



# Specialty Skin Care

SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS

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## Smart Practice *Marketing Matters*

Bryan Durocher

### 1. BIGGER ISN'T NECESSARILY BETTER.

Major practices or businesses in your area may be larger in square footage or perceived prestige and resources but that doesn't mean they are run necessarily better. Throwing money at a website does not mean it is more functional and or is set up to produce and track results.

When you have your basics right by having a great website with good images and good content, optimized for SEO and mobile, you can compete with larger competitors. Mobile web and apps on the smart phone is a good business practice for now not the future.

### 2. SOCIAL MEDIA ISN'T EVERYTHING.

Facebook and Twitter, while important, are not to be used instead of other marketing platforms. Belonging to networking groups such as Business Networking International (BNI), LeTip and the Chamber of Commerce keep you connected in a local relevant way to clients and your community. Let's not forget the power of special events in your business on a monthly basis. Presentations do not have to be just about beauty. You can have experts speak about nutrition, life coaching and balance, or even financial management for women in today's market. The important focus should be providing your target clients with relevant information

that enhances their lifestyle and well-being and keeps them connected to you. You can even offer specials on products and services only available special event evenings.

### 3. PRINT STILL MATTERS.

"People do spend a lot of time looking online but people still like to sit down and read through a nice printed menu of services and products. You can also use your menu as a tool to get them to go online and sign up for your newsletters and see special promotions available only online.

### 4. SHARE WHEN GOING SOCIAL.

Share with your team what actions you are taking with social media. Let them know if you are using Google mobile to promote new client business. They may not know that words such as "anti aging" or "spa" are some of the biggest key word searches online. Tell them you are investing in coming in on the top of the searches in your area.

Have a media board in your staff room so people can see the results on how many new clients have come in from online promos and your social media efforts. Everybody on the team can look on the wall and see how many Twitter followers you have and look at the Twitter feed that's being

updated regularly. This keeps people aware and excited.

### 5. PLAN YOUR STORY FIRST.

Plan out the story you want to tell before, not after, you dive into social media. Have someone who is a good writer and timely handle your social media whether it is in house or you hire a professional service. Share beauty and wellness tips and best practices. Do not just try to sell them products and services. All of your efforts should be content driven with your promotions immediately following. That way, your clients will look forward to your expertise and being informed. Work out what your story is that you're looking to tell and then try all social media platforms but don't rush in and try them all.

*Bryan Durocher is the author of Wakeup Live the Life You Love in Beauty, has been an expert for Health Journal TV, Life and Leisure TV, and contributor to NBC South Florida Today and the founder of Durocher Enterprises and Essentials Spa Consulting. Bryan was named in 2008 one of the "Top 20 People to Know in the Beauty Industry" by Global Cosmetic Industry Magazine. Durocher Enterprises provides coaching, consulting, global industry trends, marketing solutions for med spas, spa and industry professionals internationally. Bryan can be reached at [bryan@durocherenterprises.com](mailto:bryan@durocherenterprises.com). ▲*