



MEDICAL

22 PROVEN
MARKETING IDEAS
FOR MEDICAL SPAS

SPAS

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INTRODUCTION

THIS EBOOK IS FOR MED SPA BUSINESS OWNERS LOOKING FOR THE LATEST MARKETING AND SOCIAL MEDIA TRENDS TO GROW THEIR CUSTOMER BASE. HERE ARE 22 IDEAS THAT WILL TAKE YOUR BUSINESS FROM AVERAGE TO EXCITING. THE IDEAS ARE CATEGORIZED INTO FOUR SECTIONS. FEEL FREE TO EMAIL ME FOR CLARIFICATION OR IMPLEMENTATION.



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THE SET UP PHASE: 5 MUST DO'S. PART 1

01 Identify your audiences

The most important step before you do any marketing or advertising is understanding who you are talking to. Most businesses miss this very first step in their eagerness to bring foot traffic through the door.

When asked who their target audience is, many will say, "anyone with skin". Casting too broad of a net actually limits what you can do.

The first place to start is your database of past clients. Work with your staff on identifying who these people are and why they came in for services. Plot out the demographics to find similarities that you can use when developing buyer personas. You and your staff may not know why someone came into your spa, but for those you do know write it down. You are looking for their pain or passion points.

People buy to either solve a problem or feel good. A pain point is a problem someone needs to solve. If we have a problem, we "google" it. A passion point is a reason that they will buy to make themselves feel good.

02 Develop buyer personas

For every type of client identified, develop buyer personas. A *buyer persona* is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your *buyer persona(s)*, consider including customer demographics, behavior patterns, motivations, and goals. These are the people you want to attract to your spa so keep these personas in mind when developing marketing and advertising campaigns. This will allow you to speak directly to them.



THE SET UP PHASE: 5 MUST DO'S. PART 2

03 Claim your business listings

Google My Business and Bing Places are free for business owners to create an account in order to “claim” their business listing. Once you have claimed your listing, you can keep it up to date with your specials, upcoming events, and, most importantly, respond as the business to reviews.

The key to claiming is the email. We recommend creating a simple Gmail email address first. This is not an email you will use for business but an access point to Google My Business, Google Analytics, Google AdWords, and YouTube.

TIP: This is your business's intellectual property so do not allow a third party to claim your business. You can allow them to be a manager of the listing.

04 Update Your About Section in Google Listing

Each listing allows you to write an “About” section describing who your business is and the services/products offered. Make sure to include your high-value keywords.

05 Take control of your online reputation.

Set up a process to consistently ask clients for a review after their service(s). If your practice is in the habit of sending a follow up email asking the client to provide a review, you will be more insulated from the inevitable negative reviews.

There is third-party software available that will automatically send follow up emails to clients after a service asking them to rate your spa. If the third-party software is not able to add the client's review to your Google listing, create your own process.



GET OUT INTO YOUR COMMUNITY:

STRONG COMMUNITY RELATIONSHIPS BUILD BRAND AWARENESS.

06 Join your local Chamber of Commerce.

Connections with other businesses and community leaders can increase business exposure and fuel word-of-mouth recommendations.

Local businesses also want to get exposure for their business. Start to build a networking relationship that creates a cycle of referrals.

07 Join a Business Networking Association.

The National Association of Women Business Owners (NAWBO) is a non-profit association focused on propelling women entrepreneurs into economic, social and political spheres of power. These are like-minded business owners to network and build relationships with. There are businesses represented that share your target audience.

08 Partner with Local Businesses

Consider partnering with a non-competing business on content, events, services, etc. to build a mutually beneficial relationship.

Local wedding planners and photographers offer a referral source of new brides and their bridesmaids. It's a big day and brides want to look their absolute best.

Realtors are very active networkers and need to look their best. Photography and video are a big part of their business and your services can help those smiling faces sell more homes.

People who work out at the local gym want to look their best. Consider partnering with a gym on events, deals, or co-advertising opportunities.

09 Giving Back

Veteran's Day is an opportunity to support local Veterans by providing free or discounted services.

Every town has local heroes that keep your community safe. Offer a special deal in support of local law enforcement.

LET'S BE SOCIAL: PART 1

10 Write Out a Social Media Plan

Most businesses do not have a written social media plan or strategy in place. Facebook, Twitter, Instagram, Pinterest, Snapchat, and LinkedIn can attract potential new clients, engage and motivate your current clients, and overall provide brand awareness – if done well, with a plan.

