

UTILIZING INTERNAL MARKETING TO BOOST YOUR REVENUE

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It costs approximately \$400 to gain a new aesthetic client or patient, and while your practice may indeed be flourishing now that the market is coming back, that's no excuse to take a more expensive approach when there's low-hanging fruit available to you.

With that knowledge in your possession, marketing to the clients you already have should be your strongest campaign, given that it's often easier, not to mention cheaper, to do so. That's not to say you should leave out external marketing, but truly, start internally first.

Here are 10 simple ideas to boost your sales using what we call "invertising," or marketing to your existing internal clients, instead of "advertising."

1. **Appointment reminder software.** Don't let a missed appointment occur because of forgetfulness. Make sure you have updated contact information for every patient or client who walks through your door, inclusive of a cell phone number and email address, so the software can assist you and your staff with email, voicemail, and text message appointment reminders. Not only will this lower the number of missed appointments, but the automation helps free up staff time to put towards other efforts.
2. **A client appreciation party,** including wine and light appetizers for an after hours party or a lunch tray for a daytime event. Have each client bring a friend, and offer special deals for both products and services that event only. For example, "For every [insert your most popular service here] scheduled today, receive a free peel!" Looking to lower the costs of hosting such a party? Look to your vendors to split (or foot) the cost and even host an information-only session about their particular products. After all, they want you to succeed; the more you sell, the more you buy from them.
3. **E-mail marketing.** Any current specials and promotions you're offering should be included in your e-mail marketing messaging. While there are many options available, some, like Constant Contact and MailChimp, allow for easy tracking and list management, allowing you to segment your female client offers from your male clients for instance, thereby promoting options accordingly. In addition, 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 "Buy Gift Certificates Now!" button. If it's too difficult to figure out how to act and make the purchase, you'll lose the sale.
4. **Refer-a-friend specials.** A referral card, distributed to your existing client base, 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. Be sure to brand the cards accordingly, including your logo, contact information and, when relevant, your headshot.
5. **Your website's homepage.** Again, the homepage is key: don't bury your call to action. Have a graphic stating something along the lines of "Click Here To Make An Appointment." Once potential patients or clients make the click, they should be told exactly how to make an appointment. If your practice offers online scheduling, show your link here. Include an online contact form as well as a phone number. Be sure to get back to all e-mails and phone calls within a timely manner; we recommend within two hours. If not, you're going to lose that lead to an office who does return phone calls.
6. **On-hold messaging.** Don't ever assume your regular clients or patients know your specials by heart. Often they may come for a specific service and be completely unaware of the other things you do. While we never like to see clients on hold, we know it's sometimes a necessary evil. Be sure your client calling about his or her regular Botox appoint-

ment is also aware of your skincare line.

7. **Your reception area.** We have eliminated the term “waiting room,” so you’ll always hear us refer to your “reception area.” This is prime real estate to showcase your personalized skincare line and customized brochures, detailing your full list of services. (Ditch the brochures your vendors give you, since your practice’s brand is nowhere on that piece of paper.) Create a PowerPoint presentation listing all of your services, and credentialing the team, listing their education levels and awards received; this should take the place of whatever is currently playing on your television. (Yes, we caught you broadcasting the news or, worse yet, daytime television with your competitors’ advertising.) Recycle those magazines and cancel your subscriptions; let the brochures and your new PowerPoint promotions or streaming practice video be what keeps your clients and patients occupied while waiting for their appointment.
8. **Social media channels.** You should be growing your social media following year-round, not just during peak periods... or else these channels won’t show you any return. Engage your audience with your specials and promotions, invitations to client-only events, and beauty maintenance tips for staying rested, reducing stress and keeping a clean, clear complexion. You know your target audience best, so tailor those messages accordingly.

9. **Direct mail.** Reach out to your existing clients during key periods, like holidays or their birthdays, sending a customized card from your entire staff. Include a coupon (with an expiration date) to be redeemed as your way of showing your gratitude. Even if you will honor the expired special at a later date, the expiration date is used as a call-to-action.
10. **Gratitude.** One of the most underrated sales tools is gratitude. One of the most stated reasons people don’t return to a business is they feel they’re not appreciated. Show your clients and patients you care in simple ways: a follow-up thank you call the day after an appointment, or a thank you e-mail, can go a long way. ■



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