



Medical & MedSpa Digital Marketing Blueprint

Proven strategies that
create a winning
digital marketing roadmap.



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(TAKE ACTION!)



Hello!

You are ambitious and you're driven to create a thriving business and broaden your client base utilizing the power of digital marketing, but where to start? With the competitive environment in the medical and medical aesthetic industries today, you must have all the tools necessary to create an effective digital marketing strategy. There are so many options; what works? We know! We want to share that with you today.

To help guide you through the process, we have created this marketing roadmap to give you the basics, from website design to search engine optimization. Yes, it is complicated - but we are here to make that easier for you.

STRATEGIES FOR MEDSPA / AESTHETIC PRACTICE MARKETING PLANNING

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Planning an impactful marketing campaign requires more than just having a website; it calls for optimizing SEO, crafting engaging content strategies, creating engaging visuals and messaging, and exploring results data to uncover meaningful insights.

We developed this roadmap for urgent care, emergency rooms, and aesthetic medspa practices to cut through internet noise and create a strategy that drives clients and patients to you.



A BUYER PERSONA IS A DETAILED DESCRIPTION OF SOMEONE WHO REPRESENTS YOUR TARGET AUDIENCE. THIS PERSONA IS FICTIONAL BUT BASED ON DEEP RESEARCH OF YOUR EXISTING OR DESIRED AUDIENCE.



➤ DEFINE YOUR IDEAL CLIENT

Identify the age, gender, income, and other demographic factors of your **ideal target** audience.

To grow your business, you must clearly define who you want to target with your marketing. This involves researching your target demographic. Demographics include insights on age, gender, income, culture, pain points, health concerns, and more. Additionally, consider factors such as geographic location.

Targeting a demographic with a specific service or product helps your business be more relevant in search and ads, equating to being found by the right people who want what you've got.

➤ OPTIMIZE YOUR WEBSITE

Make sure your website is mobile-friendly and has relevant content that potential clients will find helpful



Keeping up in the competitive world of medicine requires a website or landing pages that appeal to your ideal clients. A vital component of a successful website is making sure it is mobile-friendly. This means that clients can access the site easily from their smartphones, and it will be quick to load and easy to navigate. Older websites are going to be challenged with this requirement.

Additionally, you'll want to ensure that your website offers valuable information that potential clients seek. From answering frequently asked questions about treatments to outlining implicit value in a service or treatment, you've got to anticipate what it is your website visitors want to know.

➤ CREATE ENGAGING QUALITY CONTENT

Leverage blog posts, social media posts, videos, and other digital content to reach and engage with prospects and clients.



Your online content needs to be high-quality and engaging. Create content that people can find, understand, and use. Invest time and resources into creating blog posts, social media posts, email newsletters, videos, and other digital content to help prospects learn more about what you do and why they should choose you over the competition.

By leveraging quality content to reach new clients, you can build brand authority and recognition, demonstrate your expertise in the field and give yourself an edge over competitors.

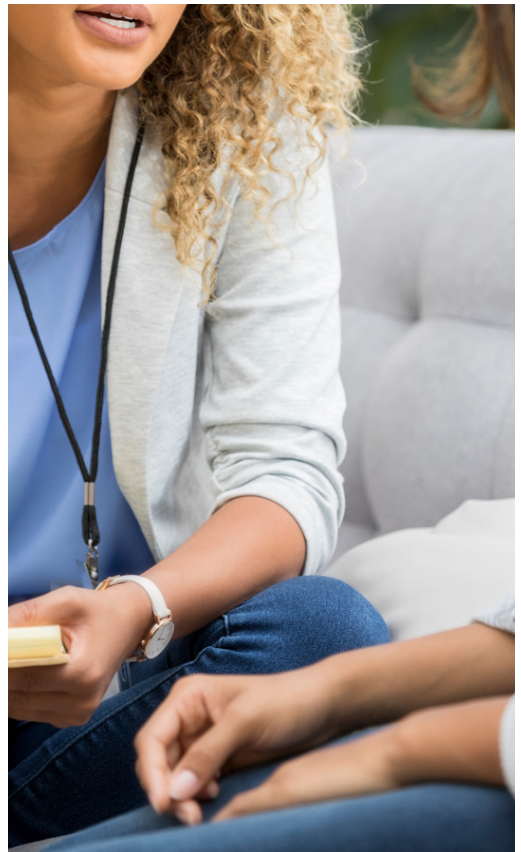
Offering content with highly searched keywords makes it easier for search engines like Google to find and web pages related to specific topics, which will increase search visibility for your website and services.

