

8 ways

to Grow Your
Aesthetic Practice



Building a successful aesthetic practice or growing your aesthetic business can be challenging. In a universe of stars, it's not always easy to shine the brightest.

We understand how challenging it can be, which is why we put together **a few tips to help you and your patients shine like stars.**



Diversify your services

Patients are looking for a one-stop shop where they can go to take care of all their cosmetic needs reliably and relatively quickly. For this reason, it's recommended that you offer your patients everything they need in one place.

When deciding on equipment to purchase for your clinic, consider solutions that use single platforms to offer a wide array of treatments and that can be upgraded as you grow.

If you are looking to grow your business, then you can also expand your existing service portfolio to attract new customers and offer existing customers a more comprehensive range of cosmetic services. Also, make sure to market and promote your new services to your customers so they know what's available.



2



Build trust (reputation)

Always remember that aesthetic medicine is still, first and foremost, medicine. For this reason, it's important to always do what's in the best interest of the patients. At the end of the day, success should be measured in your patient's wellbeing.

A critical element in your aesthetic brand is your credentials as they are the "seal of approval" that reassures your patients that they can trust you. You should highlight your credentials and qualifications in your decor and marketing materials so your patients never have the opportunity to doubt you. You can also strengthen your reputation as a thought leader in the field to further enhance your brand loyalty.

From a business perspective, once your patients feel safe and trust you, loyalty will follow. This loyalty will give them the confidence that you will deliver the desired results in the stated time period and cost range, and will potentially lead them to seek additional treatments, return for maintenance procedures, and recommend your services to others.

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Make your patients feel special

Over the past decade, competition for aesthetic patients has increased. This means that if you do offer a high-end brand or charge higher prices for your services, you need to justify it through amazing customer service.

Remember that superior customer service is crucial in today's economy, which means that if you are committed to growing your business, you really should have little tolerance for staff who offer inferior customer service. At the end of the day, aesthetic patients give their disposable income to practices that make them feel special and cared for.

It's the little things that make a difference. From the way you answer your phones to the way your patients are welcomed when they come to your clinic, to your services and aftercare – so make sure it all comes together into an excellent experience for your patients. That way they'll have the confidence to keep coming back.

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Make sure your offering is great

This one sounds trivial but in a world where quick fixes and trendy services are common, it's important to provide reliable and effective treatments using proven and safe technology.

Because at the end of the day, no matter what the state of the economy is, only businesses that provide good offerings succeed in the long-term. This means that your offering has to be good, and in the case of aesthetic clinics, the practitioner, staff, technicians, technology and overall patient experience together make up your offering.



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Study your patient demographics

If you're looking to enhance the profitability of your clinic, it's important to take a close look at aspects such as your patients' demographics. This includes their age, gender, marital status, socioeconomic status, education level, occupation and more.

By learning what type of patient usually visits your clinic, you can adjust your services, marketing and messaging to increase profitability. And of course, you can enhance your patients' experience by getting to know them better (see tip no 3).

If you offer services to a wide range of patients, then consider using platforms that can be used to effectively treat diverse skin types and a multitude of aesthetic indications (see tip no 1).



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Minimize patient downtime

In today's fast-paced environment, patients have almost no tolerance for downtime. This means that they look for effective treatments that do not require them to take any time off from their daily routine. This is an important factor to consider when building a service portfolio. For example, by offering non-ablative treatments, you can provide long-term results with minimal patient downtime.



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Define a brand promise and clear messaging

As is the case in any business, it's important to define what your practice offers and how you want it to be perceived. Is it a high-end boutique practice specializing in specific procedures, or an end-to-end aesthetic clinic that gives patients everything they need. Once you're comfortable with your message, then you'll need to get the word out.

As aesthetic patients are likely to "shop around" for treatments, you need to make sure your brand and message are clearly defined and promoted so they can easily find you. In addition, once they do find you, make sure everything in your practice and the patient experience you offer reinforces your brand and message.


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Create valuable content and use digital marketing

We're living in a digital era and aesthetic patients are no exception. They also use digital media to research aesthetic treatments and providers before they make a decision where to go. For this reason, it's important to create and distribute quality content using social media and digital marketing. The purpose of this content is to attract prospective patients who are looking for a solution for their aesthetic challenges and maintenance. Content doesn't have to be in the form of long articles. It can be videos, infographics or podcasts – as long as it's great, it will reach your intended audience.

In addition, while Facebook and other common social media platforms are important, stay updated about newer social platforms. For example, try adding Snapchat and Instagram to your marketing mix as these are the social media platforms that are currently popular with millennials. Sometimes it's enough to just show some key "insider" highlights on these platforms to attract younger patients to your clinic (if that is your goal of course).



We hope you found our tips for growing your aesthetic practice valuable. Aesthetic practitioners have the responsibility to offer their patients safe and effective treatments. At the same time, they need to keep the principles of retail and a consumer-driven economy in mind.

But most importantly, they need to ensure their services are aligned with the highest standards of quality, that they offer an exceptional and consistent patient experience, and that they earn and maintain patients' trust so they keep coming back and referring others.

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When I think about purchasing a new device, I think about the ROI, and how quickly I'm going to be able to pay for the device....

And I was happy to see that we paid for the device in just 2 months, which I think is unbelievable!

*Melanie D. Palm, MD, MBA
Director and Founder of Art of Skin MD*

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With the Lumenis® M22™

