



MARKETING YOUR PRACTICE

Staying Connected in The Era of Social Distancing

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This new normal has forced all aesthetic practitioners to rethink how we run our practices. For the near future, it's critical that we shift to meet the current market trends because it will not be business as usual for a while. NOW is the time for you to plan rather than panic. Keep an open mind and look into novel methods for patient communications, fresh ideas for promoting your brand, and new possibilities for business for when this health crisis is finally behind us.

Talk to your staff and keep them updated

- Establish protocols for everyone in your practice to protect themselves and patients.
- Stay in the know by setting alerts from the WHO and CDC for new developments so you are prepared to answer questions patients may have.
- Become an expert on the subject so you can be a source of healing for patients.

Send an eblast to active patients

- Calm their fears and reinforce the fact that your practice is taking the potential risks of COVID-19 seriously with their safety in mind.
- Let them know how to reach you, when your office may be open again, and reassure them that you are available if they need you.

Social media is the single most effective form of communication right now

- Stay active on the channels that matter including Facebook and Instagram at a minimum. Instagram Stories are an ideal way to maintain our connections.
- Screen time is at an all-time high as people are working from home and looking for activities to occupy their solitude.
- It is important, for the time being, to tone down all promotional posts and procedure-driven content.
- Your patients, as well as followers and fans, may be facing economic upheaval, health issues, and family emergencies, so it's critical for your content to be more about your audience and their needs, rather than promoting injectables and non-surgical fat reduction.
- Go for a caring, friendly and helpful tone to stay visible and relevant to patients who know you.
- Video content is essential now to keep up your connection with customers and your community. 30-60 second daily snippets can break up your content and add a deeper human touch to your feed.

Think education over promotion for this period

- Avoid discounts, promos, deals, price slashing, that may come across as desperate.
- Pivot to position your practice as offering wellness solutions and helpful advice.
- Consider including social media content about fitness advice, healthy food, favorite recipes, favorite inspirational quotes, beautiful photographs, beauty and skincare tips, etc.
- Don't shy away from talking about what your practice is doing to prevent the spread of COVID-19, including volunteering at hospitals, charitable causes, and working with other organizations.

Be extra kind to colleagues, neighbors and your community

- Collaborate with colleagues in your market and be willing to share your supplies with nearby practices to support each other.
- We are all in this together and a sense of camaraderie can help to avoid feelings of isolation.

The aesthetics industry has faced crises before, and we have weathered those storms. There will be life after this one too. Do you have a practice marketing question?

- [Click Here](#) to send an email to Wendy and her team.