



T H E
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Position Your Practice to Appeal to Multiple Generations

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As practice management consultants specializing in the aesthetic and cosmetic arena, we know you have more generations of patients visiting your office than ever before. Baby Boomers, Generation X, Millennials and now Generation Z are all coming to your practice seeking treatments.

How You Market Matters

Strategically marketing your practice to appeal across a spectrum of demographics is important. The list below specifically examines each generation and provides insight into what drives these patient groups.

Generation Z

- Age range: Born 1996–2010*
- What they're looking for: For the sake of this conversation, let's talk about the teenagers and those of college age. The majority of your potential patients in this age bracket are seeking non-invasive services, such as solving acne issues, utilizing a daily sunscreen and beginning to incorporate regular facials to cleanse their newly makeup-clad skin.
- How to market to them: Instagram and Snapchat, as well as geofencing your digital advertising around apps and websites they may use. Also, marketing to their parents!

Millennials

- Age range: Born 1980–1995*
- What they're looking for: Procedures that will help them look like they do with their favorite photo filters. This includes clearer skin, lip injections, laser hair removal and, in some markets across the country, surgical and nonsurgical

rhinoplasties, breast augmentations and Brazilian Butt Lifts.

- How to market to them: Instagram and Snapchat, influencer campaigns, strong search engine optimization and email marketing campaigns.

Xennials

- Named so because this particular micro-generation bridges the gap between the Generation X and Millennial generations
- Age range: Born 1977–1983*
- What they're looking for: Xennials overlap their generational neighbors, with interest in injectables ranging from neurotoxins to fillers, fat reduction technology, liposuction and, for some born a bit later, mommy makeover surgeries. This generation may be interested in both surgical and nonsurgical rhinoplasties as well.
- How to market to them: Facebook and Instagram, influencer campaigns, strong search engine optimization, email marketing campaigns, strong patient ratings through online review sites and refer-a-friend campaigns. In addition, this generation, along with all older generations, appreciates strong customer service over an inexpensive price.

Generation X

- Age range: Born 1965–1979*
- What they're looking for: Injectables of interest now include neurotoxins, fillers and volumizers, as well as fat reduction technology, liposuction and mommy makeover surgeries. This generation would most likely do best with a breast



lift in conjunction with their breast augmentation, and will more than likely have sagging skin, both on their face and body.

Depending on the patient, people in this generation may begin to be a candidate for a facelift and additional facial surgeries instead of simply utilizing fillers.

- How to market to them: Marketing to this demographic almost identically mirrors the Xennial generation: Facebook and Instagram, strong search engine optimization, email marketing campaigns, strong patient ratings through online review sites and refer-a-friend campaigns. In addition, this generation, along with all older generations, appreciates strong customer service over an inexpensive price.



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Baby Boomers

- Age range: Born 1946–1964*
- What they're looking for: Results that will keep them looking naturally refreshed, not "done." While some patients will still seek their desired results with nonsurgical treatments, the majority of patients at this age are dealing with volume loss, and therefore are candidates for eyelid surgeries, breast lifts, facelifts and volumizing injections into their hands.
- How to market to them: Print marketing, email marketing and refer-a-friend campaigns, as well as strong search engine optimization results for your website and great patient reviews.

Finally, it is important to use images of your target demographic when marketing to each generation. Utilize photographs, both stock and actual patient before-and-after images, of the age, race and gender of whom you are trying to attract. For example, a woman or man interested in a facelift or a blepharoplasty isn't going to feel the same connection if the model is in his or her early-to-mid-20s, versus if the model is in his or her mid-50s to 60s.

** Note these are the generally agreed upon years of birth. However, some sources shift the dates one to two years in either direction.*