

les nouvelles *esthétiques* & spa

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business | marketing boot camp

By Tracy L. Drumm

EXPERIENCE LEARNING WITH a new sizzle that is helping spas thrive during these turbulent economic times. With the help of everything from live music to personalized snacks, innovative seminar series are giving a pulse back to spas all over the nation. What do these “marketing boot camps” entail? More importantly, how can their innovative concepts get your phones ringing and fill your schedule?

Day long courses that have been sweeping the nation are showing attendees how to build their practices without breaking the bank. Here are four inexpensive ways to keep business booming.

- **Pre-commit.** Establish a relationship with your clients before they even come in. Simply turn your appointment reminder calls into introductory calls from the provider. Have the esthetician, physician's assistant, nurse or even the physician block off 30 minutes on Fridays to call new patients scheduled for the following week. The provider can introduce themselves and let the patients know they are looking forward to meeting. They can also encourage first time patients to write down questions before their appointment to ensure that any concerns are covered during their consultation. The small gesture makes a lasting impression, and it can be the first step to creating a long, loyal relationship between the spa and customer.
- **Educate.** Esthetics is a visual industry where seeing is believing. It is no secret that before and after photos can easily peak interest and generate excitement for the services you



offer. A simple photo album works fine, but if you really want to grab people's attention as they sit in your waiting room, consider a professional hardcover photo book. Create an album that showcases before and after photos while describing your facial treatment options in detail. Services like eyebrow waxing, microdermabrasion and chemical peels make great visuals and are exciting for clients to read about.

- **Retain.** Maintain their loyalty! An easy way to get your phone ringing and your schedule booked is to encourage your existing customers to keep coming back. Give each client a “loyalty card” that accumulates points. You can mark these by initialing or stamping them after each treatment or whenever a specific dollar amount has been spent. Once a client has enough signatures or stamps to fill the card, give them a free treatment! By giving the patient a goal, you are turning each appointment into an investment towards a reward. The loyalty card is an effective way to incentivize patients to return, and also helps them to justify spending money.
- **Refer.** Did you know that you can generate new referrals without spending extra funds on promotions? Simply

add the following sentence to all of your printed publicity: “Help us be green by sharing this with a friend.” By adding just one line to all brochures, business cards or newsletters, you can potentially double the reach of your marketing efforts without increasing your costs. Add a similar concept to every page of your website, encouraging visitors to “email this page to a friend.” The effort has the added value of collecting email addresses of more prospective clients.

A great new book that offers inexpensive tips to help your business get and stay busy is *THRIVE: Pearls to Prosper in Any Economy* by Steven Dayan, M.D., F.A.C.S.

In the current economy, everyone needs to carry out a strong marketing plan if they want to keep their business booming. ■

Tracy Drumm, vice president of IF Marketing, specializes in the branding and promotion of cosmetic practices. She is known for her creative and easy-to-implement strategies designed to deliver results. Drumm has co-authored two marketing books, *Thrive* and *Keys to Success: Marketing & Practice Management*. For more information, please visit www.ifmark.com.