

CLINIC MARKETING GUIDE

MARKETING GUIDANCE FOR SALONS
& CLINICS DURING COVID-19

DERMAQUEST

01**INTRODUCTION**

From forced closures to changing guidelines, Covid-19 has placed a massive strain on the beauty salon industry. With national lockdowns forcing clinics to shut across the country, many businesses have been cut off from their primary form of revenue, leaving some struggling to stay afloat.

Now, more than ever, an effective marketing strategy is vital to ensuring the success of your salon.

With resources to help you maintain client communication, cultivate your online presence and prepare for re-opening your doors, this step-by-step guide is designed to help you navigate your business through these difficult times.

02

CONTENTS

This guide contains the following resources:

- Waitlist Marketing: A How-To Guide
- Tips To Bounce Back Post-Lockdown
- Adapt Your Offering: The Take-Away Treatment Box

In order to help you enact the recommendations laid out in this guide, this pack also contains the following template materials:

TEMPLATE MATERIALS:

- Clinic Newsletter Template
- Clinic Blog Template
- Marketing Calendar Template



WAITLIST MARKETING:

A HOW-TO GUIDE

While salons remain shut, waitlist marketing is a great way to drive bookings - maximising revenue for when you are able to re-open.

What is a Waitlist Marketing Strategy?

In order to make up for the months of missed revenue, it's important to have bookings lined up in advance of re-opening. Creating an effective waitlist marketing strategy will help to generate a sense of urgency among your clients, encouraging them to book an appointment before all the spaces are filled up. Many customers are eagerly awaiting the return of their favourite clinical treatments; waitlist marketing is a simple yet effective way to capitalise on this sense of anticipation.

How Do You Do It?

In order to execute an effective waitlist marketing strategy, you'll need to utilise all of your communication platforms. Make regular announcements on your website, newsletter and social media to inform clients on the status of your waitlist. In the lead up to re-opening, update customers on how many slots you have left and how quickly they're filling up. If an appointment has unexpectedly opened up, let customers know! This will help to maintain a sense of exclusivity and drive bookings.

TOP TIP: Make sure you are equipped to handle the potential influx in enquires. Keeping clients waiting will most likely drive them to seek out competitors, so try to respond as promptly as possible. For a suggested structure on how to organise your waitlist, see overleaf.

04

HOW TO ORGANISE YOUR WAITLIST

A SUGGESTED STRUCTURE

Rather than operating on a first come, first served basis, having a set of priorities in place will help you to manage your bookings systematically. Making clients aware of this process will also add to the sense of exclusivity. Below is a suggested structure for how to organise your waitlist.

- **FIRST PRIORITY:** Your first group of bookings should be reserved for those with outstanding appointments, cancelled due to lockdown. Contact them directly and invite them to reschedule. Let the customer know that this priority is only valid for a limited timeframe, as, due to an overwhelming request for appointments, you are unable to guarantee their desired time slot for longer than 72 hours.
- **SECOND PRIORITY:** Second priority should be given to your VIP customers. Use your database to identify your clinic's most profitable, most loyal repeat customers. Contact them directly to let them know that, as one of your most valued clients, they will be given priority over booking slots in advance of re-opening. Again, restrict this booking window to 48 hours or less before opening it up to other existing clients.
- **THIRD PRIORITY:** Your next step will be to open up booking to all other existing clinic customers. Having established a waitlist off the back of the first two categories, inform customers of the status of your waitlist and invite them to book in before all remaining slots are filled.
- **FOURTH PRIORITY:** Finally, open up your remaining bookings to new and prospective clients. Publicise your availability across your communication platforms and continue to promote and share the status of your waitlist to encourage new bookings.

05

TIPS TO BOUNCE BACK POST-LOCKDOWN

Once lockdown is lifted and salons re-open, we understand that you'll want to do everything you can to optimise the success of your business. Here are a few of our top tips to keep in mind for re-opening.

KEEP CLIENTS IN THE LOOP

- With frequently changing guidelines, it can be difficult to know what information to communicate with your clients. You may not have a set date for re-opening, or even know what exactly this will look like when you do, but efforts to keep your clients informed on the situation will be hugely appreciated amid this uncertainty. Aim to keep abreast of government guidelines and communicate these updates via your website, blog, newsletter and social media platforms in order to keep clients in the loop.

