

# SUMMER SLUMPS: HOW CAN YOU SAIL THROUGH?

If business is lagging during the dog days, here's advice on making the most of the open time.

## SERVE UP SUMMER SPECIALS



Many aesthetic practices and medical spas cringe when June comes around on the calendar—for good reason. Typically, since school is out, moms and dads are busy with their kids and family vacations, and of course, spending time outdoors, which limits their interest in skin treatments that preclude patients from getting sun exposure and can put a crimp in their outdoor activities. There are some exceptions, notably students who seek rhinoplasty and chin augmentation, and those in professions where summer is the only free time available for bigger procedures. Another group are therapists, who tend to take August off, and professors and teachers who are out of work from some date in June through some time in August. If your practice caters to a group of these patients, you may be spared from the summertime blues, at least in part.

Attracting repeat clients and new patients is a year-round thing. With proper planning, summer can also represent an ideal opportunity to grow your practice. Utilize this slow season to boost your business by networking locally. Consider targeting a new patient market. For example, join a local business organization and get busy networking with other service businesses in your area to collaborate on an event or co-marketing programs to drum up excitement in your service offering.

Use slow periods to boost your email marketing game. Make sure you have an opt-in for your mailing list on your website landing page and social channels. Add a pop-up, hoverbar, or sidebar box to encourage new visitors to sign

up and build your list. Come up with an incentive to attract sign-ups, such as an e-book as a free downloaded reward for giving up their email address and joining your list. Choose a timely topic, such as “Three Ways to Get a Vacay Ready Shape” or “Year-round Tips For Your #BestSkinEver.”

Summer is the perfect time to introduce special offers to stir up business when you need it most. If you've been reluctant to try bundling non-surgical treatments, the months of July and August are calling your name. Tap into the tactic of launching a Facebook and Instagram campaign to increase followers and boost engagement. Create a timely and compelling offer, such as “25 Percent off a series of (fill in blank) non-surgical body sculpting treatments” or set up a patient appreciation day with 20 percent off all treatments that are paid for on the day of the event. These can help get your register ringing.

Try a weeknight practice seminar. Keep it fun and lively with a theme like “Summer in the City” and offer 20 percent off a select range of treatments, or host a “Casino Night” with an affiliate business in your area to cross promote, and donate a portion of all proceeds to a local charity.

Lastly, slow times are ideal to catch up on everything you've wanted to add to your marketing plan but haven't had time to do. Get moving on your video marketing. Hire a videographer for a day or half day or utilize an easy video set-up in your practice. Invite happy patient advocates to talk about their experiences on camera. Create a list of videos you want to get done; consultations, treatment demos, patient commentary, “welcome to our practice,” etc. You can develop enough footage to use for months to come when you will really need it. ■

## DO THIS NOW

**A marketing intern can help with a variety of items in your practice that you're able to store for future use! Connect with colleges a semester ahead of time to assist in finding the perfect person for your practice, and make sure to find a student who fits well with your culture.**

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