



The Key is Clientele

Top Ways to Nurture and Engage Your Patient Base Through COVID-19

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In a world of algorithms, hashtags and followers, know the true importance of *human connection*.





CHAPTER 01

Leaders Lead In a Time of Crisis

Be A Leader In Your Community, In Your Industry



It's Time To Pivot

Be a Leader

Thank you for taking the time to read this eBook. It shows that:

- You recognize the need to pivot
- You are brave enough to figure out ways to meet this challenge head-on
- You want to be a leader and positive influence in your community/industry

You have a chance to do the **right** thing **right** now. Doing so will not only help you in this current, uncertain time, but set you up for long-term success in what could be a very different world on the other side of the coronavirus pandemic.

Your patients are in the same boat as everyone else: focused on how **THEY** are going to survive. Many families are losing at least one income due to business closures, layoffs or furloughs. They are **NOT** in the mindset to spend, but rather, conserve.

This is the time to GIVE and give freely and generously. Be of service, not of sales.

A knee jerk reaction in times of crisis might be to run scared and retreat, hide in a bunker and disappear until the smoke clears. However, in a crisis like this one, silence is the worst possible response. This is your chance to stand up and be a leader.

The conversation will continue *with* or *without* you.



It's Time To Pivot

Housekeeping Items

If you have not done so already, this is the time to update your website with the following information:

- What is your business doing to keep your employees and patients safe?
- How are you handling business closures or cancellations?
- What can clients expect from you in the weeks to come?
- Are you offering any services such as telemedicine, virtual consults, curbside pick-up or delivery of product?

Social media will be a major part of this strategy. However, we will briefly touch on a few other practice development items. Our overall goal is to offer ideas to help you get through this and emerge on the other side stronger and an even better choice for your community's aesthetic needs.

If you do not already have your Instagram and Facebook accounts set up, that will be step one.

If you need some help creating your profiles, please let us know and we can assist you.



Adjust Your Messaging

Purpose Over Profit

This is not “marketing as usual” anymore. During this sensitive time, a completely different approach in your social media messaging is imperative. Offer your clients support so they know that you care for them and are here for them, even when there is nothing to buy from you!

More than anything, speak to your patients from your heart, with empathy for what they are going through.

FOCUS ON RETENTION AND NURTURING YOUR CURRENT CLIENTELE

Nurturing your current clientele will help with retention and you can do that by making your message more personal. Everyone is curious in what others are doing to get through this and the need for human connection is more important than ever.

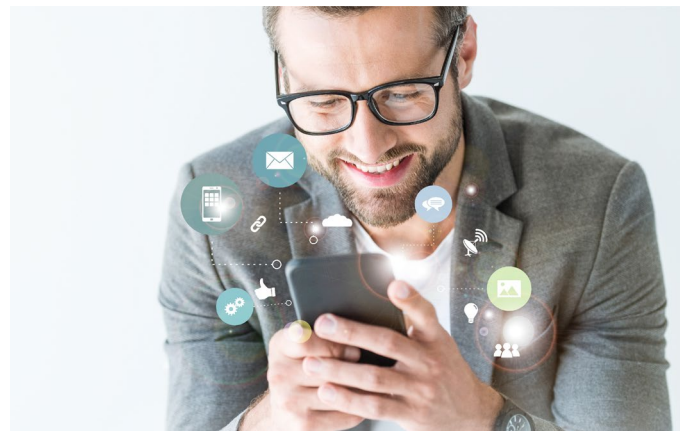
Talk about your pets, how you need Botox or how all your lash extensions fell off. Ask people to post their at-home skin regimen or what they look forward to once we no longer need to social distance. Also, consider paying it forward by asking your audience to tag local businesses you all can support...just be human!

CANCEL OR POSTPONE SCHEDULED POSTS

This is not the time to send out messages about upcoming specials or product/service launches. If you already have a content calendar with scheduled posts, press pause on those and reevaluate. Also, do not feel pressured to send out messaging daily. Every other day is completely acceptable right now. Quality over quantity is key.

CONVERSATION OVER CONVERSION

Retrain your expectations and focus *less* on a strong call-to-action that leads to a conversion and *more* about starting a conversation. Being part of a conversation, in a Facebook Group or Instagram Stories for example, needs to be the top priority. Again, focus most on building the community and supporting each other.



