

# An Expanding Toolbox: Items to Improve Your Cosmetic Practice

Experts describe some of their favorite new implements to support patient care.

## Online Marketing Tips and Tools

*From Wendy Lewis*

**Use a Dashboard.** If you want to get serious about social, you need to invest in a dashboard. These platforms allow you to schedule, post, comment, repost/regram/retweet, load photos, and more across multiple platform. Some, such as Hootsuite, now enable you to schedule Instagram posts in advance as well, all from your desktop, tablet, or mobile phone. Choose the right social media management tool for your individual needs. While a lot of the platforms have much to offer, you might not need all the widgets and extra features that come with a hefty price tag. Consider how you plan your social media posts, what can be automated to save time, and where the gaps are. Then, check out a few of these popular choices, and choose the one that best suits your needs. Most offer a basic free version, but the better ones have sophisticated reporting, analytics, and scheduling options that are a must. Another benefit of dashboards is that it simplifies the process of tracking hashtags and bit.ly URLs.

You will also be able to repurpose content seamlessly on a dashboard. Hootsuite no longer allows users to post to more than one account at one time. If you have two Twitter accounts, you will have to post the same content at different times to avoid getting blocked. This is an effort to reduce spam.

Check out some of the available dashboards and find one that works for you:

- Hootsuite
- Sproutsocial
- Agorapulse
- Buffer
- IFTTT
- SocialOomph
- Oktopost

**Add MEMES & GIFS.** MEMES and GIFs are pieces of visual content, often funny or poignant, that can be used across social media and take the place of words. Due to their visual nature, these are well suited to all channels and are extremely shareable. They can also add some entertainment value to posts. You can add your logo in the bottom to gain credit when your memes are shared and add comments or hashtags to the image. To save time, use existing memes that match the phrase and sentiment you want to get across. Search for an emotion or reaction you want to convey, like “Oh no she didn’t” or “TGIF.”

Find them by searching these free sites—or use the GIF tool on your Facebook page:

- Giphy.com
- imgflip.com/memegenerator

**Get a Ring Light.** Want to have an instant glow in your selfies and videos? Do what vloggers do: Use a ring light. A ring light is a handy multi-use tool that can be used for all types of shoots. It may use fluorescent or LED circular bulbs and provides uniform light coming straight from the camera’s point of view to brightens your pics and help eliminate shadows. These systems can be used with a tripod and most having a mounting bracket for your camera or phone. One of the top-rated ones is 2.1 1. Diva Ring Light Super Nova 18”Dimmable Light available at Walmart for \$249, but you can get cheaper versions on Amazon and eBay.

*Get more tips from Wendy Lewis, author of Aesthetic Clinic Marketing in the Digital Age (CRC Press 2018) online at [ModernAesthetics.com/2018/06](http://ModernAesthetics.com/2018/06).*