



# Actions to Maximise Hair Removal Profit

Latest Innovations Superior Quality Unmatched Customer Service



## Actions to Maximise Hair Removal Profit

### How will your clinic become a success story?

The obvious answer is to **treat more patients than your competition**. If it was that easy, this eBook wouldn't be necessary. The first challenge to accomplishing such a vague goal is perhaps technology itself. **Some lasers/IPL's won't put your practice in a competitive position.**

An inefficient laser/IPL can slow your patient flow down to a crawl, ruin your chances of referrals and, in the long run, cost your business more than it earns.

Over the last decade, the aesthetics industry experienced tremendous growth. It's great that more people are aware of laser hair removal, skin resurfacing and the many benefits of visiting an aesthetic provider. But this success means increased competition for the laser professional. Put simply, more people than ever are offering aesthetic services.

Many experts expect the explosive growth to continue. It's obvious that some providers will treat more patients than others and enjoy greater profitability. This may be especially true for one of the staples of an beauty and aesthetic clinic– hair removal.

### Equipment

Spectrum have a range of lasers and IPL machines for beauty through to medical that offer efficiency, efficacy, patient comfort and are priced to ensure a return on investment. The Spectrum range of equipment has numerous competitive advantages including patient comfort level, clinically proven results, ergonomic handpieces for the operator's comfort. In this eBook we will make references to the Spectrum equipment and how you can utilise the competitive advantages of the Spectrum line. In other words, this guide is about treating more patients than your competition referencing Spectrum equipment as your tool to do so.



## Digital Marketing

Digital marketing refers to your online presence. For many professionals, their website is the cornerstone of their digital marketing presence.

For maximum results, your website functions like a dedicated employee who never takes a minute off. Your site's primary goal is to convert website visitors into real life customers. To do this, your site employs proper Search Engine Optimization (SEO) so that people in your area using Google or other search engines to seek "laser hair removal" providers find you. Likewise, your site has all of the relevant pages and content that motivates a prospect to book a consultation. These pages include:

- **About Us**
- **Treatments**
- **Testimonials**
- **Blog**
- **Location Information**
- **Contact Us**
- **Newsletter Subscription Form**

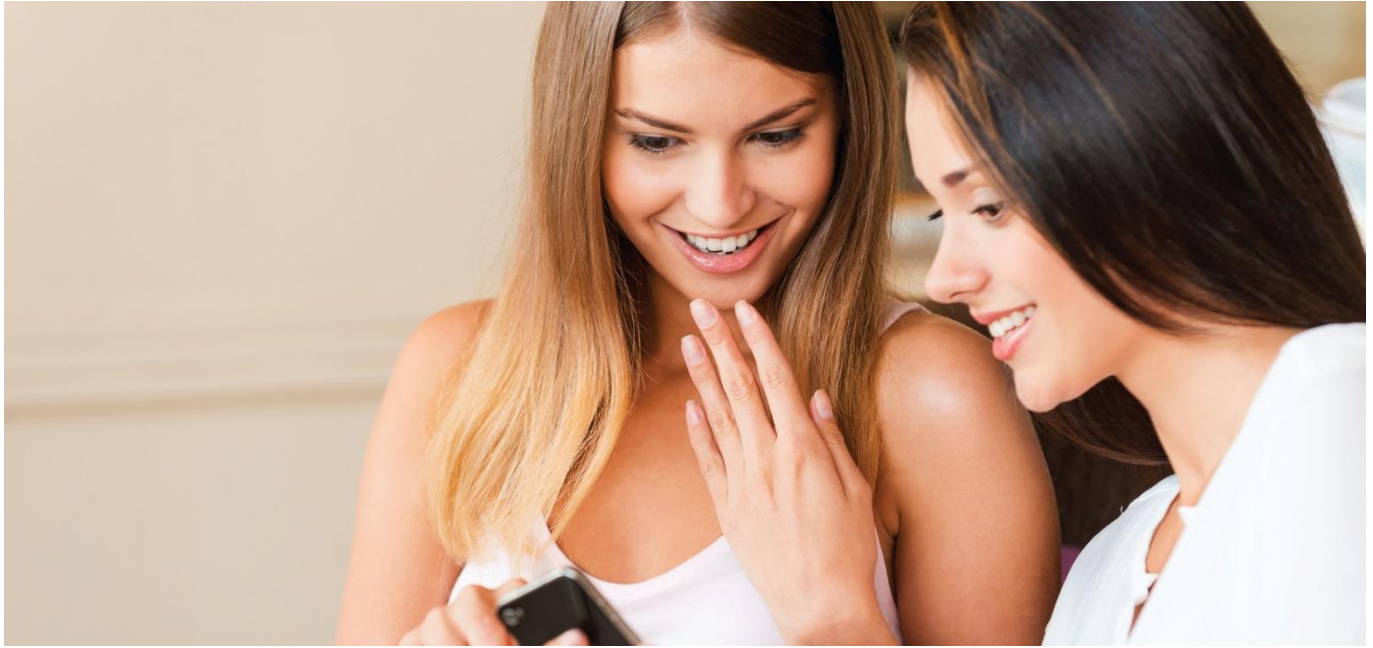
Granted, you can have as many pages as you'd like. The short list above is what most visitors expect. Furthermore, they each offer you a place to share compelling reasons to choose you.