Purpose Over Profit

EDUCATE AND INFORM

Although we are suggesting not utilizing your channels to sell, that does not mean to stop educating. Even if your customers are not buying right now, you can stay at the top of their minds because educational content that helps solve some of their aesthetic concerns will always be in demand and appreciated.

For example, on several of the accounts we manage, we are utilizing every 3rd post to briefly discuss a condition (e.g. cellulite, hyperpigmentation, stretch marks, etc.). We are not focusing on the *device* as much but educating on the *condition* and a *solution* to correct it, minus a call to action. We are framing it as a #wisdomwednesday or #themoreyouknow.

If you need some ideas on what to focus on, just work through each topic on your website or repurpose old blogs for short snippets. There is no reason to recreate the wheel as you most likely have all the content you already need.

SPREAD JOY, INSPIRATION AND MAYBE A LITTLE HUMOR

The news we are consuming daily, if not hourly, is dark and depressing. Rather than contribute to the unpleasantness, focus on spreading joy, inspiration and maybe some humor on your social media channels.

Just remember to err on the side of caution as not everyone might share your sense of humor. Consider sharing some posts with another person first to ensure you are sending the intended message.

WHEN IN DOUBT, JUST ASK

It is completely acceptable to ask what your audience wants to see and hear from you right now. There is no perfect answer as to how you should be communicating with your clients, but opening the dialogue is a small effort that can yield big results.

This is a great time to start the conversation and learn more about your audience.

The best advice we can share as you adjust your marketing strategy is to stay true to who you are as a business and a person. Be as authentic, empathetic and transparent as possible with your clients.



Know Your Platform



FACEBOOK

Some marketers and medical spa/practice owners have begun to move away from Facebook. However, Facebook still has the lion's share of active users across all ages.

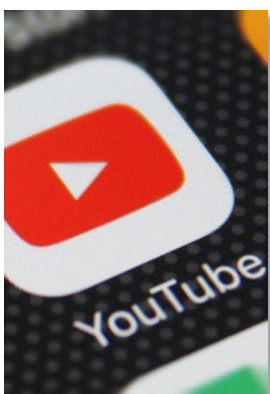
Facebook allows for powerful, highly-specific targeting that allows you to reach the primary audience for your medical spa/practice only.



INSTAGRAM

Instagram caters to a younger audience. The most active users on Instagram are between 18 and 35 years old. If you are interested in targeting women in their 20s and 30s, you will want to be on Instagram.

If your target demographic is much older, you may be able to get away with a smaller presence on Instagram.




YOUTUBE

Videos allow you to increase the time spent by visitors on your site. Since Google now owns YouTube, there has been a significant increase on how much videos affect your search engine rank.

You are 53 times more likely to show up higher on Google if you have a video embedded on your website.



SOCIAL MEDIA MONTH POST TEMPLATE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						
#SundayFunday What you are doing to "have fun" today at home during quarantine	#SupportLocal Promote local business with a post and don't forget to tag them	#TreatmentTuesday Highlight a treatment provided	#WisdomWednesday Explain the science behind product, biological response, etc.	Around the House Photo, video, Boomerang of house activity	Self Care Photo/Video demonstrating an activity for the purpose of self improvement	Q & A Encourage followers to submit questions answered via Facebook Live
#SundayFunday What you are doing to "have fun" today at home during quarantine	#MotivationMonday Share a motivating quote or picture or story	EDUCATION Share a tip or routine on product or health	Health Tips Tips for staying safe and healthy during pandemic quarantine	Around the House Photo, video, Boomerang of house activity	STAFF FEATURE Highlight one of your staff member's personal/professional accomplishments	Q & A Encourage followers to submit questions answered via Facebook Live
#SundayFunday What you are doing to "have fun" today at home during quarantine	DISCUSS PRODUCT Highlight a specific product with explainer video and/or treatment	#TreatmentTuesday Highlight a treatment provided	#WisdomWednesday Explain the science behind product, biological response, etc.	Success Story Highlight a patient success story how a result has enhanced life	ASK A QUESTION Ex: "What is your regime for healthy skin?"	Q & A Encourage followers to submit questions answered via Facebook Live
#SundayFunday What you are doing to "have fun" today at home during quarantine	BE THE EXPERT Provide a solution to a common problem your customers' have	EDUCATION Share a tip or routine on product or health	OPEN Open space for national holiday	Around the House DIY project, remodel, exercise routine, activity	Share the Love Encourage audience to tag a local business everyone can support	



