

SPRING CLEANING YOUR PRACTICE: WHAT SHOULD YOU KEEP, TOSS, OR CHANGE?

Spring has sprung, which means that it's time for your practice's annual spring cleaning. What should you keep? What should you toss? What should you invest in? Our practice marketing pros have all the answers.



UPDATE YOUR MENU OF SERVICES

Springtime sparks newness. So, if you haven't enhanced your

menu of services since the early days of COVID-19, you are likely missing out on some uber-profitable opportunities. Patients searching for the latest technology or new treatment touted by influencers may go elsewhere if you aren't at least up to speed on it. That doesn't necessarily mean you have to jump on everything if you don't think it is safe, effective, or adds value. On the contrary, your wisdom as a leader in your field is surely one of the reasons patients flock to your practice.

However, in today's fickle universe of patients, it is wise to feature treatments that meet the needs of your primary target audience, without alienating other patient groups, and with an eye to attracting a new demographic. Think of it this way: You can promote new services to existing clients without necessarily having to increase your marketing spend. To do so, you need to let them know about it via your social channels, website, e-blasts, text messaging, videos, working with media, and shouting it from the rooftops.

Marketing your aesthetic practice the same way year after year doesn't work. Our industry is moving fast in 2022, so it's important to expand your strategy to increase your reach. While you are reviewing what to bring in and what to part with, add staffing to the list. If your people are working extra hours to keep up with patient demand, consider showing them that you appreciate their dedication and reward them so they don't

quit and go to your top competitor. Good people are in high demand in this market, and there are not enough of them to fill all the openings that pop up on LinkedIn daily.

Casting a wider net may mean that you need to upgrade your technology for something faster, better, portable, or that takes up less space. For example, cellulite is having a moment with new treatment options. Acne therapies are also in demand, especially with new devices in the hopper that can bypass the need for systemic drugs. If you are late to the RF microneedling party, get on board! This modality has picked up a lot of steam across all patient groups. Similarly, not offering a minimally invasive body shaping technology is not an option for most practices because patients are surely asking for it.

This field is constantly evolving, which is what makes it so attractive to so many practitioners and patients. Expanding your menu is a reasonably achievable way to increase revenue providing that you do your homework. So, just don't add something because it's trending on TikTok.

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