



MJM

CONSULTING

AESTHETIC DIGITAL MARKETING

*Navigating the
Basics of Social
Media Marketing*

TIPS AND TRICKS FOR
MEDSPA MARKETING
SUCCESS



IN THIS EBOOK YOU WILL FIND TIPS AND TRICKS ON...

Communicating with patients via social media during the
COVID-19 pandemic

Do's and Dont's of Social Media

Ideas to implement on your practice's social media pages

Social media tools to help your clinic succeed

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BUILD TRUST TO BUILD LOYALTY

COMMUNICATE WITH INTENTION

Today's patients base their perception of a clinic or practice on the meaningful moments they have with it. Importantly, those moments don't need to happen in person. Social media has become a crucial touchpoint in building patient relationships for aesthetic clinics. All relationships need a strong foundation built on trust, including the relationship between a patient and the aesthetic practice of their choice.

Building trust takes time. Focus on the quality of your posts and delivering value to your followers. It can be tempting to fill up your social media feed with product or service-focused posts, but creating posts that resonate with your followers will help cut through the noise. If your clinic can cut through the noise of social media you will begin building trust with your followers. If you can build trust you will increase your engagement. Increase your engagement and you will be one step closer to establishing life-long, loyal patients.



3 STEPS TO CONSIDER WHEN CREATING YOUR NEW SOCIAL MEDIA STRATEGY

1 Focus on maintaining your relationship with current patients.

It's more expensive to obtain a new patient than it is to retain an existing patient.

2 Talk more about the value your clinic provides and less about the products and services it offers.

Genuinely communicating with your patients shows that you're sensitive to what's going on. Empathize with your patients and reassure them the safety and quality they should expect when choosing your clinic, and let them know that this won't be impacted by the pandemic in a negative way.

3 Notice and adapt to the new habits of your patients.

As people adjust to their normal they will reevaluate their priorities and will begin establishing new habits and interests. There's a misconception that people buy cheaper goods during or after a recession. In fact, people are willing to spend more on quality products and services that provide results. All this to say that your clinic will need to adjust all marketing approaches in order to adjust the changing world around us.

Creatively Communicate

Communication Needs Creativity and Innovation

Look for new ways to serve your patients while many of them are still adjusting to a new normal. Businesses that are quick to innovate show the ability and willingness to adjust to the changing times.

Your clinic needs to be flexible during difficult times. Find ways to connect with your patients like never before. When you are innovative it shows empathy and keeps your clinic relevant.



EXAMPLES OF CREATIVE AND INNOVATIVE WAYS TO COMMUNICATE DURING THE CHANGING TIMES

Exhibit A: The Art Teacher

An art teacher found a way to connect with children learning from home with schools closed and parents brainstorming ways to keep their kids busy. She started offering free art activities online through Facebook Live. Suddenly, hundreds of children — and their parents — were tuning in live or watching the replay. When the economy bounces back, there's a good chance these same parents will remember these free art activities and have no problem paying to participate in her art classes and lessons.

Exhibit B: Google

Google's marketing idea during COVID-19 was to spread knowledge about how to properly wash your hands. Google took to Instagram to promote an step-by-step infographic for washing your hands and to recognize Hungarian physician Dr. Ignaz Semmelweis, who is widely attributed as the first person to discover the medical benefits of handwashing.

A desk with a smartphone, a notebook, and a pen. The background is a light-colored wall. A semi-transparent pink rectangle is overlaid on the center of the image, containing text.

Why go into the digital space?

To reach more patients
better | faster | cheaper

Top 5 Social Media Do's

Ask questions in the caption

Include questions such as what is your favorite product we offer?

Or..

We have heard some hilarious stories that happened while in quarantine. Do you have one? Share them with us - We all need a good laugh!

Create content that keeps users on the social media platform they are using to see the content

Social media platforms want users to stay on the platform. Rather than including a link to your website on your social media post, create an infographic or video talking about the main points of the web page. This will make the social media platform push your content in front of more people because it keeps users on their platform longer.

Look at the numbers

Use tools such as SproutSocial (or the native analytics on Facebook or Instagram) to track the analytics of your social media content. How do you know what is working or what isn't if you aren't looking at the analytics? If you can't measure it you can't manage it.

Jump on trends

Trends continue to come up on social media. Whether it is dabbing and flossing or the ice bucket challenge, post your team participating in the action.

Start conversations

Comment on social media posts to show that you are interested and engaged. Include posts shared by the businesses/vendors you work with, posts from patients, things shared by other businesses in the community, etc.

A few more do's during the current pandemic...

