

## Seasonal Marketing: Focus on Summer

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Summer... It seems so far away as we're still huddling round the fire, but it's a huge opportunity for your business and must be planned well in advance. Miss the season by a week or two and your competitor might just have snatched your potential business.

Methods of marketing are boundless, and it's often a minefield to decipher which of these might work best for your business and within your budget. This guide will help you decide which avenues might make the best approach to entice new patients to your clinic and also to capture the attention of your current patient base, extending their treatment preferences. Above all though, whatever you communicate you must be creative. You might be a Dr run clinical service but your patients respond to interesting tag lines, innovative treatments and eye-catching imagery as much as if they are looking at buying the latest fashion.

### **Timing:**

Timing is critical to capture business. You need to reach patients with your messaging and offers in the spring when they are starting to think about bikini body season, then hit them consistently with more messaging.

### **The Science:**

You may respond to the intricacies of the technology, but the average woman will not. She wants to know does it work, how long until I see results, will it hurt and how much will it cost. So don't blind them with science. Think of those beauty adverts that proclaim, 'The Science Bit' and aim for the same level of information in terms of what patients want to know.

### **The First Steps:**

Before you do anything, look at your treatments and list out what your patients will be thinking about and wanting to look their best for the summer. This will include laser hair removal, sun protection, body contouring, fat reduction, cellulite treatments, stretch mark treatments and facial treatments to even out the complexion so that they can 'go bare faced' on the beach, which is a key trend for Spring/Summer.

Once you have your definitive treatment list it's time to get creative. What you need is to stand-out from the other clinics and capture the attention of the consumer. The simplest way to do this is through package names and creatively named treatments or treatment zones. For example, if you simply say, "Get in Shape for Summer with the Latest Body Contouring treatments" it's bland, BUT if you created a Bikini Beach Body Menu of treatments it suddenly comes to life.

For example:

**The Bikini Bottom Treatment:** Let us sculpt your derriere into the perfect beach peach with just 6 pain-free radio frequency treatments

**The Bikini Belly Treatment:** Just 2 fat freezing treatments will have you ditching your swimming costume and dusting off your favourite bikini

**The Beachy Bingo Wing treatment:** Wave without the wobble in just 6 weeks

**Lovely Lasered Legs:** Want to be smooth and fuzz free this summer? Ditch the razor and love the laser!

### **Create a Consistent Campaign:**

Create the strap line for your summer treatment campaign and stick to it. Use this throughout all communication.

PR and Marketing tools could comprise:

- Window Sticker
- Posters
- Leaflets with the treatment menu
- Roll-up banners
- Press Releases to journalists

### **How to Reach New Patients**

I have witnessed a good return for post office mailings. You are able to pick exact postal drop zones targeting people in exactly the area you wish, for what is, essentially, a nominal amount of money. Once you have selected the area it is critical that the promotional material looks good and stands out from other free post. Make it beautiful and something women will want to pick up and not just put in the bin! A beautiful image one side and treatment menu on the reverse with your clinic details is sufficient. Offer a taster treatment for free and the phones will start ringing! You can send materials in envelopes or alone, but placing it in a good quality coloured envelope is a nice idea if the budget allows.

### **Summer Treatment Open Days**

I have witnessed immense success from open days, with patients queueing to pay for bookings, but only if you get them right.

Here's the magic formula for filling the diary with bookings:

**What:** Open up your clinic for a day or afternoon and evening to all your patients and potential new patients offering FREE taster treatments from your summer treatment menu. Also ensure you have a few ‘models’ to demo on in quieter spells, as this often draws an audience. When conducting these trials, leave treatment doors open so that people can see what is going on inside. It soon draws a crowd.

**When:** April or May is a good time, but avoid school holidays.

**Deals:** Create good value package offerings, redeemable ONLY if they book on the day. This ensures you get the booking right there and then without the risk of losing their interest once they have walked away.

**Goody Bag:** Contact the suppliers of your brands to donate some mini-samples to the goody bag – everyone loves a freebie!

