



PRACTICE PEARLS

Tips for Making the Most of the Holiday Season from Wendy Lewis, Founder/President of Wendy Lewis & Co Ltd Global Aesthetics Consultancy in New York City.

As the holiday season is approaching, it's crunch-time to make this the busiest and most profitable time of the year for aesthetic practices. Think like retailers do and start early with the preparations.

Focus on realistic goals and create a detailed timeline to keep you on track. Review previous holiday promotions you've implemented. If you offered a special package that brought in new patients, try it again or trade up to appeal to a fresh set of eyes. Gift cards can be a great solution, especially for someone who knows that their partner or friend has been dying to try Emsculpt (and who isn't?). Give it a clever name, like a "Smooth Moves" or "Glam Gram" gift.

Focus your attention on the treatments and procedures your practice is known for doing best, which are hopefully the ones that make the biggest impact on your bottom line. Remember, it's all about the presentation—and the holiday season is prime time for targeting your most loyal patients, partners and colleagues in an appreciative rather than hard-sell way. Decorate your office to promote a festive environment and stay on brand. Consider adding subtle holiday decor to the waiting room and patient areas, use branded shopping bags for product sales and add pretty ribbons or glittery tissue paper for the season. Give your retail space a merry refresh and display popular skincare gifts wrapped to stimulate gift purchases.



Holidays are all about parties, and you can effectively use events to boost your business. Organize or participate in cross-promotional events with related yet non-competitive professionals, including upscale gyms, salons, shops that cater to women, or other professionals like cosmetic dentists. Any opportunity that gives you a chance to educate an audience on the hot trends in aesthetics (and weave in the treatments/procedures you offer) can also be a win for your practice. This could be a "Fit and Fabulous" panel and invite a special guest who draws RSVPs and adds a unique twist for attendees, such as a nutritionist, wellness expert or stylist to stay on theme.

Try hosting an open house for VIP patients and their friends and family to give them an opportunity to socialize—and attract new patients. Remember, it's all about the details—and several small touches can add up to create a memorable event. Offering a tray of prosecco with raspberries or hot coffee drink with foam and cinnamon sticks helps to create a festive mood. Hire servers to circulate within the crowd to keep everyone's glasses filled. Have a goody bag for each guest to take home and ask your skincare reps to provide samples. The goal of a successful event is to create a festive environment that allows you to interact with patients and colleagues who can drive new patients to your practice.

As cliché as a party theme may seem, it's a valuable way to effectively communicate—and resonate—with existing and potential patients. Keep your patient demographic in mind to determine the best approach to holiday-season promotions and event themes.

A few to consider:

- [Practice Name]'s Holiday Pamper Party.
- Sip and Sculpt.
- Emtone It Up!
- Mistletoe Makeovers.
- Cocktails and Caviar.



Instead of taking a catch-all approach to the holiday season, use individual holidays as potential profit-builders. This means creating holiday-specific promotional content for email blasts and social media. Don't forget about Black Friday and Cyber Monday.

These are great opportunities to boost sales by offering limited-time product and service bundles, especially when combining lower-priced services or mini-treatments with more high-end treatments. Don't necessarily devalue your offer, but rather offer something extra for the same or a similar price point to compete with sellers who will be slashing prices. To further promote your practice, try to prompt patients to share their experiences via social media. Create a hashtag for holiday events and promotions, such as **#PartyPrep2019** or **#[PracticeName]xEmsculpt**. Signature hashtags make it easier to find who's posting about you and track engagement. Order a branded step and repeat (standing screen with your logo for picture taking as on the red carpet) and selfie sticks to encourage photos and Instagram posts.

To show patients a token of gratitude, consider a little gift for those who come into the practice through December. Whether an inspirational book, complimentary mini treatment, scented candle in your brand colors, hand crafted wrapped chocolates or cookies, branded makeup case or a donation to your favorite charity in their name. Everyone loves a nicely packaged gift.

Take this opportunity to tell your patients that you plan to be around to take care of them for many years in a humble, grateful tone. An end-of-year email blast that includes the high points of the year (including awards, accolades, introduction of new services, procedures, team members or an expansion) helps patients feel connected to your practice in a personal way.