It goes without saying that your website is registered with directories and shows up in local searches. Some providers complete the directory submissions themselves. Others utilize a vendor such as a digital marketing firm. Even with the latter option, costs are usually minimal and the potential can be great.

Your website should be further complemented by Social Media sites such as **Facebook, Instagram, Twitter, YouTube, and Google Plus**. All of these social media channels are opportunities for you to direct additional traffic to your site and, in turn, to your treatments.

The more places a prospective patient can find you, the more opportunity you have. At each of these places, whether a website page or a Facebook post, it's what you say that motivates a prospective customer to become your client forever.





## Social Media Do's and Don'ts

Once you have all your social media pages all set up it's important to know what you should and shouldn't post on them. The Do's and Don'ts, if you will.

Every social media platform has their own set of regulations and recommendations of what you should be posting and you can easily find more detail on the individual website, but we've put together a basic guide for our two recommended social media platforms; Facebook and Instagram.

### Facebook Do's

- Share blog posts/articles
- Deals/ Offers
- Event Invitations
- Share beauty news
- New products/service offering
- Behind the scenes
- New team members

### Facebook Don'ts

- Personal news
- Address customer service issues
- Personal opinions
- Unnecessary updates (Yum! Turkey sandwich for lunch!)
- Negative commentary

### Instagram Do's

- Artsy photos of the salon
- Customer before/after
- Latest trend photos
- Behind the scenes staff photos
- Deals/offers
- New product/offering

### Instagram Don'ts

- Personal photos
- Customer photos they haven't approved

\*A word to the wise: when you're posting on social media, aim to always include a photo in the post and also encourage people to share & like!



## Traditional Marketing

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include brochures, newsletters, flyers, sandwich boards, billboards, newspaper prints and any other tool used to alert the world about your services.

Traditional marketing for beauty clinics and hair removal services can include advertisements, brochures, newsletters, flyers, sandwich boards, billboards, newspaper prints and any other tool used to alert the world about your beauty clinic and hair removal services.

One of the most valuable places you can utilize traditional marketing is your lobby / waiting room. Keep in mind that some existing patients may not be aware that you also offer a fantastic solution for excessive body hair. If you don't make them aware of it, they may never know.



Waiting room DVDs are important. So are digital pictures frames containing Before and After photographs. You can also use lobby stands, counter stands, posters and patient brochures. Keep in mind that traditional tools represent the beginning of the purchasing experience. If a patient scans a lobby stand and expresses interest, your staff must be able to answer their questions. Furthermore, they must answer in a way that encourages the patient to book an appointment.