CHAPTER 03

Engage Through Video

Make the Personal Connection Through Video & Livestreaming



Lights, Camera, Action



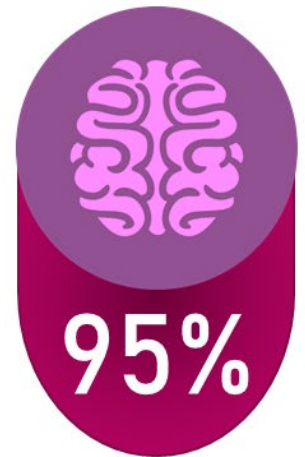
of global traffic
will be
contributed to
video by 2020



of content
shared by
users on SNS
is video



of marketers
use video in
their
campaigns



of message
will be retained
by viewers
while only 10%
with text

Technology has made content extremely personal and intimate – 70% view digital content on their phones – and we take our phones everywhere.

Videos are extremely efficient in telling a story or communicating an idea and encourage social shares. This equals engagement and engagement is the name of the game. We realize that it can be a daunting task for several reasons, the main component being fear...fear of the technology, cost, not knowing what to say, etc.

We are going to dispel some of these notions and help put your mind at ease so you can jump in headfirst to the world of video!



Lights, Camera, Action

	STABILITY	LIGHTING	EDITING
Beg	<ul style="list-style-type: none">• Some Smartphones have built in stability• Use landscape mode (turn phone horizontal) instead of portrait (vertical)	<ul style="list-style-type: none">• Natural light is most efficient and flattering if only light source• Avoid backlighting by facing into the window, $\frac{3}{4}$ or side view	<ul style="list-style-type: none">• Social Media platform-based• Instagram and Facebook allows for trimming, minor edits
Int	<ul style="list-style-type: none">• Desktop tripod, very inexpensive• Bendable, grasping tripod options afford a wider range of camera angles	<ul style="list-style-type: none">• Beauty rings are great for lighting face or very small space• Many offer cell phone attachments	<ul style="list-style-type: none">• App-based editing• Videoleap is a free editing application for smart phones• Ripl & Over are excellent options for graphic creation
Adv	<ul style="list-style-type: none">• Gimbal stabilizer improves aesthetic value• Included functionality – facial recognition and follow, tripod	<ul style="list-style-type: none">• Clamshell lighting is suited for medium sized spaces or multiple people (treatments, etc.)• Many value-conscious available options on Amazon	<ul style="list-style-type: none">• Final Cut Pro (Mac), Premiere Pro (Windows)• These software programs offer a full suite of cinematic elements

Need some help? Contact us and we will gladly discuss how to produce the best footage with what you currently have. **Always 100% complimentary.**



Lights, Camera, Action



PRO TIP #1

For live video success, have a description and make sure your broadcast is **longer than 3 minutes**.

