

What Do I Do Now?



PAY FOR PLAY

By Wendy Lewis

In my view, every aesthetics or medical practice needs a strong digital presence. This includes a modern, updated, and visually appealing website with all the bells and whistles in terms of optimization, updated educational content, and a reasonable Google ad strategy to keep your rankings high. Links to all active social channels should live at the top of the landing page. (My preference is top right but that is a personal choice.) Don't fall into the trap of placing anything important at the bottom of your home page, which is akin to the graveyard of a website.

Creating an effective homepage goes far beyond just designing something that looks good. It should be targeted to your specific audience(s) to give those visitors what they are looking for and enough information about your practice and services to make a decision to spend more time on the site and book an appointment. For example, one all too common occurrence is purchasing a new piece of capital equipment and failing to create a dedicated landing page to drive prospective patients to where they can learn more, and hopefully book.

Keep up with trends and new features on social media that change frequently. Instagram, for example, tends to announce tweaks to their platform often. We have grown frustrated with clients who don't understand why their fans and followers are not growing fast enough when they have not set aside any budget for ads and promotions.

Facebook and Instagram are essentially ad platforms. Instagram operates like its own search engine, so SEO counts. Well-optimized pages will rank higher, which attracts more followers and drives engagement. Your channels may not be growing because "Zuck" doesn't want them to grow organically; their model is to charge you for the privilege of getting your content seen by more users. All digital marketing platforms are pay for play, so if you are serious about becoming an Insta star, it will require some external assistance from pros for video and photography plus an ad strategy. Buying followers is still rampant, especially on Instagram, but that strategy is frowned upon.

Another critical success factor for digital marketing is video content. Short-form video for social media is now essential and generates better engagement than still images. Think TikTok and now Reels. Long-form video, which is defined as minutes rather than seconds, works brilliantly for your website and YouTube channel.

Next up is to get your site ready for virtual search. It seems like the COVID-19 pandemic has pushed this further into the public domain. More people are using voice search and wifi-enabled marketing, so don't get left behind. Your desired patients are going to be searching for you by asking Siri (or Alexa or Cortana) to find "Botox near me." Make sure your site will come up strong with local searches.

Finally, customer retention is king. Segment your patient data-base, so you will be better positioned to market more effectively and save on costs to stretch your 2021 marketing budget.