Spectrum Science & Beauty have partnered with leaders in the beauty marketing space and provide a number of resources and marketing options to their customers when they purchase hair removal and other equipment. Ensure traditional marketing is a focus when you offer new services such as hair removal.



## Referrals and Word of Mouth

### Referral marketing: using the power of word of mouth

Some things in life really get our attention. One of them is the heartfelt recommendation of a product or service from a trusted friend or colleague.

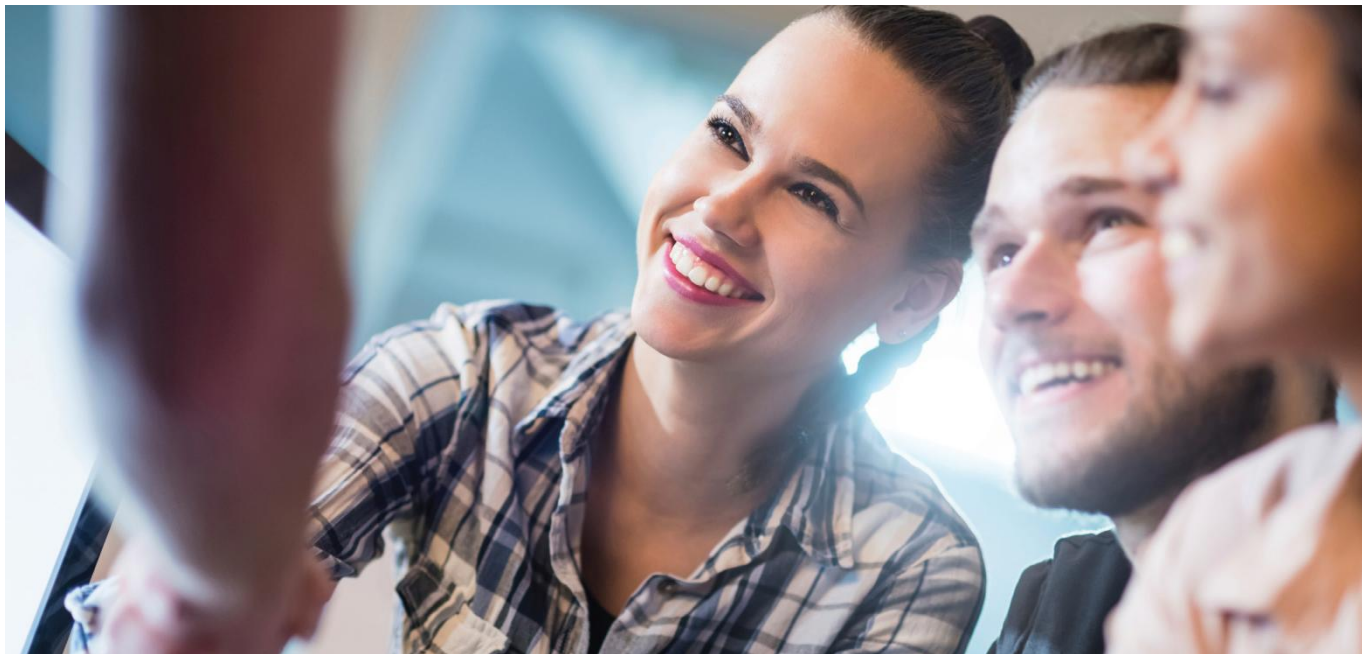
This holds true for laser/IPL hair removal providers. When a friend tells us, *“I wouldn’t dream of going anywhere else,”* we take it to heart. We all know word of mouth marketing works, having experienced it ourselves. Chances are good that you already provide a world class service. From the time your patient arrives until they leave. You need to ensure the laser/IPL hair removal treatments are comfortable, safe and clinically effective which is the case when utilising Spectrum equipment. Most importantly, when that patient is with you, they feel that they are the most important person in your world. Services like this turns patients into evangelists for your business.

Amplifying your referrals means leveraging your most loyal customers and formally encouraging them to spread the word.

