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MARKETING TO MEN

Disclosures



We have a secret: ladies aren't the only ones receiving cosmetic procedures anymore! Men have become increasingly interested in receiving a variety of treatments to receive a refreshed, less tired appearance. They aren't looking to look "done" with a frozen face or duck lips... just well-maintained.

If you're a provider looking to grow your male patient base, follow these basic tips as you market to the patients you want:

Hold "refer-a-friend" specials amongst your existing patients, promoting specials for male-targeted offers.

Ask your female patients to refer the men in their lives: brothers, sons, husbands, boyfriends, best friends... you name it! See what sort of relationships can be created with fiancés and wedding professionals alike, including The Knot, bridal bloggers, social media influencers and wedding vendors.

Use male-focused graphics.

Use photos of men in your marketing that LOOK like the men that you want to attract; if your male clientele are of a more mature age, then use a handsome silver fox in your marketing instead of younger male models. In addition, once you have written consents from each of your male patients, be sure to utilize your own patients' Before and After photos in your marketing, which includes, but is not limited to, paid advertising, internal posters and brochures in your practice, pitches to press and influencers, your website and social media... and more.

If you're going to create special marketing materials, use neutral colors.

Keep in mind that most men won't carry around a pink card in their wallet to redeem for a new service, and they won't feel as comfortable in a pink reception area as in a more gender neutral environment.

Fish where the fish are.

Look within a ten-mile radius of your facility to cross-market with businesses bringing in a high male population, including, but not limited to gyms and golf courses, gender neutral hair salons, high end car dealerships, future grooms and corporations with large male populations, and more! Offer a discount to

Once the patients are in your office, utilize your internal marketing efforts to work with them:

Give the treatments a “manly” angle.

Men spend time outside and often aren't worried about their SPF, leading to hyperpigmentation and wrinkles, so a “Gentlemen's Facial” and a “Sports Massage” sound more appealing to them. Promote back facials, body contouring that focuses on six-pack etching through liposuction, or even offering a free facial with another non-surgical body contouring procedure to wet their whistle. Begin to promote Scrotox, if this is a procedure you're comfortable with; yes, men are now concerned about a wrinkled scrotum as they re-enter the dating market.

Keep It Simple.

On average, men function more on a “need to know” basis, while women like more information and conversation. Don't try to interact with a new male patient in the same fashion you would with a female, as the average male patient doesn't have the same patience as women. If you're selling gift cards, utilize clear language to state, “Buy Your Gift Certificates Today!” Keep your patients on your email marketing list, and enlist in appointment reminder software that speaks to your electronic medical record system to make sure that your patients (of any gender!) don't forget about their appointments.

Don't forget to utilize skincare products to increase your retail sales to your male patients. Show him which skincare products are best for his skin, focusing on a more “less is more” mentality to include sunscreens over serums, acne treatments (if necessary) and a simple cleanser. Don't be afraid of offering travel sizes to both your male AND female executives and frequent flyers!

Work together with your team to make your practice a place male patients want to visit.

More information about Shorr Solutions can be found at ShorrSolutions.com

Mara Shorr, BS, CAC II-XII serves as a partner, as well as the Vice President of Marketing and Business Development for Shorr Solutions, assisting medical practices with the operational, financial and administrative health of their business. She is a Level II - XII Certified Aesthetic Consultant and program advisor, utilizing knowledge and experience to help clients achieve their potential. A national speaker and writer, she can be contacted at marashorr@shorrsolutions.com.

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