

# DIGITAL MARKETING



## Expand Your Practice Marketing

Why you shouldn't become too  
reliant on social media.

In October 2021, Instagram and Facebook both crashed for an entire day. For those who rely heavily on their social media for patient acquisition and sales, this hit hard. Those who were prepared and invested in email marketing and/or text messaging were able to pivot, continue promoting and maintained sales and appointment bookings right before the holiday season.

More recently, Facebook lost billions in revenue, leaving people wondering if this was a sign that platforms under the Meta

umbrella were on the way out. While we don't see this as a likely scenario, you can never guarantee that any website will exist forever. You also can't guarantee you'll always have access to your account; hackers have stolen accounts with a large following and, in rare circumstances, platforms will permanently ban accounts.

So how do you make sure to retain your social media followers if you can no longer use these platforms?

### **Diversify Your Marketing**

As the saying goes, you shouldn't put all of your eggs in one basket. This is true with marketing. While you may know that your highest return on investment (ROI) comes from Instagram advertising, that doesn't mean you should just put all of your efforts and funds there. You need a funnel that ultimately leads to a database you own and control, no matter what platforms exist (or don't).

## Email and Text Message Marketing Are Going Strong

During the last several months, we have seen open rates going up on email marketing campaigns across the board. Some are as high as 50% or more; others are around 30%. This is huge for a few reasons:

1. You reach more of your target audience: people who have already opted-in to your messaging.
2. Those who follow you on social media and receive your emails are more likely to take action on your email newsletter calls-to-action, whether it's to book an appointment, RSVP for an event or purchase an offer.
3. It shows that social media isn't the end-all, be-all of digital marketing.

## Grow Your Email List

1. **Run a social media campaign to obtain followers' email addresses and mobile phone numbers.** This can be part of a larger lead generation promotion or something as simple as offering to send free tips and updates from your office. Get creative, collect a bunch of emails and phone numbers from people opting into your marketing communications and send a welcome message right away.
2. **Collect email addresses and phone numbers with every single phone call.** Have your team get the caller's name and contact information at the start of the conversation and ask if they'd like to opt into practice emails and text messages. Not everyone is ready to book an appointment with

that first phone call, but if you follow up via email, you can win that lead later and add them to your marketing database. I don't recommend texting these individuals, necessarily; however, an email after the phone call thanking them for contacting your practice and offering them something if they decide to book before a certain date, such as a free skin care product or a reduced price on a facial, can help you win their business.

3. **Offer a texting option for appointment scheduling from your social media accounts.** A lot of millennials don't want to pick up the phone and call, but they love texting and using messenger apps. If your goal is to collect contact information, try offering a texting option over messenger services for appointment booking. You'll collect the leads more quickly and have their contact information at your fingertips.

## Legal Notes and Best Practices

- **There are laws regarding email marketing and texting/SMS.** Be sure you familiarize yourself with the CAN-SPAM Act, which is stricter for text messaging than email marketing. Make sure it's easy for anyone to opt-out of your messaging, and check with your service provider to see what steps you need to take to ensure full compliance with the law.
- **SMS/text messaging should be used sparingly.** Be very careful how often you text your patients. Even



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when you're in full compliance with the law, texting too frequently can create a rift between your patients and the practice. People are more likely to unsubscribe quickly if they receive too many texts than when they receive too many emails.

**Have Questions?** Our team of experienced aesthetic medical marketers at Total Social Solutions are experts in email marketing, social media, web design and development and search engine optimization for dermatologists, dermatologic surgeons and other aesthetic medical practices. Visit [TotalSocialSolutions.com](https://TotalSocialSolutions.com) to learn more and contact us. ●

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