

GETTING INTO THE HOLIDAY SPIRIT

Modern
Aesthetics

'Tis the season to be jolly, and *Modern Aesthetics*[®] magazine asked our practice management pros to weigh in on gifting options for staff, how to maximize holiday promotions, and holiday party etiquette.



GET ON THE GIFTING CIRCUIT STAT

Christmas cards and snow globes are starting to appear earlier

and earlier each year. This year I spotted candy canes and Santa hats even before Halloween.

Get into the holiday spirit early to promote your treatments, products, and giftables by following what Amazon and every other mega-retailer do. The key days that play a significant role in making consumers want to buy are Black Friday, Cyber Monday, as well as all the plethora of winter sales that start right after Christmas Day, and then comes Valentine's Day.

List signature packages in local gift guides. These are very common in all markets as media and influencers like to do a roundup of the best gifts to buy for the season. Reach out to some local media to learn what they are looking to promote.

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The best kind of offers are increasingly more personalized. For example, digital gift cards are available for almost anything consumers want to buy, so that is a great strategy to incorporate into your holiday promotions. You can create gift cards for specific valuations that can be used for anything you offer vs. individualized gift cards that can only be applied to specific treatments or products. Consider excluding some treatments and products from gift cards, such as those that have lower profit margins, high consumables, or take up too much staff time.

One caveat is that in many states gift cards have no expiration date, so you may get someone coming in 3 years from now saying, "I want to use my gift card for my lip injections." Check out the regulations that apply in advance to avoid any surprises down the road.

Look to your top vendors for any special holiday gifts they will be promoting. For example, many cosmeceu-

tical brands offer special holiday skin-care bundles that are in a pretty box or holiday packaging to save you from having to do the wrapping internally.

Share your holiday gift recommendations with your patients via e-blasts and text messaging to get the word out. Position your practice as a great place to go for some of the season's most wanted gifts. You can also have a selection highlighted for workplace gifting, such as a best-selling sun care product for the ubiquitous Secret Santa. Most aesthetic practices can easily put together an edited range of ideas that would be suitable for bosses and co-workers alike. After all, who wouldn't be happy to get a luxurious facial or massage as a gift during the most stressful time of the year?