable medical aesthetics publications it's worth staying up to date with:

- Aesthetic Medicine
- Beauty Wire Magazine
- Dermascope Magazine
- Aesthetic Medicine News
- Healio (Aesthetics)
- British Journal Of Nursing

8. Find out what your clients really think by searching for mentions of your clinic online

We all know that people turn to social media, online articles, blogs, forums, and news sources when they have questions. Well, there are clever tools out there that monitor and analyse all of the online conversations about a keyword of your choosing – for example, ‘skin care’, ‘botox treatments’ or even your clinic’s name – so you can get involved in the conversation.

These tools, known as social listening or social media monitoring tools, allow you to personalise your message and provide invaluable insights about the topics and treatments prospective clients are most interested in.

So how can you use social listening tools in your clinic?

Feedback gathering

Most aesthetic healthcare providers gather feedback using traditional methods like feedback forms, interviews, client testimonials and reviews. However, using social listening tools can give you a much better idea of what clients really think about your clinic.

Most social listening tools (I’ll mention a few names later) have a feature called sentiment analysis, which considers the tone of all mentions of your brand and breaks them down into positive, negative and neutral. This way, you can see what the clients think about their experience with just one glance. You can also see which days, weeks or months were the most positive or negative to help you identify any problems.

Brand reputation

An important part of building trust and improving your client’s experience is your ability to communicate with clients, listen to them and empathise with them.

A social listening tool that can help you find the right conversations to join so you can start listening and replying.

Create client-centric marketing campaigns

Marketing campaigns that attract the most engagement encourage client participation through the use of hashtags, online contests and quizzes. Social listening tools can help your clinic find participants for this type of campaign, monitor topics and hashtags, and show the results. They can also measure how many mentions and impressions your campaign has received and whether those mentions were mostly positive or negative, so you can see what's effective and what's not in more detail.

Social listening tools you can use include free tools such as **Social Mention** and **Tweet Deck**, as well as paid-for tools like **Mention**, **Awario** and **Brand24**.

9. Create monthly limited edition offers and run a unified communications campaign around them

When it comes to special offers, clinic-wide discounts can diminish your brand and raise questions in clients' minds about the quality of your treatments. Instead, run limited edition packages that can drive demand without any negative connotations for your clinic.

Clients can't buy what they don't know about, so you need to push your offers across all of your brand's marketing platforms. That includes social media, your clinic's website, marketing emails and SMS messages you send to your clients. And once again, consistency matters, so if anything changes on one platform, make sure you have a system in place that updates the offer across the others.

If you're struggling to generate sales on your limited-edition campaigns, you either have a problem with trust or the perceived value of your offering. And the good news is, there are some simple ways to fix both.

5 ways to add trust signals to your brand and offers include:

- Creating more user-generated content
- Asking clients for reviews and sponsoring them on social media
- Getting press mentions and winning awards
- Displaying your certifications and accreditations
- Collaborating with quality, aligned brands

And if you think the perceived value of your offer is holding you back, you can...

- Improve the design of your offering
- Emphasise the quality of your treatments
- Increase the product price
- Emphasise the scarcity of your offering
- Leverage influencers in your sector

10. Reach out to people in your industry regularly through DMs, PMs, likes, comments and shares

Where people often go wrong on social media is they just focus on broadcasting. You would never walk around a physical networking event shouting out your business details and handing out cards. You would introduce yourself, shake hands, ask questions, show interest in what others are doing and build relationships.

And this is exactly what you should do on social media. So be more human. Network as if these people are right next to you in the room. **And don't skip the small talk – it matters!**