

9 LOW COST

MARKETING IDEAS FOR AESTHETIC CLINICS



1. Events

Education is key to building trusting relationships with your patients. Whether it's in clinic or online, plan events like launch parties and include upselling opportunities at these.

4. Email

Run regular email campaigns and test which topics spike the biggest interest in your database. Include exclusive offers and educational content to encourage open rates.

7. SEO Management

If there's one thing to invest in, it's SEO. Use a specialist agency to keep you at the top of Google searches will ensure a consistent flow of quality leads and traffic to your website.

2. Social Videos

Use a platform like TikTok or Instagram to create raw, real-time videos of your daily thoughts, tips and advice. These do not need to be edited or polished, just from the team directly.

5. Referrals

Thank your patients for referring you to their friends and family with an exclusive referral scheme. Offer both the referer and the new customer something as a reward.

8. Collaborate

Consider which local businesses in your area you could collaborate with to offer something special. Maybe it's a hair salon, a cafe or a local gym - it's about strength in numbers.

3. Downloadables

Empower your patients to make informed decisions on their treatment plans by providing useful and educational downloadables through platforms like your website and social media.

6. Post in Groups

Utilise your local Facebook community groups as free forums where you can advertise your services. Use the search bar to search for key terms like 'treatment' and 'skincare'.

9. Competitions

Social media competitions are a great way to drive-up engagement and potential new leads. Think about what you can giveaway to encourage lots of entries and interest.



CLINIC SUCCESS

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