



MASCULINE MARKETING

HOW TO ATTRACT AND KEEP MALE CLIENTS

"DOING BUSINESS WITHOUT ADVERTISING is like writing a grin in the dirt. You know what you are doing but nobody else does."

This quote by Stuart Henderson Britt, author of the book *Marketing Management and Administrative Action*, is one that I absolutely love.

This seems like the perfect fit when discussing marketing to male patients... those who are, after all, so proud of their ability to perfect their work. Although marketing does include paid advertising, note that this is just one portion of what it takes to bring in and keep your male clients and patients.

If you have been exclusively specializing and catering to your female demographic, you are leaving out one half of the population. In recent years, studies have shown that men account for approximately 10 percent of the aesthetic and cosmetic services industry. From noninvasive to the purchase of eye cream to minimally and major surgical procedures, the number of men jumping in on the action is growing.

From an advantage in the job market to a simple change in what's seen as "socially acceptable," they are changing, and it is time for you to take advantage of this.

Acquiring a new male client

Begin by marketing to the clients you have. Hold "referral-friend" specials amongst your existing client base while promoting specials for male-targeted offers, like a sports massage or back facial. Design a specific piece with male-focused graphics.

Most men won't carry a pink card around in their wallet to redeem for a service. (Of course, we always note you should be sure to comply with your state laws when holding any sort of "referral-friend" event or offer.)

Be sure you have "before" and "after" male photographs on your well-optimized website.

If a potential male client visits your website and sees only female models—whether they are professional or your own clients—he will think he doesn't fit your target demographic, and will steer away from your facility.

Market "male services" to your female clients. Ask them to bring their significant others to enjoy a place they love so much that has changed their lives for the better.

Fish where the fish are. Collaboration is always better than competition. Look within a 10-mile radius of your facility for businesses that bring in a large male population. Great examples are gyms, barber shops and golf courses. Cross-marketing is always a winning situation when the right players participate, and this means offering a discount to their members for a first-time service at your spa or practice. Treating their receptionists for free allows them to share the experience and fall in love with your incredible services.

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