

M A R K E T I N G

FIVE STRATEGIES TO ATTRACT THE RIGHT CLIENTELE



Tips for bringing attention to your aesthetics practice.

BY NAREN ARULRAJAH

A marketing strategy is like a road map. If it is good, it will get you where you want to go. If it's not, then you are lost.

For many businesses, the goal of a marketing strategy is to accrue more customers or clients. However, aesthetic medical practices are unique. Simply increasing the volume of business isn't enough. You need the correct type of patients to shape your practice. Here's how to get there.

Focus on branding. Your website, logo, signage, and marketing materials should stand out. You want people to recognize your name or your practice name. People should not only recognize the name but also immediately associate it with your services and reputation. You need a strong brand identity to achieve that level of recognition.

Brand identity includes various elements that remain consistent no matter where or how they are used. If you have been using multiple versions of your logo, choose one and stick with it. Other common brand identity ele-

ments include typography, color palette, slogan, tag line, and messaging.

Post with purpose. Content marketing can include creating videos, blogging, email newsletters, social media posts, and other types of content. Typically, the process begins with keyword research, finding popular search topics, and creating content accordingly. The content must directly relate to your preferred procedures for it to work for you.

Establish consistent standards. Image matters, especially in aesthetic-related fields. Being a medspa or a dermatology practice is not enough. Your practice should be the place to go for (fill in the blank with the specific focus of your practice). Earning a reputation like that takes the right atmosphere in your office and the right attitude among your team. Your practice has a unique personality, style, and image to uphold.

Undoubtedly, you have specific—likely high—standards for all aspects of your practice. That should extend

to your website, social media posts, and marketing materials. For example, if your image is one of elegance, do not settle for less than an elegant website design. If you want to be known for quality in your practice, do not accept substandard website articles. If your practice is noted as trendy, be sure that your social media posts reflect the latest trends.

Invest in targeted advertising. Strategies such as search engine optimization, reputation management, and a solid social media presence tend to bring the highest quality leads. Many dermatology practices with good digital marketing strategies find paid advertisements unnecessary. However, if you choose to purchase ads, be sure to take advantage of selective targeting options.

It may be tempting to simply purchase advertising space on specific websites, magazines, or even local television channels. These options may provide broad exposure, but the vast majority of eyes on your ad will likely be the wrong ones. Instead, opt

for pay-per-click (PPC) advertising with Google, social media advertising, and similar platforms with advanced audience selection options. Choose your audience not only according to location but also interests and demographic information that describes your ideal patient.

Sink your teeth into social media. As social media use continues to grow, so does its value to marketers. It is often looked at as a good source of potential leads. However, the most significant opportunity lies in community building.

You may choose to post educational videos, product demonstrations, cosmetic tutorials, skincare tips, or virtually anything else that would likely appeal to your target audience. The key is to have a common theme among your posts and create consistently good-quality materials. As your following grows, your channel will become known as a go-to resource, and your audience will naturally view you as a premier expert on the topic.

GET THERE FASTER

To grow in the right direction, you need to attract the right patients.

A solid marketing plan can get you there faster. ■

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