



**SPLENDOR X**



**LIGHTSHEER**

The  
**MILLION  
DOLLAR**  
Hair Removal  
Practice



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According to a recent IAPAM survey, Americans spent nearly 8.4 billion\* to enhance their appearance last year. Consumers purchased surgical and non-surgical procedures to create this astonishing number. This publication focuses on one of the most accepted and sought-after treatments in the non-surgical category – **laser hair removal**.

Years ago, lasers for permanent hair reduction entered the marketplace as a novelty. The world soon learned that the technology was sound. Likewise, patients loved their results and told their friends and family. Consumer awareness increased and the technology improved in tandem. Now, the treatment is considered a staple of any aesthetic practice. In other words, laser hair removal is here to stay.

Today, patients know that laser hair removal works and need little, if any, education. Therefore, the opportunity for today's provider is in capitalizing on the treatment's *widespread acceptance* and *existing demand*.

Doing so requires marketing. You must implement a marketing mix that generates a steady stream of new clients that are eager to pay for your hair removal services—and that's what this short publication is all about.

The marketing tactics in this book can help you skyrocket your hair removal business to unprecedented levels. If you're an existing provider, you can use this information to increase patient inquiries and booked treatments. New providers can use these tactics to launch and speed toward ROI. When these tactics are used consistently, both existing and new providers can fully leverage the opportunity that is modern laser hair removal.

If your goal is to create a consistent revenue stream, you can achieve it. If your goal is to create a million-dollar hair removal business, you can achieve that, too. Right now, while laser hair removal is sought after and in style, the sky's the limit; and right now is the time to take action.

## TACTIC ONE

# Email Marketing

One of your most valuable assets is your email list. The names and email addresses of the people you've interacted with in the past can become your most reliable revenue producing tools. An interaction can be completely digital as in the case of someone who visited your website and signed up for your newsletter. Or it can be a patient who saw you for other reasons.

The purpose of sending a marketing message by email to your list is to flood your treatment room with booked patients. The value of your list will increase in tandem to a few factors:

### Size

The number of potential patients you can book depends on the size of your list. If your list is small, make increasing it one of your priorities. In fact, it's best to add names and email addresses to your list every day no matter its size.

### Perceived value

The perceived value is how your list views messages from you. You can determine perceived value by what happens when recipients see your message in their inbox. If they ignore and delete your message, they're probably thinking "here's another irrelevant email." The same applies if people are unsubscribing.

### Writing your emails

In order to make your messages worth your recipient's time, put yourself in their shoes and think about what matters to them.

These tips will help:

- **Be succinct.** Keep it short and sweet.
- **Provide value.** An email that provides information they find interesting, such as new treatment options or promotions, adds value.
- **Close each message with a Call To Action.** This is the line that tells recipients exactly what to do next. CTAs can be very simple such as "*Schedule your first hair removal session today.*" Every CTA must include an attention-getting button that links to the correct page of your website.



An example of a good email might be give them the *top ten tips for glowing skin this winter*. If your tips can be shared via a quick or funny story, then kudos for being both informative and entertaining. Wrap up your valuable message with your offering. This is the part that tells them why they should visit you for laser hair removal.

Keep in mind that your recipients will have questions. Make it easy for them to reach you and your staff. Your telephone number should be visible in the body of your email rather than buried in the footer or fine print.

A large number of inexpensive email marketing tools are available today. One of them, Mail Chimp, offers many of the same functions that expensive marketing automation platforms provide to large companies. Mail Chimp's autoresponders and data-gathering capabilities make it well worth its modest investment.

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## TACTIC TWO

### Digital Campaigns

Social media provides a great way to reach a wide range of people. If you want to reach new patients using social media, you'll have to pay to access the audience via paid advertisements.

Keep in mind that you don't have to turn all your posts into paid advertisements. You can select one graphic or video that's performing well, meaning it's earning likes and follows without a monetary investment, and sponsor that post as your first ad. As with all things in life, the more planning you do ahead of time the more control you'll have over your success.