➤ FOCUS ON CUSTOMER NEEDS AND SERVICE

Building trust and loyalty often results in requests for follow-up treatments and referrals from satisfied clients

Building relationships is key to growing your practice. Letting your patients and clients know you are invested in them, and that they are "loved and pursued." In the medical field, this is a requirement.

If you don't have a relationship with your patients inside and outside of your facility, they will look for the resource that provides it. Medical and aesthetic practitioners need to be about building relationships, not just solving a health problem.



Outstanding customer service is vital in today's economy. **Google Reviews** matter now more than ever. What do yours look like? If you aim to increase your business, offer exceptional service from when patients contact you until after their treatment has been completed.

➤ SOLICIT CLIENT TESTIMONIALS

Testimonials from satisfied customers are your most persuasive form of marketing.

One of the most effective ways to build trust and credibility with potential clients is to solicit testimonials. Gathering feedback from satisfied customers provides a level of social proof that will show prospects that your practice delivers results.

By including these reviews on your website and social media accounts or other online platforms, you can provide evidence of the positive experiences your clients have.

Google searches for companies with five-star reviews. Having them adds to your search authority. You can't buy this - it has to be earned!

In addition to emphasizing client testimonials, it is also essential to leverage statistics. What are you doing well and can you create a graph or chart that provides a strong visual?

Points such as success rates for particular treatments or procedures, positive customer reviews, certifications held by staff members, and other relevant information are valuable in demonstrating your quality of care. This data can be used in conjunction with client testimonials to create an even more convincing picture of the success of your services.



AD CAMPAIGNS & LEAD MAGNETS

➤ INVEST IN PAID ADVERTISING

Consider advertising on Google Ads or Facebook Ads to display your ad to a specific audience

Building and growing a successful practice is challenging in today's competitive internet environment. Paid advertising, such as Google Ads or Facebook Ads stand out in a news feed or search result. They are an efficient way to reach a targeted audience and show potential clients why your business is the right choice for them.

Increase your reach, increase your brand recognition, and get prospects to TAKE ACTION. Ads providing a clear call to action get results.

➤ ENGAGE EXISTING CLIENTS

Focus on building relationships with current clients by utilizing email marketing campaigns



Solidifying and nurturing relationships with existing clients is essential to your success. With so much competition and a never-ending supply of potential customers, building relationships with those who have already come through your door is essential for sustaining long-term success. Referrals are priceless.

Utilizing email campaigns allows businesses to stay "top of mind" and connected with their current clientele and easily reach out with trending health topics.. You can also let them know about specials, coupons, or loyalty perks. This also provides a platform for developing personalized marketing strategies tailored toward your targeted customer base.

➤ UTILIZE YOUR VENDOR RELATIONSHIPS

Negotiate co-op advertising programs with partner companies.

Co-op advertising is an incentive program offered by vendors and manufacturers in which they contribute a portion of the cost of traditional advertising or other marketing activities. This allows your businesses to maximize return on investment (ROI) when it comes to marketing activities and helps them gain more visibility in their local market.

In the medical and aesthetic industries, companies like Biote and Cutera provide these types of promotional opportunities to help medical businesses advertise their own services while simultaneously promoting the manufacturer's product. These programs allow businesses to reduce their marketing costs, increase their reach and build relationships with potential customers in the area.

From co-op marketing dollars to sponsored events and giveaways, you can add momentum and perceived value to your marketing efforts. This strategy can be extremely beneficial in today's competitive marketplace.



