



MARA SHORR,
serves as the Vice
President of Marketing
and Business
Development for The Best
Medical Business
Solutions, a Florida-based
company helping aesthetic
and cosmetic medical
practices and spas across
the country with the
financial, operational and
administrative health of
their business. She is a
Level II - VIII Certified
Aesthetic Consultant
utilizing knowledge and
experience to help clients
achieve their potential.

A national speaker and
writer, she can be
contacted at [marashorr@
thebestmbs.com](mailto:marashorr@thebestmbs.com)

HOW TO MARKET YOUR ONLINE STORE

By **MARA SHORR, BS, CAC II-VI**

There are countless benefits to selling your wares online. Of course, additional exposure to an otherwise untapped audience, selling to your audience during out-of-office hours and customer convenience are among them.

But knowing that your online store won't sell itself is key. Once your online store is up and running, the key is to make sure to market it to maximize your investment.

Come up with a strong promotion plan focused on your online store alone, and then make sure you incorporate it into your practice's overall plan.

This should include:

- Make sure that you still have a place for your patients to purchase products in your office. Pull together a beautiful display where all of your customers can see it. Remember, your sparkling new online store doesn't take the place of a brick and mortar shelf lined with products. Ideal locations include the reception and checkout area, but make sure to put anti-theft tracking systems into place to make sure the product doesn't grow legs and walk out your door.

- Explaining the benefits of products they'd benefit from to your patients during your consult. However, be sure to let them know the expected lifespan of the product. (For example, should their new cleanser last three months? Make a note to either rebook them in 2.5 months for another treatment or, if they're not ready or able, send a note via your store's email communications that they're due to reorder. Make it simple for your patient!)

- Customize promotional pieces, like flyers and brochures, listing the specific website URL for your online store. Make sure every patient leaving your office receives one.

- Have a framed sign in your reception area, letting them know they can order products online.

- Feature a specific item from your store in your e-newsletter in every issue. (After all, you DO send out a monthly e-newsletter... right?) There's no need to offer a discount with each highlight; building brand and product awareness and showcasing the product benefits is key.

- Make sure anyone calling in about new products or services is also made aware of the online store by your receptionist. Better yet, include wording about your online store in your onhold recording!

- Utilize social media, including Instagram, Pinterest, Facebook and Twitter, to gain additional attention. Hashtags are key here; if you don't understand how to use them, ask your favorite social media expert.

Ask your online store's sales representative how other practices have found success, and look to them for tricks as well. Covering the basics is easy. But we have a saying in our office: "I never stole an idea I didn't like." Chances are your technology has some hidden promotional tools that you can get creative with.

Use them!

Of course, be sure to check the sales tax rules when selling online and be prepared to submit these taxes accordingly. Looking for specific software suggestions? While we're fans of the DermPro software (I love that it offers everything mentioned above), there are, indeed, many choices out there.

Your online store is great way to increase your revenue, but partnering with the right technology and instituting a great promotional plan is key.