So create your digital campaign with four factors in consideration:

- Objective
- Budget and duration
- Demographic
- Measurement

The post's objective is what you want your paid post to accomplish. The best objectives are clear cut. For example, *this post should increase conversions on our website's contact us form by five percent.*

The **budget** is the dollar amount you're investing. Give your first ads microscopic budgets. As of this writing, Facebook users can launch an ad for five dollars. Consider this a test budget. If the ad receives no likes, comments, or other activity it's probably not worth additional investment. Try something else. When you have an ad that earns a little engagement or, better yet, achieves its objective, expand your test by increasing your budget. This strategy will help you get the highest return for minimal investments.

The **duration** is the length of time you want the ad to appear in other people's streams. Social media platforms give advertisers control over duration. Advertisers can run an ad for as little as one day. Best of all, advertisers can stop an ad is it stops working.

The **demographic** is the group of people you're attempting to reach. These days, social media platforms give advertisers the ability to target specific groups with staggering precision. Providers who master digital campaigns can run ads targeting different demographics simultaneously

The **measurement** is how you'll decide if your ad was successful. If your ad's objective was to add names to your email list and the ad accomplished its goal, consider it a win. Keep your objective simple and your measurement will be easy to calculate.

The good news is two-fold; advertising on social platforms can introduce your hair removal services to thousands of people and it doesn't require a large marketing budget. Investments as small as \$50 per month become extremely cost effective when one considers the return. This applies to Facebook as well as Instagram. Given Instagram's immense popularity and that it's entirely visual, it's an ideal platform for aesthetic providers.

## THE POST'S OBJECTIVE IS WHAT YOU WANT YOUR POST TO ACCOMPLISH.



One of Instagram's advantages is that it gives users the ability to advertise like a true professional. On this addictive sharing site, any user can experiment with advertising using a simple photo. As users become more comfortable with the interface, they can fully leverage Instagram Stories, carousel ads, video, and collections. All of those make your ad campaign look like you spent a million.

Again, you don't need to turn every post into an advertisement. Think strategically and invest in posts designed to accomplish a specific goal for a specific demographic. If your email list is small, one of your goals may be to increase its size. Social media is a fantastic place to do this.

The fact that social media is no longer free shouldn't hold you back. Truth be told, the pay-to-play environment creates an even playing field. Furthermore, it gives providers the opportunity to leave competitors who hesitate in the dust.



## Reviews and Testimonials

Some experts claim that 90% of consumers read online reviews before making a purchase decision. Others say that number is much higher. The one thing they all agree on is that consumers value the opinions of other consumers. In other words, good reviews are important.

A small number of your happiest patients will publish a positive review online. If you're lucky, the ratio could be as high as one in ten. However, the majority of people who have a negative experience will post a bad review without a second's hesitation. This is the reality of our digital world and it must be reckoned with. Your mission, therefore, is to earn more positive reviews than other providers in your area. Fortunately, it's an easy goal to accomplish.

Starting right now, ask your patients to post a positive review. It might feel awkward, but there's nothing wrong with asking someone to share their experience with others. Most will be happy to do so. You can ask when patients check out at your front desk. If they're willing to write the review right there on the spot, hand them an iPad or tablet devices so they can do so.

Some aesthetic marketers recommend incentivizing the review with a discounted treatment. Incentivizing patients to leave reviews is a great idea, but discounting your services is a bad one. Instead of a discount, give them a free entry into a raffle for a larger prize. An Amazon gift certificate could be offered as an Amazon Shopping Spree.

On that note, good reviews should become testimonials to share on your website and in other marketing initiatives.

## Your Website and SEO

When consumers are looking for a product or service, they're counting on Google to help them find it. This makes your website the cornerstone of your marketing mix. It may seem odd, therefore, that we didn't begin this paper with Search Engine Optimization.

The reasons are twofold. First, email marketing and digital campaigns can generate rewards faster. Secondly, prospective patients who find your website will still evaluate your reviews and overall presence before making a purchasing decision.

Earlier we talked about reviews and testimonials. Your website is the place to share them. Additionally, this is the place to promote everything that sets you apart from other providers. Do you offer extended hours or Saturday appointments? If so, make sure your website visitors are aware of this. Last but not least, promote the competitive advantages of your device.

Given your website's importance, it's critical that you know where you stand. Your developer or SEO expert should be able to tell you what terms you rank for and what position you have for those terms. Whatever your current status is, you can always improve it.

