

Medical Spa Marketing

It's Time To Extend Your Potential With Unique Service Advantages!

Medical spas are different! Today, we must remember that we are not just selling medical and dermatology services. We are offering your clients viable new solutions to their skincare, bodycare and haircare challenges! Traditional medical marketing becomes blurred as the expansion and acceptance of medical spas helps you to effectively compete with traditional skincare clinics, salons and spas, while offering much more therapeutic treatments from professionally licensed doctors, nurses, aestheticians, massage therapists, spa professionals and medical practitioners. It's time to really learn how to create an effective and well coordinated marketing, advertising, promotional and PR campaign for your medical spa.

Marketing & Advertising Calendars: Define an annual marketing calendar strategy for specific medical spa promotions and services you want to promote through the year. We suggest that you facilitate bi-monthly promotions, while taking into account the various seasons and holidays throughout the year. Research the various media and advertising opportunities available to you. Write down their contact information, while inviting the advertising sales representatives to come in for a presentation:

Direct Mail Marketing: Direct mail can be facilitated independently, with direct mail houses and through local printers as well as through nationally recognized direct mail resources that are available in most major communities across America. Direct mail should become an essential part of your annual medical spa marketing strategy! Look at various direct mail marketing and advertising opportunities available to you. Explore all of the direct mail resources near you.

Collect the names, addresses, telephone numbers and email addresses from your patients. Create a computerized direct mail database of your patients, so you will be able to mail them special postcards, newsletters, fliers and brochures. You should plan to send customized postcards or ecards to your database of patients wishing them "Happy Birthday!" and as reminder cards for their upcoming appointments if scheduled far in advance, or even a "We Miss You!" postcard to say "...We haven't seen you in 6 months and we'd like to offer you a new service!" Often the highest yield for return on advertising investment is based on retaining current patients for repeat business. It costs far less in advertising dollar return on investment to retain existing patients than it does to acquire new ones.

To successfully advertise to reach potential new patients, local direct mail houses can sell or rent you lists of targeted homeowners and businesses near your medical spa. Often, they can also help to write, design, produce, print and mail these for you. They can merge your own database with targeted homes within a 3 to 10 mile radius of your medical spa. For a slightly higher price, they can help you target certain streets, incomes and demographic choices, rather than just to blanket the entire targeted zip code.

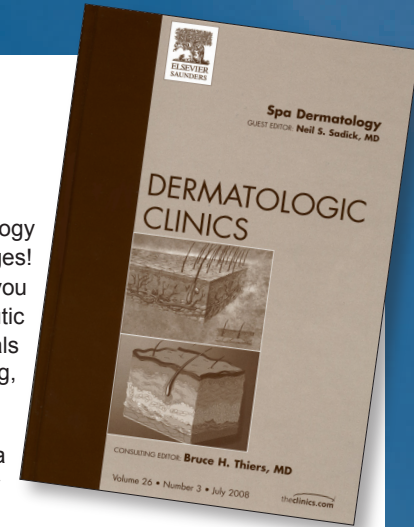
With more than 99% of American homes now turning to direct mail and coupons as part of their everyday pattern for shopping and to find resources near their home, many medical practices have also turned to direct mail as a viable source for creatively increasing their revenue. This advertising and marketing format is quickly becoming more and more favorable with medical professionals.

Newsletters & Email Newsletters: We suggest that you should write and facilitate a professional newsletter for your regular patients as well as targeted homes in your community at least twice per year. These newsletters will become an effective marketing tool, if you use them to educate your current and prospective patients about the benefits of your varied services and specialties. Talk about your staff, medical specialties, seasonal procedure update, seminars, special events. You should also tell folks if you have recently been published or in the news. Direct them to your website. Show photographs of your staff, facilities and makeovers. There is no need to offer specials or discounts.

An email marketing campaign should become another essential part of your annual medical spa marketing strategy! You can create colorful email blasts with some of your most important news, special event announcements and makeovers. Create a special computerized email database of your patients, so you or your webmaster will be able to email them on a regular basis.

Solo Direct Mail: At approximately three to four cents per home, glossy direct mail magazines or cooperative format marketing are extremely affordable, as opposed to solo direct mail campaigns which usually cost between fifty cents to one dollar or more per home. However, solo direct mail is also extremely effective! You can independently facilitate newsletters, postcards, full sheet fliers, letters, brochures and marketing devices. For solo direct mail, you will need to write the copy, create the artwork, determine your targeted markets, and hire a local direct mail house to facilitate the mailing.

Postcard Campaigns: Postcards are great with reminders for next appointments, to promote new staff, announce new medical spa services, to thank patients for their first visits, to thank them for referrals and much more. Each patient should receive a personalized thank you postcard after every visit, while seasonally promoting some potential new service or treatment option for them. Create colorful postcards with beautiful skincare, body and makeover photographs and your logo on the front with a personalized message about complimentary consultations on the backside.