- Find ways to bring people together (virtually) even though they are apart
- Create helpful content
- Highlight what your clinic is doing to help during the pandemic
- Discuss changes that the pandemic has brought in your clinic

Top 5 Social Media Don'ts

Ask for likes on a post

Ask questions that show you want to engage with your patients, not just to get likes. Ask more than yes or no questions.

Publish content just to publish content

If you keep publishing poor content and no one is seeing it you won't be able to grow or convert your audience. Poor content is also a terrific way to get followers to click the 'unfollow' button.

Use too many hashtags

Be deliberate with your hashtags. Keep the focus on the message and only include 4-7 hashtags that you want your post to be visible on. Add value, not noise.

Ignore comments or direct messages

Social media is a two-way conversation. Not a one-way microphone.

Share the same type of content in the same way

Don't bore people with only graphic images that are selling a product or service. Include before and afters, fun facts, content of your team, content showcasing the inside of your clinic, etc. Also include different forms of content such as video, pictures, graphics, etc.

A few more don'ts during the current pandemic...

- Don't try to capitalize on the pandemic
- Don't be ignorant
- Don't use sensational words such as "devastated" or "catastrophic"
- Don't stop marketing efforts!
Especially efforts that don't cost anything but your time

INCREASE IN SOCIAL MEDIA USAGE

34%

increase in social media
usage driven by 18-44
year olds during the
COVID-19 pandemic

TOPIC:

Memo

Social Media Ideas for **Medical Aesthetic Clinics** and Practices

"You don't need a corporation or a marketing company to brand you now: you can do it yourself. You can establish who you are with a social media following." - Ray Allen

Utilize Facebook/Instagram Live

- Show treatments being performed on staff
- Weekly Q&A with staff
- Q&A with product or service rep
- Introduce new products or services



Business Partnerships

Reach out to local businesses that have a similar target audience as your own. Host a partnership giveaway requiring entrants to follow both businesses on the social media platform.



Build Social Media Groups

Have a membership program? Build a members only (private) Facebook group where you share exclusive sales. Drive membership and satisfaction.



Behind the Scenes Videos/Images

Post behind-the-scenes photos and videos of your team. This helps to show your patients that behind your clinic is a group of people who are working hard to provide quality services. Showcase trainings, workshops, cleaning, providing services, etc.



Create How-To Video Series

Designate a staff member/provider to record how-to videos for all the products and devices you offer. Post one video once a week and name your new video series something creative that goes with your brand.



Take Advantage of Trending Topics

Always take advantage of trending topics. Have members of your team participate in a trending dance or a trending challenge. Include the respective hashtag to get more engagement.



Conduct a Social Media Takeover

For example: Ask a known trainer at Orange Theory Fitness or Cycle Bar to do a social media takeover where they document receiving a treatment at your clinic on your social media and their business/personal social media.



Tools for Social Media Success

BUFFER

\$15/MO

Buffer lets you post to your platform and analyze the results in real-time. Buffer also suggests the perfect moments to post based on follower activity.

HOOTSUITE

\$45/MO

Similar to Buffer, Hootsuite provides a platform for social media management across multiple sites. There's an option to search and filter through existing social media in order to find brand mentions, insights, and demographic information.

BUZZSUMO

\$79/MO

Buzzsumo shows you which content is getting the most shares for specific topics. Knowing this allows you to determine what your followers prefer to see.

SNAPLYTICS

\$29/MO

Snaplytics is an analytics tool for Snapchat. You can use Snaplytics' library of previously created content to view your past Snapchat efforts and see how well users engage. Snaplytics also supports scheduling stories ahead of time for later publication.

PREVIEW

FREE

Preview is a solution for planning a beautiful Instagram profile. Preview allows you to schedule, design, edit, and analyze your Instagram business account all in one place.

LIGHTROOM

FREE

Lightroom allows you to choose branded presets that you can apply to your photos to create a beautiful, branded Instagram profile. With just one click on a preset, your photo can be altered to achieve the look that is branded to your clinic.

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TAKE NOTE

“If your stories are all about your products and services, that’s not storytelling. It’s a brochure. Give yourself permission to make the story bigger.”

- Jay Baer

I don't manage your online brand. I manage the staff who manages your online brand.



Madison Johnson
President and Founder

8 years of digital marketing experience

6 years of continued education in digital marketing

3 years successfully applying my education and experience in the aesthetic industry

MJM Consulting was designed to educate clinics in the aesthetic industry on how to optimize digital marketing strategies internally, avoiding the need to waste thousands of dollars on big marketing firms to do it for you. New or old, clinics in the aesthetic industry inept at digital marketing can handle marketing activities with success when given the right tools and education. My goal is to help guide and direct your digital marketing efforts by providing innovative ideas and industry-specific digital marketing plans to help your clinic rise above the rest in the digital age.

*Let's chat - Schedule
your free consultation!*

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