If your ranks are already healthy, add a long-tail-keyword to your mix. *Long tails* are popular *phrases* that consumers put into Google. The *phrases* are longer than specific *keywords*. They're not as valuable as succinct terms such as **laser hair removal**, but they can direct traffic to your site. A long-tail example is best **laser hair removal for men in Ohio**. If you earn a page one, top spot for this term, you'll win the majority of traffic it generates and new patients, too.

## Traditional Marketing

Traditional marketing refers to communications that professionals relied on before the digital revolution. Some examples are billboards, car wraps, radio ads, print ads, flying blimps, and television commercials. Some of these may be out of reach, especially the blimp. Other methods are definitely affordable. For that reason, it's best to include at least one traditional initiative in your mix at all times.

Whatever you decide, go small before you go big. Most importantly, assign your tactic an objective and keep an eye on its results. If you want to try billboard advertising, try it for the shortest amount of time possible. Some billboard companies will let you lease a billboard for a month. Others require a longer commitment.

Once you find a traditional marketing method that works for your location, increase your investment accordingly. If billboards are out of reach, consider a car wrap. Seriously, a good-looking vehicle wrapped in your advertising message is a real attention getter. Furthermore, technology has made car wraps extremely affordable and most locations won't utilize them.

## Continual Building and Your Technology

Growing your hair removal business requires consistent action. It's a straightforward process. Build a foundation, measure your result, and do more of what worked. The most successful practices adjust their tactics on a regular basis. With consistent action, you'll relish in the realization that attracting patients isn't difficult.

Your long-term success, however, depends on your technology. Every component of your marketing mix is useless when your laser is broken. Nobody can build a successful practice when a day's worth of patients must be rescheduled due to an equipment failure.

If you're going to compete in laser hair removal, do so with a device from the leading laser company on the planet – Lumenis. The reasons are plentiful, including two different platforms to choose from, LightSheer and Splendor X; technology that's based on clinical data; the right support, reliability, and a name that consumers not only recognize but trust.

For more information, visit [lumenis.com](http://lumenis.com).

\* <https://www.surgery.org/media/statistics>

\*\* Follow all HIPAA and other regulations before sharing. Consult your legal advisor if unsure.

**TREATMENT SHOULD NOT BE ATTEMPTED ON PATIENTS WITH THE FOLLOWING CONDITIONS IN THE TREATMENT AREA: ANY ACTIVE INFECTIONS, INFLAMMATORY SKIN CONDITIONS, DYSPLASTIC NEVI, TATTOOS, ACTIVE COLD SORES, OPEN LACERATIONS OR ABRASIONS, VIRAL, FUNGAL, OR BACTERIAL DISEASES OR A HISTORY OF POST INFLAMMATORY HYPERPIGMENTATION, HISTORY OF KELOID SCARRING (FOR WRINKLES TREATMENT ONLY WITH 1060NM WAVELENGTH). THE MOST COMMON IMMEDIATE RESPONSES OF LASER TREATMENT FOR HAIR REMOVAL, LIGHTENING / DARKENING OF PIGMENT, VASCULAR LESIONS, AND WRINKLES PIGMENTED LESIONS ARE ERYTHEMA, EDEMA, PERIFOLLICULAR EDEMA AND PERIVASCULAR EDEMA, VASCULAR BLEACHING, HYPERPIGMENTATION AND HYPOPIGMENTATION OR TEXTURAL CHANGES OF THE TREATED AREAS. THE COMPLETE LIST OF CONTRAINDICATIONS AND RISKS CAN BE FOUND IN THE USER MANUALS.**

**•TREATMENT TIME AND RESULTS MAY VARY.**

**•CONTRAINDICATION INCLUDE CURRENT OR HISTORY OF MALIGNANT MELANOMA OF NON-MELANOMA SKIN CANCER, DYSPLASTIC NEVI, ACTIVE INFECTIONS, TATTOOS, INFLAMMATORY SKIN CONDITIONS, COLD SORES, LACERATIONS, ABRASIONS, CHRONIC OR CUTANEOUS VIRAL, FUNGAL, OR BACTERIAL DISEASES, RECENT SUNTAN OR ARTIFICIALLY TANNED SKIN, HISTORY OF POST INFLAMMATORY HYPERPIGMENTATION**

