



As progressive skincare clinics, medical spas and day spas, we need to proactively market ourselves with a variety of direct response advertising and marketing programs. Many aestheticians wish that some of their specialized skincare, spa, wellness and beauty services were not the best kept secrets in town. Direct mail should be a critically important element within your overall skincare, salon and spa marketing strategies! If you have not started to collect names, addresses, telephone numbers and birthday dates from your clients – it's time to get started.

Direct mail marketing devices should be educationally-oriented, stylish and consistent with your total aesthetic business image. Your clients, patients, vendors and staff will be excited to hear about your skincare news and promotions. It's definitely worth the investment to create custom designed direct mail pieces that will help you and your staff sell clients into new aesthetic services and skincare products throughout the year.

**SOLO DIRECT MAIL:** You can create and independently distribute your own seasonal direct mail marketing program. Solo direct mail postcards and personalized letters are a perfect way to promote new staff, seasonal skincare, series treatments, the newest laser treatments and any special services that you offer. You can mail out postcards to say 'Thank You' for a client's first visit. Use them to recruit new staff, pre-book future skincare appointments and to promote all of your professional products. Use them to welcome new residents to your neighborhood, by working with local realtors.

Create full color promotional postcards with a photograph and your logo on the front with a personalized message on the backside. Colorful solo direct mail postcards, fliers and letters will give you a very upscale and prestigious presentation. The costs of design, printing and postage may be approximately fifty to seventy-five cents per piece. Letters should be professionally written and sent on special stationery with your logo.

**MAGAZINE FORMATS & MARRIAGE MAIL:** Explore magazine and marriage mail resources! This is where multiple advertisers are traditionally within the same full color high quality glossy magazine, like Clipper Magazine, Savvy Shopper or Paper Mint.

Cooperative direct mail is where multiple advertisers are within the same envelope – like Val Pak or Money Mailer.

If you do use the discounts and coupons, use strong offers with dollar off discounts rather than percentages. Or, offer a free gift with purchase within a mini gift certificate. Always use an expiration date. These national companies all have local representatives. They will personally consult with you to help create your special skincare marketing offers, create the artwork, print the materials and deliver them to the area homes for approximately four cents per home. They each mail in targeted areas of 10,000 to 50,000 homes per area, four to twelve times per year. Negotiate for an annual agreement with multiple mailing discounts. Look on the Internet or check your local Yellow Pages for 'Direct Mail Advertising' resources.

**NEWSLETTERS:** Salon newsletters are a terrific way to educate your skincare and spa clients on all of your aesthetic services while promoting your staff's honors, technical abilities and special creative skills. These

"You can inexpensively purchase extra copies of your Clipper advertisements to independently use as a separate FSI flier."

devices will help sell more products, services and gift certificates to your existing clientele, while also helping to introduce you to many new people in your area. Newsletter content should usually take a minimalist approach with a nice assortment of feature articles covering the various departments within your salon. Tell what makes your skincare team exciting, different and unique.

Make your newsletter designs elegant, colorful and attractive by using strong headlines, graphics and photographs. They should not be just typewritten words on a single sheet of white paper. Nor, should they be just typewritten copy on some neon colored paper. Make them represent the high quality image your skincare clinic or spa deserves. Make them visually exciting with your logo and photographs. Create a special name and a 'masthead' for your newsletter. You can offer seasonal skincare tips for use at home between salon visits,

while also promoting all of your many aesthetic services. If necessary, hire a local graphic designer or a freelance writer to help you. Create exciting and informative newsletter content.

You can mail or hand out salon newsletters to your regular clients. Work with a local direct mail house to mail several thousand of them out to homes near your skincare clinic. The best times are early spring and just after Thanksgiving. Once or twice a year is plenty for newsletters.

**FLIERS & FSI's:** You will often get an entire package of these 'free standing inserts' and fliers in your Sunday newspapers. You can create colorful salon fliers and freestanding inserts ~ F.S.I.'s that can be delivered to neighborhood homes within your local newspapers. This is often as inexpensive if not less expensive than direct mail distribution. If you use direct mail magazine resources like Clipper Magazine, Mint Magazine or Savvy Shopper or buy a full page in one of the marriage mail resources, you can inexpensively purchase extra copies of your Clipper advertisement to independently use as a separate FSI flier.

**INTERNET & EMAIL NEWSLETTERS:** The Internet is a wonderful marketing resource. We suggest that you collect email addresses to create a bi-monthly skincare e-newsletter for your clinic, salon or spa. Share ideas, promotions and news with your clients at least four to six times per year through the Internet. Make them creative and colorful by using your best photographs. Work with your webmaster to create and distribute these email newsletters. There is no cost for the postage! Today, you can also collect email addresses from your clients, so that you can email electronic copies to your skincare clients at home or at work.

**DIRECT DISTRIBUTION NOTES:** There are numerous ways to get the word out about your aesthetic services! Offer some of your newsletters and direct marketing pieces to every client at your front desk. Create your own computerized mailing lists. Explore the use of a 'Bulk Rate Postal Indicia' at the

while taking into account the many seasons and holidays. Gift giving holidays should be pre-planned for Valentine's Day, Mother's Day, Father's Day and the year-end holidays. If you are creating and facilitating the direct mail campaigns, postcards and newsletters yourself, you may want to be prepared with bi-monthly or quarterly direct mail programs. If you are using an external resource like Clipper Magazine, Paper Mint or Money Mailer, ask for their in-home mail dates as well as maps that target the homes surrounding your skincare clinic.