Upscale Direct Mail Magazines: With direct mail magazine formats, you can specifically target neighborhood homes surrounding your medical spa practice. Explore upscale Clipper Magazine, Savvy Shopper and Mint – direct mail magazines, where you can affordably promote your services for less than 3 to 4 cents per home, while reaching 50,000 homes surrounding your medical spa, per targeted mailing area. Priority position within these direct mail magazines may be a factor for you. If available, explore buying the front or the back covers as well as the first few pages.

The Clipper Magazine Company also offers many other special marketing devices. Some are targeted specifically to new homeowners, while they can also host and facilitate your email loyalty programs on a monthly basis with emails sent to your email database.

Clipper Magazine, Savvy Shopper and Mint Magazine sales representatives are prepared to help you plan the most effective annual direct mail marketing campaigns with customized advertising solutions for your business. For example, Clipper Magazine is a unique premier quality full color glossy direct mail magazine. Due to our success here, we have begun to work with them directly as well as for many of our clients. For a complimentary direct mail consultation or more information about Clipper Magazine, Savvy Shopper or Mint Magazines call 866-802-1429, email marketresearch@clippermagazine.com or visit their website at www.ClipperMagazine.com. Clipper, Savvy Shopper and Mint Magazines remain known as some of the best premier quality full color direct mail advertising magazine publications here in the USA.

Cooperative Direct Mail Envelopes: A few examples of some of the direct mail coupon envelope resources like Valpak and Money Mailer cooperatively mail loose independent coupons from various local service businesses, medical professionals and retail businesses to 10,000 homes per targeted zone. When you add up the costs of artwork, printing, mailing labels and postage, it is a greater advantage to use colorful and upscale direct mail coupon magazines, cooperative direct mail or a combination of both whether or not you also use solo direct mail campaigns.

Detached Address Labels / Postcards: These are the special full color oversized postcard style devices that ride along with free standing inserts within your city and metropolitan newspapers. Today, you can purchase these through Clipper, Savvy Shopper and Mint Magazines at approximately nine cents per targeted home.

Advertising Tips: Present a strong image. Remember that today's consumers are very visually oriented. People tend to read advertisements with colorful photographs and logos that are supported by strong headlines with clear messages. It's good to be clever, yet when you get so cute that they do not easily know what you are selling, they may completely miss your message. You must be able to stop customers in their tracks with strong visual presentations.

Use Quality Photographs, Logos & Colorful Illustrations: For added effectiveness, try to maintain a very consistent and colorful visual image for your medical spa throughout all of your advertising, direct mail and marketing campaigns. If you have any photographs, use them. The customers will read all of the small details, once they are magnetized by your consistently beautiful photographs, logos, colors and headlines.

Use Full Color! A picture is still worth 1000 words! When possible, avoid most black and white marketing options. Look for professional full color printing capabilities. Today, you can affordably market your services and products in full color to ensure the best possible redemption. Research has shown that full color advertising options can actually increase redemption rates by 30% to 60%.

“FREE” Always Works Great! Nothing beats “free” or “complimentary” and these terms can surely help to persuade your current regulars to try new medical spa services or products as well as to get new patients to try you for the first time. Consider offering a free consultation or a free product gift with a special series service package. You can always offer, ‘Buy Any 6 Series Service Treatments -- Get the 7th FREE!’ to promote ongoing facial treatments, body wraps and massage therapies.

Use Dollars Off, Not Percentages! If you do elect to offer specials on some of your spa and aesthetic services, patients will react much better to strong dollars off discounts and incentives. Percentage discounts really are not perceived to be as strong, especially if they are only 10% to 20% off. Unless you use 50% off or higher percentage types of discounts, they will be perceived as weak offers and ignored. For example, try: ‘\$20 OFF -- \$100 Value Services & Up’ or \$10 OFF – Any 2 Medical Spa Products – Minimum \$50 Values.’

Use Care With Disclaimers! Try to avoid excessive disclaimers and rules for what is not included in these varied direct mail and advertised special offers. Try to keep your special offers simple with words like, “No Double Discounts. Expires 00/00/09.” Use expiration dates of no more than 60 to 90 days to keep your offers timely.

Introduce New Services, Products or Equipment: Special new spa services, aesthetic products and equipment can be featured seasonally within the same advertisements. While it is best to promote your strongest and most popular services, it is still very important to promote the special benefits of those unique services, merchandise and equipment that most people do not know you offer.

Create New Medical Spa ~ “Marketing Solutions”: There definitely is a huge and growing market today for professional medical spa services. Take advantage of this open marketplace by creating a complete marketing, advertising and PR program to promote yourself, your staff and your medical spa.

ClipperMagazine.