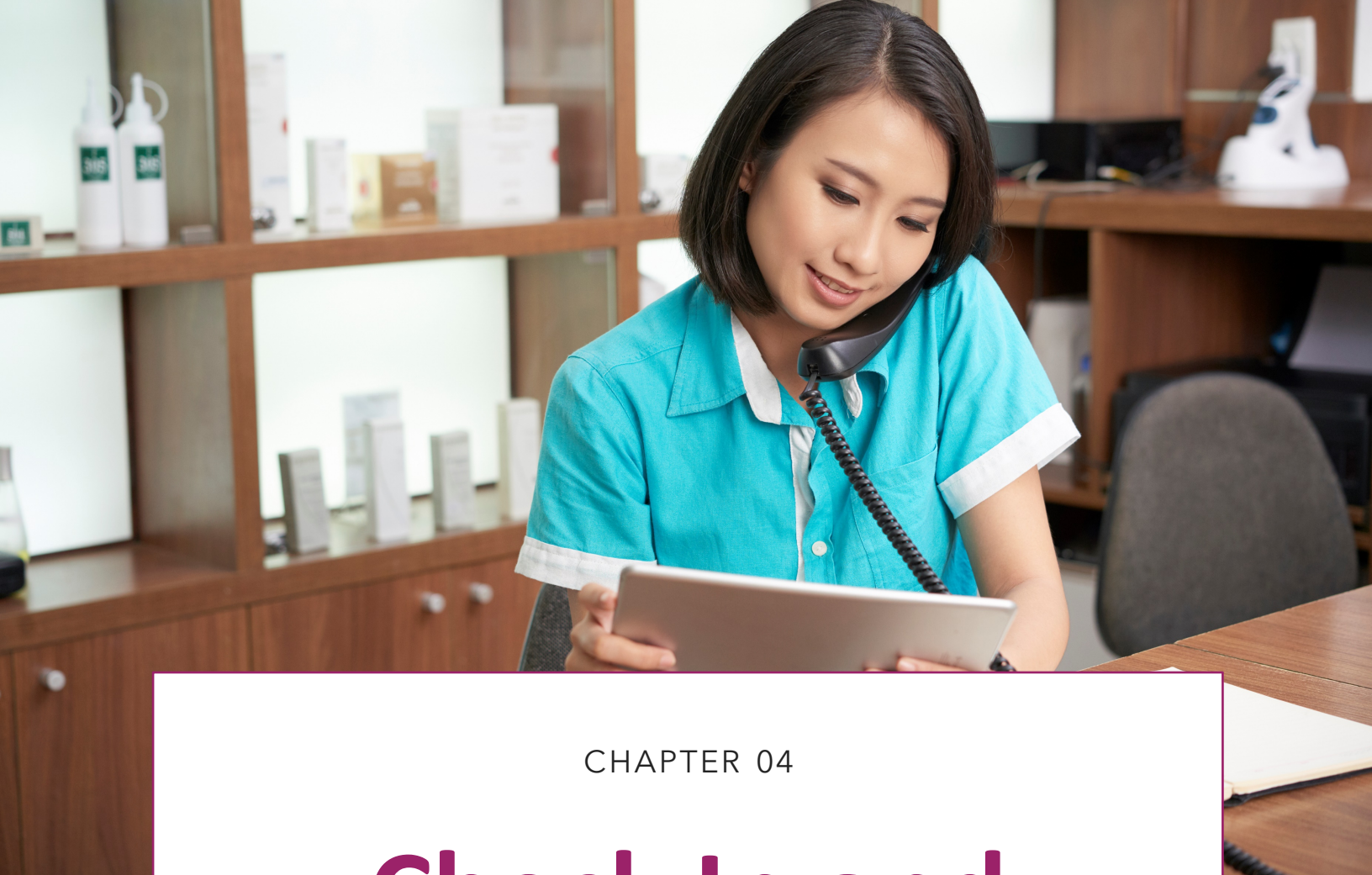
PRO TIP #2:

Upload your videos to YouTube. Then, **embed** the videos onto your website and share clips in email marketing. Upload **directly** to Facebook.

MORE VIDEO BANK IDEAS:

- COVID-19 safety tips
- PETS!
- Home health tips
- What you are doing to stay healthy, active at home
- What you are doing with family at home
- DIY home skin care
- What you are doing to invest in YOU to become a better provider
- Treatment on self or family member
- DIY home repair/beautification





CHAPTER 04

Check In and Check Up

Build Your Community



Connection is Key

Your customers will remember that you took an interest in them, not only as a client, but as a person. That type of connection builds goodwill and loyalty.

How great would it be to get a personal message from your medical or aesthetic provider just looking to check in and see how you and your family are doing? This simple gesture will be remembered and recounted to others.



EMAIL

Despite what you may think or believe, email is still a valuable communication tool. The medical and aesthetics industry enjoy some of the higher open rates (32%) versus other industries.



TEXT

Text is more personal than email if you are set up with permission.



