

# BUILDING A BRAND: WHAT ARE THE MOST IMPORTANT COMPONENTS?

Expert tips for cultivating and growing a brand for your aesthetic practice.

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**B**randing is more than just a buzzword today. It is an essential differentiator for a successful practice. And it's no longer just about your sleek logo or color scheme. Your brand encompasses everything and anything about your practice—or at least it should.



## THE BIG PICTURE

A brand is not just a modern logo, clever tagline, or a bold color scheme. It is much grander than that. Brand building is the process of differentiating your practice from all the other practices in the market. It takes into account the look and feel of your office, the physicians and staff, all marketing materials, and every other detail that speaks to who you are and what you value. Before you build your brand, consider who your target audience is and what appeals to them. Decide on the core messages you wish to convey and the tone that suits you, and build your brand around those.

Everything from the colors and fonts you use, the copy on your website, posting on social channels, location, and imagery should speak to these core messages. Your patients and community should be able to recognize your brand everywhere from the signage on your door to your Facebook page and appointment cards. All of these details matter and make up your total brand, but the other key component to consider is the patient experience. Maintaining your brand is all about consistency. You need to deliver on the promises that your branding conveys.

You can rebrand when there is a good reason to, but everything still needs to be consistent. You can't do it piecemeal, like updating your website landing page or logo but failing to overhaul all of the other components of your brand. At the end of the day, your brand has to stand for something; i.e., quality, professionalism, five-star service, advanced results, etc. The disadvantages of not investing in your brand are numerous. For starters, your practice will not be able to distinguish itself from competitors in any

meaningful way, which will leave you vulnerable to having to compete on price alone. No one wins in a price war.

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## ON-BRAND WEB DESIGN

Branding is a complex process that should be applied across all types of promotions, from web design to social media, blogs, and digital marketing. It is what sets a physician or practice apart and makes their marketing stand out. Branding should take into consideration the colors as well as logos and look and feel of the practice. Consistency is important. By sticking with consistent colors, photos, fonts, and design elements throughout your brand you can project a cohesive image.

Every detail counts, too. Web design and digital marketing trends are constantly changing, so if you have not updated your website in a few years, you may find that you are in need of some simple fixes to keep it appealing, effective, and on-brand. Websites should be concise, easy to use, and intuitive and reflect the practice's goals. This is why it is so important to reflect your branding in everything you put out in the market. Branding is about more than just picking the best colors for your landing page. It's about your whole practice's image.

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