



REVISITING BLOGS



Pro tips on blogs and blogging for aesthetic practices.

BY NAREN ARULRAJAH

Blogs are not exactly new, but many dermatology and plastic surgery offices either are not harnessing blogs to their full potential or are failing to use this marketing vehicle properly.

The content of your practice's blog—like that on your website—may require refreshing at best or a total makeover at worst. Regardless of whether your blog content is in its infancy or effectively rotting on the vine, it is essential never to lose sight of your “why” on this front. Considerable opportunity exists when the content aligns well with everything from industry trends to the principles, expertise, and services that drive you and your team.

BLOGGING 101

Blog posts should serve as a tool to educate your valued and aspirational community, existing patients, and their families and friends. Its function is to provide information on the latest

happenings within your practice, including technologies, techniques, and promotions.

Blog posts should be entertaining and aid other marketing efforts. All of your social platforms and types of content should lift each other. At every corner, cross-reference and cross-promote content and channels; for instance, use your Instagram, Twitter, and other social platforms to promote the content on your blog (and vice versa).

Use blogs to highlight your credentials, including new training, certification, and accomplishments.

Enlist the expertise of people in other related industries. Blog posts written by these guests can increase your reach and build your patient base.

Guest bloggers can return the favor, with reciprocal opportunities to share your insights on their marketing platforms.

EXPLORING BLOG TOPICS

Searching for blog topics? Take a deep dive into The Aesthetic Society's 2021 annual report released in spring 2022.

The number of surgical procedures surged by 54% between 2020 and 2021, and at the same time, nonsurgical procedures grew by 44%. Collectively, Americans spent \$14.6-plus billion on these procedures between 2020 and 2021. Plastic surgeons reportedly administered 320 surgical procedures on average in

FIND SYNERGIES

Consider running specific posts to align with office initiatives or promotions. For example, if you are slated to invest in a new laser system, a series of informational posts may isolate and focus on the specific conditions or aesthetic concerns that the technology is designed to treat. This provides a great way to generate interest in the new while also conveying helpful and substantive information.

“DO NOT LET BLOGS BOG YOU DOWN. LET THEM BUOY YOUR MARKETING EFFORTS AND REVENUE. MAKE THE MOST OF THE AESTHETIC BOOM AND DEMAND FOR COSMETIC SERVICES TODAY.”

2021, up from an average of 220 in 2020. Moreover, practice revenues got a year-on-year boost of 63% in 2021, the Aesthetic Society reported.¹

The top surgical procedures (by procedural counts) were liposuction, breast augmentation, tummy tuck, breast lift, and blepharoplasty. The nonsurgical procedures administered most often in 2021 included neurotoxins, dermal fillers, skin treatments such as chemical peels, hair removal, and laser-assisted therapies.

The analysts behind this survey spotlighted the following key drivers of the year-on-year surge in the volume of surgical and nonsurgical procedures.

No. 1: The Evolving World of Work

Savvy health care consumers seek procedures to help them look better for the onslaught of online meetings and video chats that have defined their working life since the start of

the COVID-19 pandemic. There is a name for this phenomenon—the *Zoom effect*.

No. 2: More Downtime Potentially to Focus on Self-care

Even the busiest among us might suddenly have found that time is finally on our side. After all, the hours spent on the road or in the air for commutes might have been all but eliminated. That means a little cushion in the day to focus on what makes us feel better or what could enhance our lives such as a surgical procedure that requires downtime or an investment in a more conservative therapy or products to rejuvenate the face and body.

No. 3: Patient Satisfaction

The favorable outcomes from procedures have played a part in the explosive growth of procedures since 2020. Evolving technology and increasingly sophisticated research and scientific

findings have supported the comfort, precision, safety, and convenience of treatment—all factors that drive enthusiastic patients to your doors.

Use all three points to develop your blog content.

BLOGGING: NEXT STEPS

Map out an editorial calendar. List all the topics that you wish to pursue. Then, pinpoint the timing or run dates for posts on these topics. You may wish to run these posts to coincide with awareness days; for instance, spotlight laser or light-based technologies for diffuse redness in April when Rosacea Awareness Month is underway. ■

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1. The Aesthetics Society. Aesthetic Plastic Surgery National Databank Statistics, 2020 to 2021. Accessed January 20, 2023. <https://cdn.theaestheticsociety.org/media/statistics/2021-TheAestheticsSocietyStatistics.pdf>

NAREN ARULRAJAH

- President and CEO, Ekwa Marketing
- Financial disclosure: Employee (Ekwa Marketing)