TUNE INTO PUBLIC PERCEPTION

- While many people will be keen to resume their favourite clinical treatments, others will undoubtedly feel apprehensive about the prospect of returning to a close-contact service. Understanding public perception is crucial to ensuring your clients feel safe enough to return to your clinic.
- In order to win your clients trust, you'll need to position yourself as a clinic who is well-informed on the situation. Using all of your online outlets, let customers know what new measures you have introduced in order to ensure the highest standards of safety and hygiene. Make yourself available to hear out client concerns and offer to answer any questions they may have.

CULTIVATE YOUR ONLINE PRESENCE

- Now more than ever, a strong online presence is essential to sustaining customer interest and bringing in new business. Use the template materials included in this booklet to help you refine your online presence.

06

ADAPT YOUR OFFERING

Whilst most skin therapists rely on treatments to bring in the bulk of their revenue, stocking products for at-home use can provide an alternative source of income while salons remain shut.

DERMAQUEST TAKE-AWAY TREATMENT BOX

In order to help support salons, DermaQuest are offering a clinic-only kit for you to share with your clients. The Take-Away Treatment Box is filled with DermaQuest favourites plus a FREE face mask or face roller of your client's choosing. It includes:

- Essential Daily Cleanser
- Advanced B5 Serum
- Delicate Daily Moisturiser

PLUS, a complimentary gift of your client's choosing:

- The C Infusion TX Mask
- The DermaClear Mask
- The Mini Pumpkin Mask
- The Winter Cranberry Mask
- A 0.25 Pure Roller

The Take-Away Treatment Box is available for the wholesale price of £55.53 +VAT. It's RRP is £129. To place your order, email orders@dermapure.eu

Alongside delivering the kits directly to your client's address, DermaQuest will also supply visual materials to help you share and promote the offering across your communication platforms. As well as helping to keep revenue flowing, providing your regular customers with at-home products in between treatments is a great way to maintain your relationship with clients, increasing the likelihood of them returning to your clinic once lockdown ends.

TOP TIP: Waitlist marketing can also be applied to product offerings to help drive demand. Alert your clients to the fact that these discounted bundles are in limited supply in order to encourage sales.

07

TEMPLATE MATERIALS

DERMAQUEST

www.dermaquestinc.com

08

CLINIC NEWSLETTER

TEMPLATE CLINIC NEWSLETTER

A clinic newsletter is a great way to maintain contact with clients while salons remain shut. Below is a suggested template that you can use to keep customers informed via your database mail-out.

Dear [INSERT FIRST NAME]

We hope that that this newsletter finds you safe and well.

We at [INSERT CLINIC NAME] understand that this is a challenging time for us all. We want to reassure you that while our doors may be shut, we are still here to support you and your skincare needs from at home. As well as offering virtual consultations [if applicable], we also offer a variety of products for at-home use. For more information on our online services and product offering, please click here [insert link to website].

With regard to re-opening, we are closely following the latest government guidance on when it will be safe to do so. Committed to ensuring the safety and wellbeing of our clients, we have put in place a number of new measures for when we are able to re-open. Such measures include: [insert as applicable].

Join our Waitlist

Due to high demand for appointments, we are currently operating on the basis of a tiered waiting list. Rest assured, all those with existing appointments will be contacted directly and invited to book back in. As one of our VIP customers, you will be given next priority to secure your desired time slot for the first month of reopening. To view availability and book your next appointment, please click here.

We look forward to welcoming you back to [INSERT CLINIC NAME] soon. Until then, we hope you and your family continue to stay safe and well.

Best wishes,

[INSERT CLINIC NAME]

09

CLINIC BLOG

TEMPLATE BLOG POST

Engaging and informative blog posts are a great way to refine your online presence. They offer an opportunity for you to showcase your expertise, helping to attract new clients as well as maintaining your relationship with existing ones. Below is a template that you can use to address client concerns, explaining the new measures that you are adopting in advance of re-opening.

THE 7 WAYS WE'RE CHANGING

There's no doubt about it, the Coronavirus pandemic has changed the beauty and aesthetics industry as we know it. And with this change to our industry comes a change in our approach.

Here at [INSERT CLINIC NAME], your health and wellbeing is, and always will be, our number one priority. That's why we've planned to introduce a number of new health & safety protocols to our clinic upon re-opening. To help put your mind at ease, we want to walk you through a few of the ways we're endeavouring to keep you safe when we open our doors.