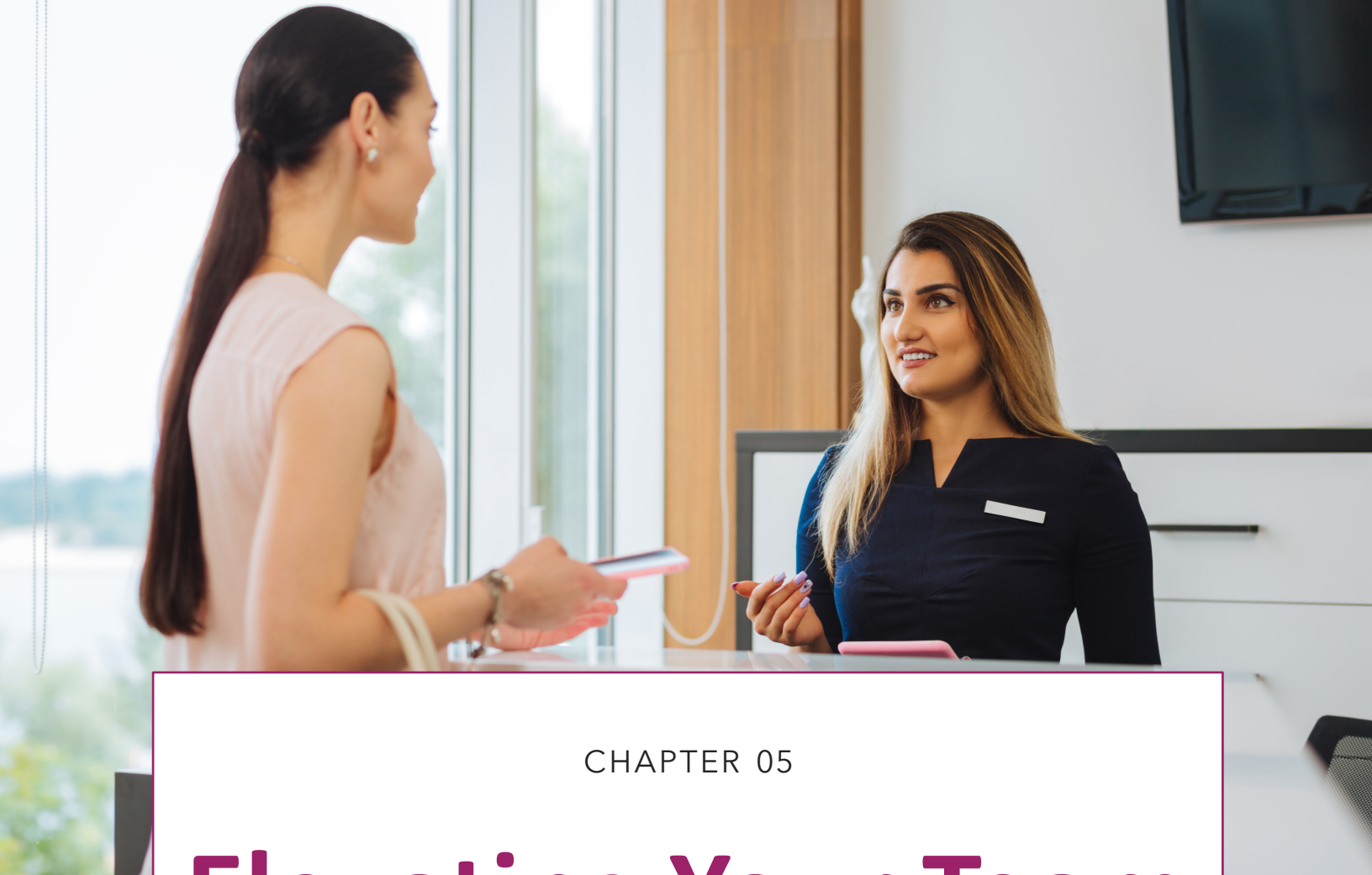
TELEPHONE

The most personal! A call to check up on a client will be incredibly meaningful. Community is key right now and this is one of the best ways to nurture your clientele.

Be the reason someone smiles.
Be the reason someone feels loved
and believes in the goodness in
people.

- Roy T. Bennett





CHAPTER 05

Elevating Your Team During COVID-19

Your Team is Your Greatest Asset



Your Greatest Asset

Elevating Your Team

Depending on your staffing situation, this is a good opportunity to spend some time on staff development and elevate your team to better serve your clientele when you are open for business again. Even if you have, unfortunately, had to furlough some of your team, use this time to work on your onboarding process when you look to re-staff in the future.

Your team is the face of your business and crucial to your success in “normal” times but will become even more important post-COVID. Invest in their development so that when the clients come back, they will be glad they did.

FRONT DESK, FRONT LINE

Your front desk is typically the front line and the first point of contact with your client. Now is a great opportunity to ensure that these team members are well versed in your services, understand how to handle pricing questions (always a big one). Role playing talk tracks over Skype or Zoom is a great way to develop this important role.

YOUR PROVIDERS

For your technicians and providers, this is the time to make sure you have your dialed in a great aesthetic consult.