**Adding Luxury:** Serve canapés, sparkling wine and healthy juices

**How:** Create a post-card sized flyer with the details on the front and treatment menu on the reverse that can be mailed out via the Post Office to homes in your local area. Buy a stock shot of a stunning bikini body to capture attention and ensure it contains the following information:

- Invitation to Preview/Experience the Must-Have Summer Bikini Body Menu at your clinic
- Menu of Taster Treatments
- Complimentary Taster Treatments
- When and Where
- Times
- Special Offers
- Goody Bag for every attendee
- RSVP to reserve your place

### **Press Reviews:**

Use the same menu of treatments to invite your local press in to try out full-length versions for reviews in the local magazines and newspapers.

If possible do not invite them to the open day for consumers as they like to be treated on a one-on-one basis and expect the full treatment or a course in order to write a proper review.

If you advertise with local magazines you should use this to secure editorial reviews. Try and negotiate editorial reviews when you book any advertising.

### **Successful Summer Campaigns:**

True Grace PR’s most recent summer campaign was for a world-leading aesthetic beauty company where we promoted all their body devices, both existing and new, at a press event in London. The campaign was entitled ‘Body Beautiful’ and was divided into two clear areas: Skin Perfecting and Body Perfecting. Skin Perfecting included stretch marks, veins,

tattoo removal and body scars and Body Perfecting included fat, cellulite and skin laxity. True Grace PR enlisted 4 of the UK's leading aesthetic Doctors and experts who presented both the 'Facts & Fix' for each issue at the press event. A Little Black Book of Body Beautiful was written echoing each of the presenter's topics and this was given to the UK's top 500 Health & Beauty writers as a resource for their body stories. The event took place mid-January just in time for the planning of the body features in the monthly magazines who were working on their early summer issues. To add theatre to the event we had a male and female model spray painted gold and silver to illustrate the Body Beautiful. This also doubled up as a social media tool when journalists tweeted shots of themselves with the models. Over 20 beauty journalists attended this press launch, and we await the results in writing on publication of the newspapers and magazines.

However, the most successful summer themed PR & Marketing campaign we have created was for a leading laser hair removal device. Their USP was that all skin colours and most hair colours could be treated. Therefore we created a consumer focused campaign called, 'No Shades Barred'. Creative marketing materials were developed using a block of facial images illustrating all the different skin and hair colours on their laser spectrum. This eye catching image was placed onto roll-up banners, posters, a leaflet and window sticker. A press pack was written and this was included in a marketing guide that was sent to all the clinics using the laser. This enabled them to use the releases for their local press, and refer to our guide on how to best communicate to their journalist contacts. The pack also detailed how to order the marketing materials. The campaign materials were up-taken by many clinics and the campaign images were used on their websites as well. This campaign won Best Consumer Campaign 2013 at the Aesthetic Awards.

### **And don't forget.....**

Use any press coverage you receive to best effect. Consumers love to see your name in magazines or newspapers, so scan it and post on Face Book, Twitter and on your website or if the piece is particularly good produce an e-mail flyer and send to your patient list. Many clinics also produce coverage books or create montages of their coverage as a poster or post card which can be displayed in reception.

Also see what support the PR agencies the aesthetic device companies can offer you. They may have press releases you can use or ideas on how to market the treatment to patients.

### **What not to do:**

Don't ...

**X: Sell too hard:** we all know when we are being sold to so keep it subtle and targeted towards what they really need

**X: Do a Press Launch:** unless you have something 100% unique to tell journalists about. They are time-poor and getting them out of the office can be tricky. One-to-one invites set at a time that is convenient to them often works better

**X: Devalue your Clinic:** too many offers might actually work against you. You want to be seen as the more advanced clinic not necessarily the cheapest

**X: Overwhelm them with too much science:** Just because it's a technical device doesn't mean they want all the techy information!

### **The 3 C's**

In summary, be creative, consistent and think consumer, consumer, consumer. Tell them what they'd want to know rather than what you'd want to know!

**Words: 1,736**