

Modern Aesthetics

Three Ways: Waste Not, Want Not: Where Do Practices Waste the Most Money?



Brochures are so 1998!

Glossy practice brochures top my list for marketing dollars that are wasted. That's so 1998! People don't read anymore, and they also don't hold on to paper for long. If they do take your brochure home and throw it in a drawer somewhere or on top of a pile of reading materials like old newspapers, if and when they want to find it, they probably won't. I see more patients using the standard three-panel #10 envelope sized practice brochures for jotting down a phone number, as a bookmark, or fanning themselves. Rather than invest in a brochure that doesn't really say much about your brand and what you offer, consider modern day alternatives that are more interactive and visually interesting. For example, an e-book on a timely topic or a presentation posted on Slideshare, or a short print run of a book to educate prospective patients on a new trend or novel technique you want to promote, offers good content that can be recycled and repurposed throughout your social channels and on a blog.

Plus these strategies have a long shelf life and can be easily updated any time which is not the case with printed materials that require art direction and printing, shipping or mailing costs, and take up valuable storage space.

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