Spend time discussing how to educate clients on treatments and work on effective ways to upsell and cross-sell. Walk through each service offered and discuss which product or service can be presented to the client and why. This is great education for the team and can be handled easily over Zoom.

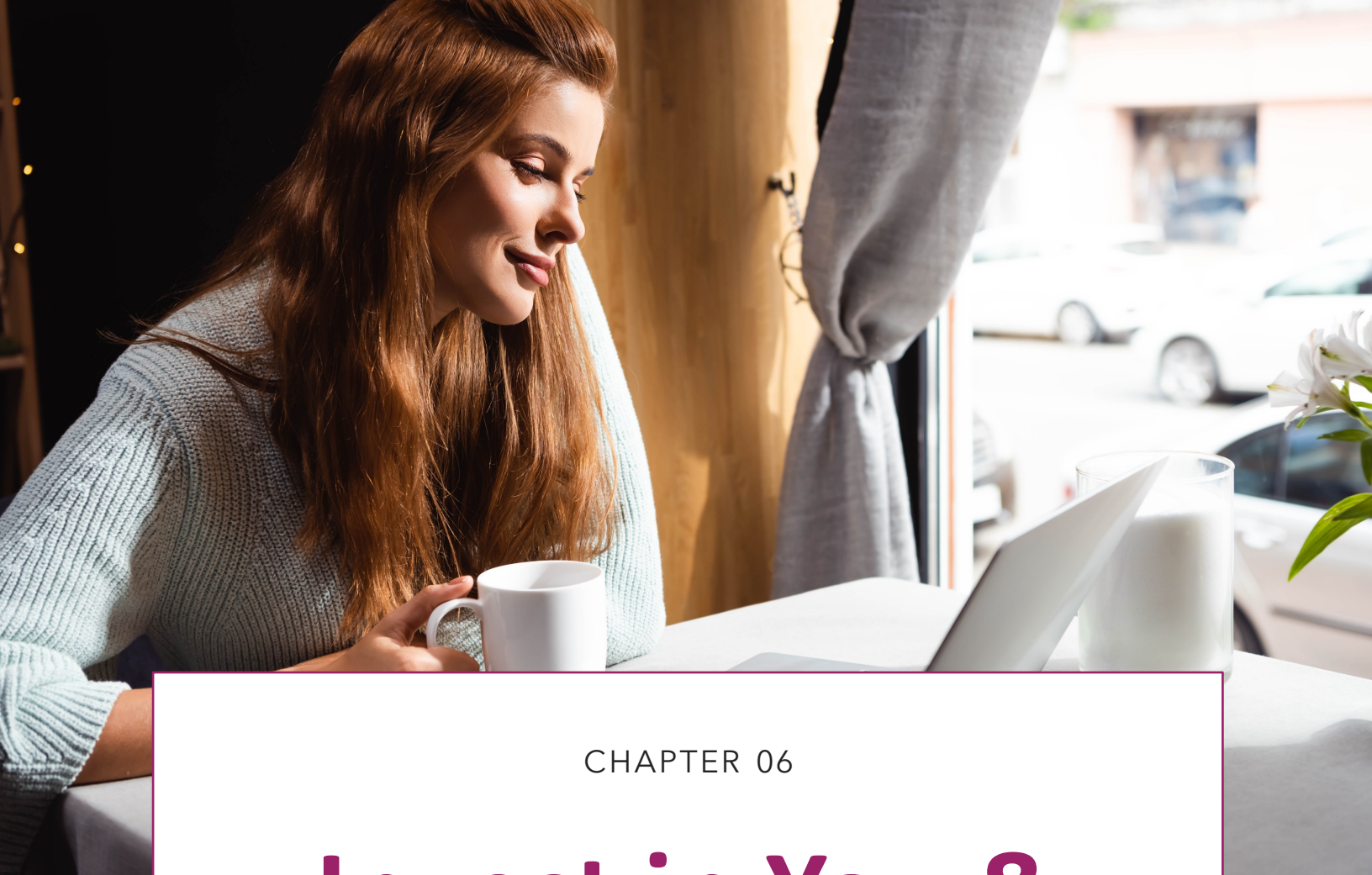
Think about some combination therapies or new packages or work on building out that membership you have thought about for a while. The more you can involve your team, giving the opportunity for buy-in, the stronger your business will be on the other side of this.