HIP AND TRENDY SOCIAL MEDIA MARKETING

11 Take a Poll or Survey

Facebook, Instagram and Twitter have built in polling features. Polls allow you to both engage with your followers and get feedback and insights you normally wouldn't have. Give your audience an opportunity to get involved and give you feedback on products or services. Monitor customer satisfaction and gather information on topics of interest to meet your business objectives.

12 Play with Stories

Ephemeral content is content that lasts a short time. Snapchat, Instagram and Facebook Stories are examples of Ephemeral content. This type of content is a great way to do Q&As or show behind-the-scenes looks, making your spa more human and, ultimately, more relatable.

13 How is your Engagement?

While each social platform is different, taking time to learn how to optimize your engagement on each one you belong to will pay dividends. For example, you can promote a higher engagement rate on Instagram by utilizing Stories, adding mentions, elevating your caption game and featuring polls and questions.

14 It's all about the Hashtag

Having posts on Instagram are great but not using the "best" hashtags is not so great. Before posting, do your research on which hashtags will attract your target audience to you. Make sure to localize your spa by hashtagging your city name, for example, #Raleigh.

If there is a trending hashtag on Twitter, what could you tweet that would incorporate your business into the conversation?

Here's how Arby's did it in a fun way.

We're going there.
No really, we're going there. [#Area51](#).
And we're bringing a special menu. pic.twitter.com/Z7V3TgY8fe

— Arby's (@Arbys) July 25, 2019

LET'S BE SOCIAL: PART 2

15 **Build your email list with contests.**

Contests are an effective way to add to your email list and create social media engagement. Post the about the contest prize - a product or service at your spa and ask people to enter for a chance to win. Announce the winner to give the contest credibility. Add the entrants to your newsletter list to receive future emails.

16 **Videos and YouTube.**

Video marketing offers some very powerful benefits. Did you know that 73 percent of people convert after watching just one video?

With YouTube reaching nearly 2 billion users every single day, it is a serious avenue to build a targeted audience. YouTube is the second most used search engine on the internet. People turn to YouTube to learn something or find out an answer.

Create little (30 sec to 3 minute) videos focused on one topic. Make sure you title the video with your keyword in YouTube. Questions make a good searchable video title. These videos are fabulous content for social media. Just remember Facebook and YouTube do not play nice together, so don't post a YouTube link on Facebook. Facebook prefers videos are natively uploaded and will give the video a large "reach".

17 **Create Playlists on YouTube**

Once you start to create multiple videos, it's a good idea to categorize them. YouTube allows you to create playlists. Name the playlist the category of the videos that are placed within. For example, if you do a few different short videos about Botox, group all the videos within a playlist called BOTOX [city/town name]. Anyone searching for information about Botox in your area will find your content.



IT'S PARTY TIME:

EVENTS ARE FUN, ALBEIT HARD WORK, AND CAN DRIVE BUSINESS THROUGH THE DOOR, NOT TO MENTION GREAT NETWORKING TO MEET POTENTIAL NEW CLIENTS.

HERE ARE A FEW IDEAS TO ADD TO YOUR MARKETING CALENDAR:

18

Host an Open House.

Having one each year at the same time builds awareness for current clients. Invite past clients and local businesses, encourage clients to invite friends and share the event to expand your reach. Provide specials or discounts on services to encourage attendance.

19

Have an Anniversary Party.

Along the lines of an Open House, celebrate how long you've been in business.

20

Raise Money for a Charity.

Charity work brings your team and clients together around a shared common goal. Raise money for cancer, collect toys at holidays for underprivileged children, or form a team to walk for a cause. Use social media to reach out to your audience for help.

21

Partner with a Boutique.

When the season changes, invite a boutique to bring in their new line of clothes and jointly market a fashion show. You can invite your best clients to be models.

22

Exclusive Announcement.

If you have new products or services to launch, host an "exclusive" event for your best VIP clients. Give them first dibs on products and a small sample of a service. Offer specials to the first 10 clients who schedule an appointment for the full treatment.

IN CONCLUSION

THANK YOU FOR DOWNLOADING THIS EBOOK AND I HOPE YOU FOUND A FEW VALUABLE NUGGETS OF INFORMATION IN HERE.

If your business needs:

- 01** A new website design
- 02** To get found on the first page of Google
- 03** Consistent engaging social media content
- 04** New prospects coming in for a consult
- 05** New customers scheduling appointments

Then, we can help you succeed. We can help you beat out your competition and gain new customers.

Check us out at <https://YourEdgeDigital.com>