[INSERT/DELETE/ADJUST MEASURES AS APPLICABLE]

- We will continue to offer virtual skin consultations for those clients wishing to embark on their skincare journey, limiting the number of physical appointments.
- We will carry out weekly health checks on our staff and daily temperature checks on both staff and customers to ensure everyone in the clinic is healthy and well.
- Both staff and customers will be required to wear a face covering and gloves. All staff will wear a visor as well as a Type II medical mask at all times.
- We will stagger appointments to reduce the chance of client crossover and allow time for additional cleaning. There will be a maximum of 2 people in the waiting room at any one time.
- During the initial period of reopening, there will be limited refreshment facilities.
- There will be no leaflets or magazines in the waiting room or treatment rooms - all treatment information and aftercare advice will be emailed to you directly.
- And finally, all payments will be taken either online or via card.

We hope that these new measures have helped to reassure that we are doing all we can to care for your health and safety, but if you have any questions or queries, please do not hesitate to get in touch at [ENTER CONTACT DETAILS].

10

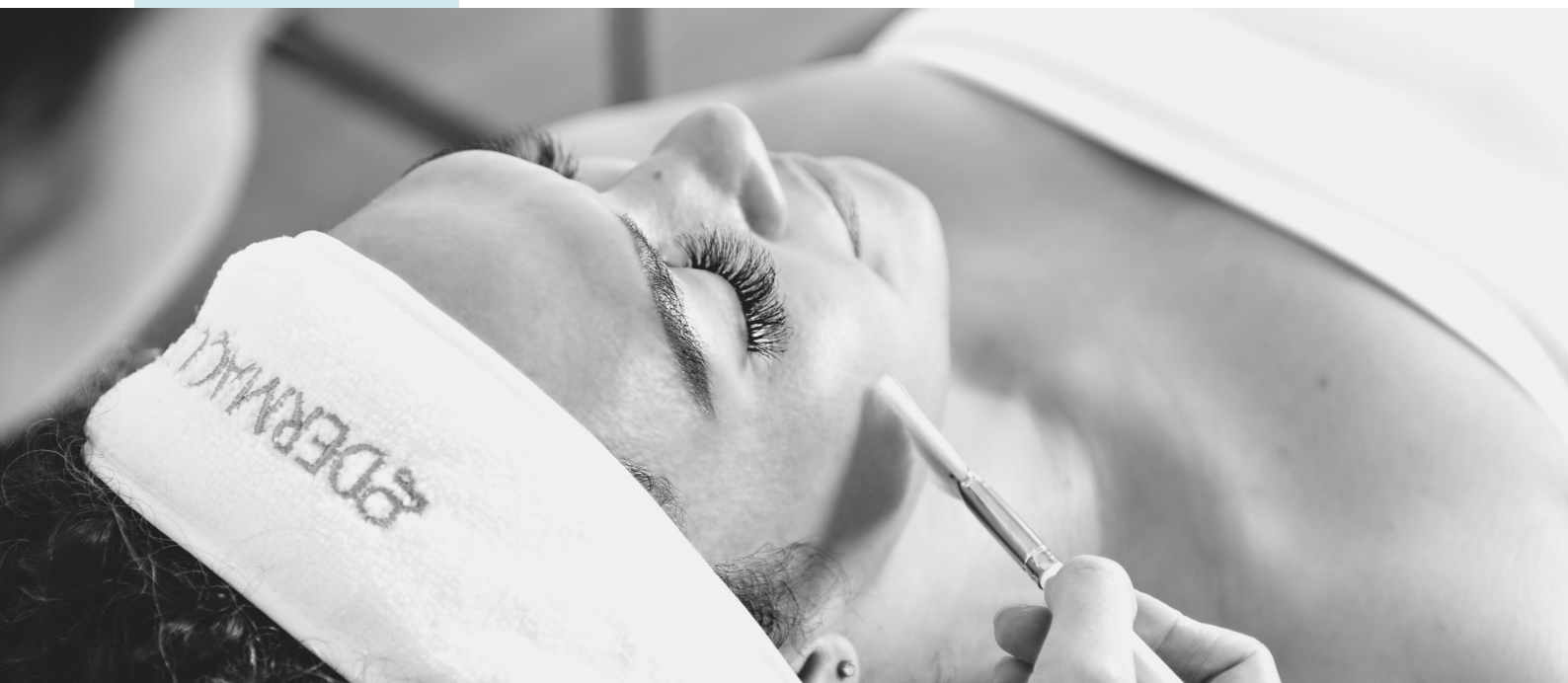
MARKETING CALENDAR

PUTTING GUIDANCE INTO PRACTICE

Now that you have the tools to execute an effective marketing strategy, it's time to start putting this knowledge into practice.

In order to help you plan out the content advised in this booklet, we've included a marketing calendar template for you to fill in for your clinic. Utilise the template to co-ordinate your blog, newsletter and social media content as well as gathering a general marketing overview.

Good luck!





DERMAQUEST