

# Digital Dollars: Getting the Most from Marketing Efforts

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In a press release dated January 14, 2022, Heraldkeepers stated, “The global medical spa market was valued at \$11,063 million in 2017 and is expected to reach \$27,566 million by 2025 at a compound annual growth rate (CAGR) of 12.2% during the forecast period.”

Whether you are a brand-new medical spa or an existing one, in order to cash in on this growing market, you will need to have a carefully designed marketing strategy and budget to support it. Measuring the impact of your marketing dollars is invaluable and getting the most from your marketing dollars is important for your bottom line.

## THE FOUR P’S

First, it’s important to understand the elements of your marketing mix. A marketing mix is a set of tactics used to promote a particular brand in the marketplace. It consists of four areas of focus, commonly referred to as the four P’s that include product, price, place, and promotion. These make up a set of marketing tools that can be manipulated in your efforts to achieve your marketing goals. The focus primarily is on your promotions and how to measure its impact.

## DESIGNING THE PERFECT WEBSITE

In Section 4, Annual Marketing Plan, of “Beautifully Profitable, Forever Profitable,” I discuss how to develop your marketing budget by first determining what you should be spending your marketing dollars on. “Your website has become your single most important marketing and promotion tool. It’s not enough to just have a website; you need to have a dynamic one, an ever-evolving representation of [what] the best you and your practice have to offer.”

For a website to be effective, it must be one of the first that appear, so search engine optimization (SEO) is a necessity. This is a continual process, so check your website frequently to ensure it is one of the top

listings that appears. Key words and phrases need to be updated and content added regularly. Keep your content fresh and list monthly specials that clients can take advantage of if they ask. This is one way to determine if your clients are actually visiting your website on a regular basis. The same is true of your supplementary content like blogs.

## SOCIAL NETWORKING

Other necessary areas competing for your marketing dollars include getting social with your clients. Your social networking should be branded along with your logo, and colors should be consistent across all channels. Start with Instagram, Facebook, TikTok, YouTube, Twitter, and more based on your clients' demographics. You will need to determine which platforms your target market frequents. Consider a VIP client focus group to best guide your marketing plan. Regardless of what platforms you use, keeping your content rich in key words and relevance is critical. Consider surveying your client base.

## OTHER WAYS TO MARKET

Outside of social media, other worthwhile marketing activities include special events, community health and fitness fairs, charity walks and events, advertising on billboards and television, and public relations campaigns. You can measure the effectiveness of direct email campaigns by offering unique specials and keeping track of the number that are redeemed. E-mail surveys are another indicator of client engagement. Offer virtual consults and sell memberships online.

Paid advertising and public relations campaigns can eat into your marketing budget, so design them with measurement in mind. Check if your social ads are working or change them frequently. There must be a team member in charge to oversee all marketing and posts. There are many cost-effective and easy-to-use tracking tools available.

Don't overlook marketing to your existing clients. Your client database is an excellent and cost-effective place to start generating additional business. Consider holding a special event for existing clients or offer special existing clients discounts on a new treatment. Offer a buy-one-get-one gift certificate so an existing client can bring a friend and grow your practice.

## MARKET BASKET ANALYSIS

Marketing to existing clients is a great place to start, but new clients are the lifeblood which keep a practice viable. A great tool for growing your practice is market basket analysis. Market basket analysis is a data mining technique that analyzes large amounts of data to identify purchases that commonly happen together. It helps identify consumer-buying behavior or buying patterns that allows a business to engage in more focused marketing. By understanding how your clients purchase products and services, it allows your practice to up-sell and cross-sell more effectively. It also allows you to bundle products and services in a manner that is more appealing to your prospects.

## KEEPING TRACK

Having a strategic marketing plan and adequate marketing budget is necessary to maintain and grow a healthy practice. To ensure continued success, you must test your marketing techniques to determine which ones are working and which are not. Tracking where your clients and prospects are coming from will help you determine what's working and allow you to make any necessary adjustments to your plan.

Adding new profit centers and updating your menu will keep things interesting for your staff and clients. We see too many stagnant menus and adding new services can help increase your retail sales. The future for medical spas is bright. Get your share of this growing market by taking the steps necessary to measure the success of your marketing efforts.

Internationally recognized aesthetic business development expert Cheryl Whitman is the founder and CEO of Beautiful Forever Consulting. She is a sought-after speaker and industry marketing specialist. With her seasoned team of professionals at Beautiful Forever, Whitman assists physicians and medical spas in creating new profit centers, developing profitable private label product lines, ghost writing articles and eBooks, and identifying and executing new business strategies aimed at improving their bottom line. A celebrated author, Whitman's "Aesthetic Medical Success System," a turnkey educational system, has assisted clients in opening or jumpstarting their current businesses. Her second book, "Beautifully Profitable, Forever Profitable," provides solid, practical information on how to create, launch, and grow successful aesthetic medical practices and related businesses.