



Missed opportunities

Pam Underdown on opportunities you might have missed this summer

How was your summer? Did you take some much-needed time off? Did you use the quieter months to do all of those jobs that you never have time to do? Or, were you so busy that you didn't get a chance for a break? Whatever you did this summer, I hope you are now feeling refreshed and refocused for the busy lead up to the festive season.

I wanted to share with you how busy my summer has been, not because I travelled the world or anything too exotic (although I did get engaged!) but because I spent my summer helping those clients of mine who were really worried about the traditional "summer slump". Numerous people had asked me what they could do to improve their income during the summer period – so I held a series of free online training seminars called "30 Days to Heat up Your Summer Profits" throughout July. If you missed the free training, don't worry, you can still access them to watch at a time to suit you.

During the training I included a number of free, low cost or paid for marketing strategies to quickly increase profits, as well as a number of ideas for easy-to-implement summer campaigns and, rather importantly, how to make the time

to fit it all in. In keeping with the summer spirit, I even held the first seminar live from my own holiday in Turkey. We had a huge amount of engagement and over 1,500 views, so the "experiment" worked.

The reason I say "experiment" is because that is what marketing is all about – finding out what works and what doesn't. Testing, measuring and improving based upon real facts and real results.

Facebook adverts are ideal for this particularly with the new features they introduced in July, which means you can really narrow down your advertising based on the demographic of the people who are responding to them, as well as ensuring you only focus your advert on the device that is used the most. I know the majority of people who watched my promotional videos were female aged between 35 and 44 and that 745 out of the 854 who saw my second seminar video advert were viewing it on their iPhone. This is huge!! Not just in terms of really making sure that your Facebook adverts are targeted for maximum impact and return, but to really show me (and you) the massive impact that mobile advertising is having on us all.

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is such a big mistake. We all do it – we enquire about new products and services all the time, but we don't always take action and buy straight away. Sometimes it happens weeks or even months down the line.

2. USE THE PHONE

There is still an incredible tool that most people don't use in their business and that's the telephone. Not all of your patients are created equally, some will spend more than the rest. So if you are not getting on the phone and talking to your patients regularly, then you are losing out. If you hate it, get someone else to do it. Make high value phone calls. Don't "push" things, have decent conversations instead – they are worth their weight in gold. Your patient feels valued, listened to and you never know – you may even get a booking from it. One of my clients – Jo – called her patients to say she was going on holiday and got 12 appointments booked, just by asking how they were, whether they were going on holiday and telling them the dates that she was going away. She actually had a record July because of it, so well done Jo!

In the scramble for new business, please don't forget about your existing patients and the friends of those patients. After all, it can cost up to seven times more money for you to attract a new patient than keep an existing one from wandering off to your competitors

3. OBSESS ABOUT INCREASING YOUR CLICK THROUGH RATE

This is the percentage of people who have an advert appear in front of them and actually click on it. The more people who see an advert and the more who click on that advert, the more people you get on your website. But this is only half the magic. The real magic is the system you get from Google. They actually reward you for having a higher click through rate. They will either put you higher up the page or charge you less. Over three or four months of really focussing on this, really obsessing about it, you will get more people to your business for the same money, or more for less. So, set up your pay per click account, then come back and watch this again. The Google PPC tool is very marketing friendly, so take the time to learn how to use it and never hand your hard earned money over to an "expert" without knowing exactly what they will be doing. It will pay off enormously if you can master the basics of Google AdWords. After all every skill is learnable and you could just be one skill away from doubling your profits in the next 12 months. **AM**



Pam Underdown is the founder and owner of Aesthetic Business Transformations, a business growth specialist working exclusively to help medical aesthetic business owners increase their profits and reduce their costs. Pam has more than 25 years of business development, sales and marketing experience and has specialised in the aesthetics industry since 2005. For FREE access to her online training and for more information about her new 6D Patient Attraction System please contact info@aesthetic-bt.com