

BOOST SALES WITH AN INTERNAL MARKETING CAMPAIGN

LET'S BE HONEST. WHILE IT WAS ONCE acceptable to find an orange in your stocking, unless your clients' loved ones suffer from scurvy, chances are they're looking to find a slightly more upscale gift to pamper those closest to them, and perhaps even themselves. If you haven't already, now is the time to begin your festivity-filled seasonal campaign.

How do you maximize your sales during the time of year when you are inundated with radio, television and newspaper marketing messages, in addition to both postal and virtual mail?

Your strongest campaign efforts should be marketed to the clients you already have. It's often easier, not to mention cheaper, to do so. That's not to say that you should leave out external marketing, but start internally. Here are 10 simple ideas to boost your holiday sales.

1 Hold a "refer-a-friend" special amongst your existing client base. A referral card is an easy way to track which clients are driving business back to you. Make it clear that for every new client referral you receive, your existing clients get an established dollar amount off their next service to redeem after the holidays.

2 Get more clients in the door to purchase retail items (or gift certificates). Host a client holiday appreciation party, including wine and light appetizers. Have each client bring a friend, and offer special deals on both products and services for that night only. For example, market with this headline: "Get a head start on your holiday shopping! For every massage gift certificate purchased tonight, receive a free manicure for yourself!"

Remind clients that you are their one-stop-shop for holiday gift-giving. The earlier in the holiday season you extend these offers, the better.

3 Make sure your website's homepage has a specific, holiday-themed message. Again, the homepage is key. Don't bury your call to action. Have a graphic with a link to your holiday gift items where clients can make online transactions. Once potential clients make the click, be sure they're taken to a custom holiday page offering seasonal packages. Anything from a candy cane pedicure to a festival-of-lights glowing complexion facial will show your spirited side. Get creative.

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HOST A CLIENT HOLIDAY APPRECIATION PARTY, INCLUDING WINE AND LIGHT APPETIZERS.

BY MARA SHORR

YOUR RECEPTIONIST SHOULD HAVE AN ABUNDANCE OF GIFT CERTIFICATES AVAILABLE FOR SALE AT ALL TIMES.

4 Post a "Do your holiday shopping with us!" sign in your reception area. If your checkout area is separated from your entrance reception, be sure to have a sign at both locations for clients to see when they enter and exit. Your receptionist should have an abundance of gift certificates available for sale at all times. While you're at it, be sure to include the same messaging on your outdoor signage as well, if possible.



5 Customize your on-hold messaging to include all of the holiday specials you are currently offering. Don't ever assume that your regular clients know your specials by heart; or that they even know all of the services you provide. They could be calling for their regular Botox appointment and realize that they can complete their shopping with you at the same time.

6 Utilize your appointment reminder software. Let's face it, we're all busier than normal in November and December. Don't let a missed appointment occur because of forgetfulness. Make sure you have updated contact information for every patient or client that walks through your door, including a cell phone number and email address so the software can assist you and your staff with appointment reminders via email, voicemail and text messaging.

7 Offer a "Pamper Yourself" promotion. During hectic times, we all forget to pamper ourselves, and often we think we should be checking things off our list rather than taking time for ourselves. Remind your clients how important it is to look and feel their best during the holiday season. With holiday party attire baring more skin than office wear and family photographs that will last a lifetime, remind your clients why they want to look their best—and how to do it during this peak period.

8 Email marketing is key. All of the above mentioned specials and promotions should be included in your email marketing messaging! While there are many options available, some allow for easy tracking and list management, allowing you to segment your offers for female clients from those of your male clients, thereby promoting options to the relevant potential clients. General holiday reminders are great, but be sure to make it easy for your readers to purchase gift certificates to your facility online. Have a clear call to action, such as a button with big bold words: BUY GIFT CERTIFICATES NOW! If it is too difficult for visitors to the site to figure out how to act and make the purchase, you'll lose the sale.

9 If you can afford it, send direct mail. Reach out to your existing clients with a customized holiday card from your entire staff. Include a coupon to be redeemed either during the holidays for gift giving specials or after the holidays once you slow down. If the coupon is for a post-holiday retreat, request that the appointment be made by the end of the current year.

10 Be sure to promote all of your current holiday deals and events on your social media channels. You should be growing your social media following year-round, or else this will not work. Engage your audience with holiday specials, invitations to client-only events and beauty maintenance tips for staying rested, reducing stress and keeping a clean, clear complexion during the holiday. You know your target audience best, so tailor your messages accordingly. ■

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