Strategically examine your seasonal sales peaks and valleys within your skincare business. Develop an annual marketing calendar that promotes all of your skin, nail, hair, makeup, hair removal, medical and spa services throughout the year, while also promoting them at a time when your clients will usually want to take advantage of them. You will often be able to turn traditional soft months into stronger months, by planning in advance with extra direct mail marketing and advertising support. You can also take advantage of your strongest skincare service sales months, by capitalizing on them with additional direct mail advertising strategies.

**PROMOTIONAL SKINCARE OFFERS:** It is important to note that even if every competitor is offering deep discounts and special offers, you really can run your skincare promotions at full price. There is nothing wrong with that. If you want to offer special features and seasonal promotions, make your direct mail skincare and day spa coupons as valuable as possible, so you will get a strong response. We suggest that you make them look a little more upscale, designing them to look more like mini gift certificates, than coupons. You can certainly name your professional skincare products, especially if they are very popular in your area. Whether you want to offer specials or to promote at full price, be sure to share specific services and prices:

- Repechage Four Layer Facial -- \$000
- Signature Dermalogica Facial -- \$000
- Aveda Aromatherapy Facial Treatment -- \$000
- Swedish Massage Therapy – One Hour -- \$000
- Complete Day Of Beauty – Only 0000 – Includes, X, Y & Z.
- Makeup Application & Lesson – ONLY \$75 – A Regular \$100 Value

“FREE” Works Great! This word can surely help to persuade current skincare and day spa clients to try new services as well as to get new first-time clients to switch and to try you for the first time. Consider offering a free gift with purchase or a purchase with purchase incentive:

- Buy Any 6 Microdermabrasion Treatments – Get one FREE!
- Buy Any 6 Signature Facial Treatments – Get one FREE!
- Buy Any \$100 Day Spa Gift Card ~ Get A \$20 Gift Card FREE!
- Complete Day Of Beauty – Only 0000 – Includes, X, Y & Z with a FREE \$25 Retail Product Gift Certificate.
- Mother's Day – Gift Of Beauty – Only \$000 – Includes A, B, C ... with a FREE Rose and Box of Chocolates
- FREE \$50 Value Makeup Gift Certificate - - With Any Permanent Makeup Service
- FREE Skincare Trio -- \$00 Value – With Any First-Time Professional Laser Hair Removal Service Package
- Buy 3 XYZ Lipsticks ~ Get 1 FREE! – Of equal or lesser value

**PROMOTE BEAUTIFUL SKIN ~ BY DESIGN:** Consistency in your direct mail marketing will be critical to maintaining your salon, spa and clinic image! Even if you are an independent aesthetician, direct mail will help build your skincare clientele. Make sure you create beautiful direct mail designs that match with a very consistent use of type fonts, graphic designs, layouts and colors. Like your skincare service menu, your postcards and newsletters should match the branded image of your business cards, appointment cards, stationery, point-of-purchase materials and the outdoor signage.

A picture is still worth a thousand words. If possible, plan to facilitate a professional photography session to promote your skincare services, so these images will work well together for all of your advertising, marketing and PR programs. Photographs are a necessity in most direct mail devices and service menu brochures, especially if you offer complete skincare and day spa services. Makeover photographs will show your team's true hair, skin and makeup talents! Your clients cannot see a private facial, microdermabrasion treatment, massage therapy or body treatment service hidden behind closed doors unless you share it through a photograph. Clip art may be nice, yet it will often cheapen the overall effect. Photography offers a more elegant and upscale approach to promote your skincare services. Just remember that it is illegal to copy photos from magazines into your marketing materials.

Make your skincare and spa direct marketing program very special and very unique! Avoid boilerplate newsletters and postcards that every other salon, spa or aesthetic center in town can use by merely imprinting their logo. It's really not much more expensive to create your own direct mail marketing

devices. Make each direct mail magazine, postcard, letter, flier and newsletter a well-designed showpiece that distinctively sets you apart from the local competition as one of the most progressive aesthetic specialists in your community.

**PROFESSIONAL RECOMMENDATIONS:**

Tony Kelly of the Kelly-Camasura Medical Group in Sacramento, CA promoted Microdermabrasion, Laser Hair Removal and Thermage Treatments with direct mail. Kelly noted about Clipper Magazine direct mail “This was our first direct mail advertisement and we received a 50% increase in business. You should do it!” The Blue Medical Spa successfully promoted Botox, Photo Facials, Facial Treatments, Microdermabrasion, Endermologie and laser hair removal via direct mail. Ronda Haware of the Blue Medical Spa in Los Angeles, CA noted, “Clipper Magazine is one of the best direct mail pieces we advertise with. We are very happy with the response and circulation of this direct mail magazine.” Angela Imperato of the OC Skin Spa in Burbank, CA promoted two different special Relaxation Packages with Peels, Facials and Hair Removal. She shares, “Direct mail works. There are many resources. No one else compares to Clipper Magazine. We have tried many other types of advertisements. This unique direct mail magazine format always brings us new business and it has helped to double our business. The direct mail color magazine format ads are classy looking. It doesn't look like a cheap coupon book or like many of the other resources.”

**DIRECT MAIL WORKS!** Direct mail marketing offers aestheticians, salon and spa professionals the unique opportunity for the most effective and measurable direct response advertising results. It's time to promote your skincare business with valuable and effective direct mail advertising investments that will really work to build sales with a quality image while also building your name brand in the local community.

**EDITORIAL NOTE:** For a complimentary direct mail advertising consultation with Clipper Magazine and to find a local resource near you, call 866-802-1429 or visit [www.ClipperMagazine.com](http://www.ClipperMagazine.com) [www.MyClipper.com](http://www.MyClipper.com).