➤ ANALYZE YOUR DIGITAL MARKETING

Track the results from your marketing efforts to identify which ones are most successful

Tracking the results of your marketing campaigns will help you identify which methods are most effective in expanding your client base. By regularly evaluating the success of each approach, you can optimize strategies, improve ROI and ensure that you are consistently reaching out to the right target audience.

If you aren't measuring, you're not really doing it. Having a strategic goal and knowing if your campaigns are delivering is critical to overall success. Get to know your numbers.

NEXT STEPS

We're offering you the opportunity to start your digital marketing strategy with a roadmap. The attached checklist is a step-by-step process for knowing what you should be doing to create success and momentum by giving you a vetted process. You'll be invited to a free webinar to go over the checklist in depth.

We are invested in your success!



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Take Action



“Go confidently in the direction of your dreams! Live the life you’ve imagined.” ~Henry David Thoreau

Medical & MedSpa

Marketing Checklist

Website and Content

- ☐ Website is planned with intention and a defined SEO element

Proper Search Engine Optimization and Onsite SEO

- ☐ On-Page SEO
- ☐ Local SEO
- ☐ Google, Bing and Yahoo Business Listings

Landing Page for 1 Type of Service (Lead Magnet)

- ☐ Landing Page Development
- ☐ Call to Action (Learn More, Download, Take Survey, Buy Now, Make an Appointment)

Conversion Elements - Filling the Funnel

- ☐ Contact Funnel Collection
- ☐ Opt-In Mechanism
- ☐ Email Database
- ☐ Nurturing Strategy

Pay Per Click Advertising

- ☐ Budgetary Limitations of Google - What's Your Budget?
- ☐ Ads Require a Strategy - What's Yours?

Social Media

- ☐ Facebook / Instagram
- ☐ Posting Schedule
- ☐ Great, Branded Pictures

Retargeting

- ☐ Unlike typical banner ads, retargeting ads are a form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer).

Analyze

- ☐ Sustaining the success comes from measuring the results

notes :

Target Persona

Worksheet



A buyer persona is a detailed description of someone who represents your target audience. This persona is fictional but based on deep research of your existing or desired audience.

To create a buyer persona, you need to gather a mix of information about your target customer, including demographic, behavioral, and psychographic information. You can collect this data through surveys, interviews, existing paid databases, or your CRM. Once you have gathered the data, you need to learn about the particular needs and goals of your buyer, and think about how your product can solve their problems. Finally, you need to map the persona profile onto your product, and highlight how you solve for the user. If you follow these steps, the persona you build will be both accurate and authentic. Buyer persona templates can help you to add essential structure to this process.



Picking a visual of your ideal target client helps you visualize your relationship

Pick an Avatar

Add Demographic Traits (Examples)

Age

Gender

Keeps Current on Health Topics

Education

Relationship Status

Exercises Regularly

Type of Work

Actively Manages Health?

Has One or More Comorbidities

Work From Home or Hybrid?

Is Open to Trying New Things

Makes over \$75K Annually

Health Insurance or Self-Pay?

Values Dr/Patient Relationship

Lives in Zipcode

How We Benefit You

Innovate Social Media's Medical + Medspa Marketing Experts specialize in creating comprehensive online strategies tailored to emergency medical and medical aesthetic clients. We provide innovative solutions to help businesses stand out from the competition, utilizing a variety of tactics such as engaging and authoritative content with keyword optimization, SEO, targeted advertising on social media platforms, and analytics tracking.



Suzette Cotto, CEO

**Innovate Social Media
Medical - MedSpa
Marketing Expert**

With over 15 years of experience marketing and selling medical solutions to world-class hospital systems with burgeoning IoT technology, AI and robotics, she has become an authoritative voice in medical facility marketing.

In 2013, Suzette founded Innovate Social Media and has honed her marketing expertise with digital technology to serve Freestanding Emergency Centers, Hospitals, Urgent Cares, and General Practitioners.

Are you ready to get started?

Sign up for our next live webinar.

