

6-Plus Ways to Promote New Devices, Innovative Treatments



There are many ways to use digital tools like email, social media, and video to promote your services.

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>> In its 2021 to 2026 Dermatology Devices Market report, Mordor Intelligence characterizes this niche market as growing at a brisk annual clip of 12.5 percent. The market intelligence firm attributes the demand for skin care devices and associated services to a confluence of factors, including:

- The pressure to look great on video conferencing calls and platforms.
- The worldwide prevalence of skin cancers and other dermatological diseases.
- Increased awareness of procedures designed to boost cosmetic appeal.
- A flurry of technology-driven innovations in dermatology.
- The introduction and adoption of devices to predictably and safely improve the appearance of hyperpigmentation.
- New procedures or alternatives to earlier-generation techniques to renew the texture and overall appearance of the skin.

VISUAL, ACTIONABLE APPEAL

Numerous proven strategies can help increase average spend among existing clients and help attract new ones, irrespective of industry. However, many of the following tactics lend themselves particularly well to the dermatology, cosmetic, and aesthetic market, due to the nature of this industry and, particularly, its visual and actionable appeal.

- **Programs Built Around Loyalty.** The beauty of these programs is, partly, that you have the freedom to structure the program as you see fit and in a way that is best suited to your practice and goals. For instance, you can offer complimentary access to the program that, due to its well-communicated benefits, resonates with the patient and ultimately leads to an increase in per-patient visits/treatment sessions. Or, if the perks

are truly desirable and the return on investment is conveyed, patients will be more than willing to enroll for a fee. This is a fantastic vehicle to offer discounts on new device-assisted treatments or on products that complement innovative treatments or devices and represent the “next generation” of an existing technology at your practice.

- **Personalized Email Content.** Email communication has not gone the way of the Dodo. You can appeal to existing patients, customers who may have purchased products from your store, or any other potential patrons by designing emails around these varied groups. For example, instead of sending out a mass email about new technology, it pays to actually sound like you are speaking only to the patient or client and where they are “at” in their journey with you. If a patient has undergone similar or complementary treatments, the messaging in her email should read differently than the messaging related to a tradeshow attendee who may have signed up for a products giveaway at your booth or seminar. Do not rely on “en masse” communication and hope that something sticks.
- **Reward your quality patients.** Email and other content can also be personalized with special events, “introductory” offers, and other promotions that are marketed specifically for those “loyal customers.” Remember: These patients can be your best brand

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Up your video game. Since nearly 2/3 of the population learns best by seeing, consider posting a video of yourself on your website and various social platforms administering a new treatment.

advocates. Similarly, if they do not feel cared for, these patients can become your brand's greatest downfall online and on social channels. A few ways to sweeten the pot when promoting the latest and greatest device or product might include limited-time or specially-slashed treatment bundles or packages. Depending on the item or service you wish to promote, a "BOGO" (Buy One, Get One) might be appropriate. You can even link these offerings with your loyalty program; for instance, consider an incentive that the first 100 members who book a session will get double the points.

- **Add value.** One of the best ways that you can build trust in a product is to develop content on your website or blog that is substantive yet clear and that provides a rundown of characteristics not limited to the following: a.) basics about the treatment, b.) advantages of the treatment, c.) practice differentiators ("why choose you"), and d.) a clear call to action and easy way to reach your practice for more information or to book a consultation. Today's patients are informed consumers; they try to get as much information as possible about a given technology and provider before committing to that product or service. This type of content also helps to build your practice's reputation as a thought leader and authority in your given discipline, niche, or market.
- **Engage in fun ways.** You never know who you can find (or who can find you) on social platforms. A contest that may even include a local celebrity or influencer, for instance, provides a great way to get people excited about a new technology. Specific examples might

include prompting users to take certain actions ("like" a post or write a review) in return for a complimentary session or a skincare products giveaway. This is also a great way to harness the power of referrals. A contest could revolve around rewarding users who refer a certain number of "friends" to your practice for treatment or to an event that you may be hosting. (Be careful to structure any rewards for referrals appropriately to avoid running afoul of regulations.) Speaking of which, as long as these events are properly socially-distanced (or executed well via Facebook Live), they remain a dynamic way for new and existing patients to get to know your staff and the latest technology that you wish to promote.

- **Make use of "visuals."** A compelling or innovative technology lends itself to photographs and video. Around 65 percent of the population learns best by seeing, through visual or spatial communication, according to an *Inc.* article. What better way to demonstrate your authority than to post a video of yourself on your website and various social platforms administering the treatment? Likewise, what better way to demonstrate your skill than to post authentic photos of your actual patients' results from a respective revolutionary treatment? Be sure to obtain patient consent prior to any promotions in which they are featured.

TIP OF THE ICEBERG

There have never been more opportunities and avenues to promote a technique, technology, or trend-defying product. These strategies are just the tip of the iceberg. You are excited about this new offering. Spread that excitement and enthusiasm. Do not be afraid to get creative or to get personal in your approaches to content. The devices that you use today may not have been what you used 24 months ago, let alone four years ago or longer. So, what worked to promote a treatment yesterday may not work today and into the future. As with your treatments and techniques, marketing should not stand still. Tactics, too, must evolve. ■

Naren Arulrajah, President and CEO of Ekwa Marketing, has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy dermatologists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing - Lila, by clicking <https://www.ekwa.com/msm/> or simply send a text to 313-777-8494.

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Apply the principles of offering a good patient experience in your practice to marketing, providing a good experience to website users. This short video from Ekwa Marketing explains the basics of UX (user experience) and how you can improve it.

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