THE CHECK OUT PROCESS

Lastly, how dialed in is your check-out or discharge process? Do you have a follow-up protocol in place or a method to obtain reviews? If you do not have a solid protocol, now is the time to put one in place such as asking for the next appointment, getting an email address, using a survey software, such as Vizium, to obtain those valuable reviews.

Again, this is the time to prepare your business and your team for a post-COVID world and knock out some of those pending wish-list items.





CHAPTER 06

Invest in You & Your Business

Prepare for a Post-COVID World



Use Your Time Wisely

WEEKLY-MONTHLY-QUARTERLY PLAN

The advice to “create a plan” may seem like Business 101, however, it bears repeating due to the extraordinary climate we find ourselves in today. This is a plan that can and will change as updates from the CDC and other government institutions track the pandemic, so, keep your plans flexible to re-evaluate and modify periodically.

When formulating your short- and long-term plans, add a projected time frame to complete the tasks. This will help establish a base line for similar tasks in the future as well as helping to hold you accountable and stay on target.

Take a good look at your expenses and overhead and identify new or modified revenue streams. Within the weekly-monthly-quarterly plan, you will likely be able to identify activities that can be delegated, outsourced or altogether eliminated.

STREAMLINE YOUR SOPS

SOPs can always be streamlined. With a little extra time on your hands, you can evaluate your processes, identify bottle necks, redundancies or inefficiencies and work to streamline.

Ask these questions: What tasks do you need to do? Who needs to do them? What are the best ways to approach these tasks? Write out a simple checklist to outline the different tasks involved. If possible, engage in a collaborative creation with your team members to help build a sense of ownership. After all, these are the people that will be performing these duties for you.

WORK THROUGH YOUR WISHLIST

Wishlist items are those items that are lower on the priority list that may or may not have a direct impact on the day-to-day operation of the business. Items you wished you could get to if you ever had the time. Now you might have the time.

DIGITAL MARKETING PRESENCE

Your digital presence refers to how your business appears online, more specifically, what people find when they search for you or a topic related to your business. If you have not evaluated the effectiveness of your digital marketing strategy, there is no better time than now!

While digital marketing success does not happen overnight, the more you polish up your profiles, the more you will be recognized as a leader within your industry, which can give your online presence a boost.





CHAPTER 07

AIG Wants to Help

Complimentary Marketing Program



We have provided you with some ideas on both WHAT to do and HOW to do it, but we understand it is not always that easy.

We mentioned focusing on your digital presence but if you do not know what that looks like, you may not know where to start. To that end, we are going to provide you with an analysis of your online presence so you can determine what you can work on now to help you prepare for the post-COVID time.

We are also going to help with your social media, as we understand how hard it is to know what to post right now. We will provide you with 10 customized graphics (with your logo and colors) based on what is going to work best for your audience, plus a calendar specific to your services for the next month.

You have heard (repeatedly) that you need to create videos, but the reality is that you might not know what to do with the video AFTER you have filmed it. To help, we will edit up to 5 videos for you filmed from your smartphone.

We will also work with you to build your plan for the next month and help you decide what you can film and post to ensure your message is on point.

This program is completely free, we just want to help you get through this, for all of our sakes.





Your Complimentary COVID-19 Marketing Care Package

This is a tricky time for marketing, especially for services that are considered elective or a luxury. It is easy, and understandable, to have the impulse to hunker down, wait things out and become extremely conservative.

AIG wants to help you see this as an **opportunity** to shine as a leader in your industry, spread encouragement and stay top-of-mind with your clientele.

We are not just telling you WHAT to do,
we are here to HOLD YOUR HAND through it!



Receive a Complimentary SnapShot Report

Simply visit **www.aigteam.com** to request our award-winning marketing needs assessment with insights into your business's online performance.



Complimentary Customized Social Media Assets & Calendar

Send us your logo for 10 **customized** social media posts and calendar to utilize on your social media. Tone and context is crucial right now, we'll help you adjust your messaging accordingly.



Complimentary Video Editing

Everyone is telling you to make videos (rightly so)...but what do you do afterwards? We'll edit up to 5 videos **for you** from your smartphone!



Complimentary 1-Hour Aesthetic Business Consulting

Let's take your SnapShot report and work together to discuss your most pressing needs and start a **plan of action** for TODAY!

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