Your program gives your loyal customers the tools they need to tell their friends, family and co-workers about the amazing laser/IPL hair removal experience they enjoyed with you. In turn, you reward them. Some providers like to offer free treatments. Another idea, however, is to reward them with gifts. This keeps your treatment rooms profitable and gives your loyal customers something tangible to hold onto.

One important note: not every patient is suitable for your referral program. In fact, it could be considered bad manners to expect every patient to bring you six more clients. Your referral program is reserved for those you make an above average connection with and who express interest in participating. Use a polite question to find out. You can simply ask, “Are you interested in our referral program? Some of our friends have won a lot of prizes from it.” If the patient is enthusiastic about participating, that’s great. If they’re not so sure, drop it.





## Special Events

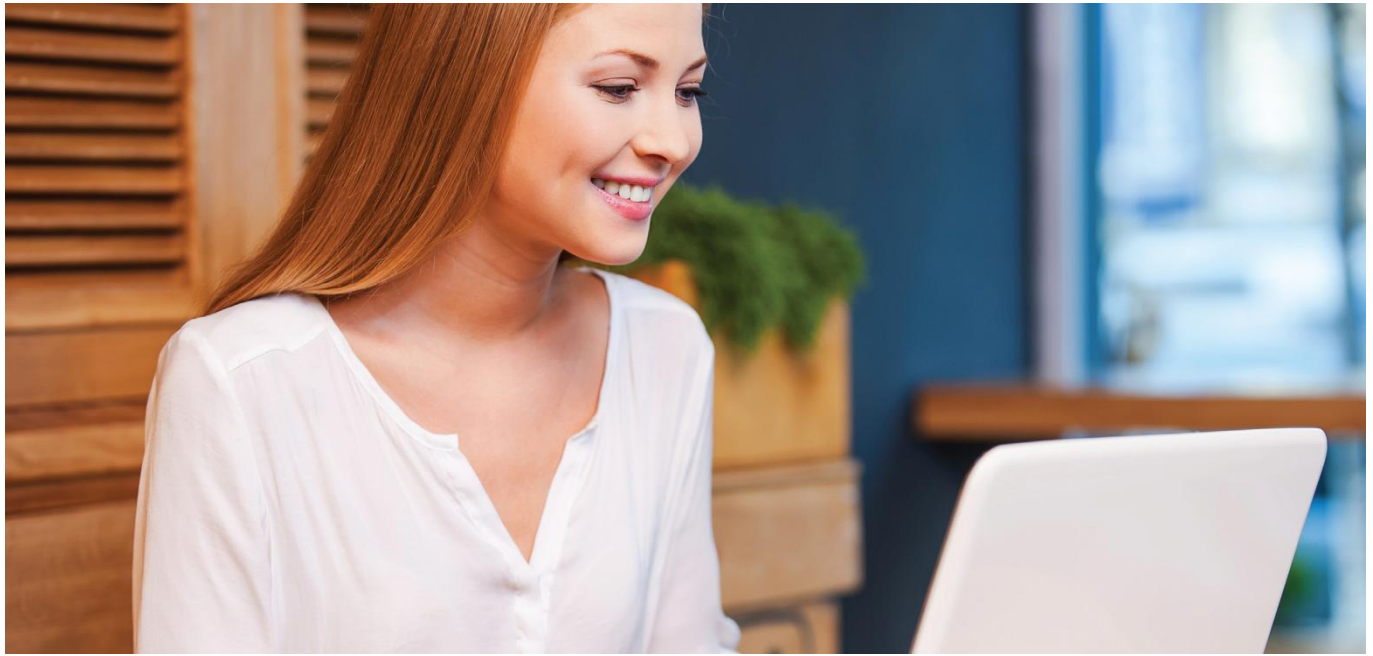
Special Events, Open Houses, Holiday Gatherings, Educational Evenings are a chance to interact with your existing customers and attract new ones.

Special events are a way of saying thank you for being one of our customers and a way to bring new faces into your hair removal business. It's important to point out special events don't require a large investment in food and drink. In fact, the event's focus should be on the customers and the solutions you can give them. The most successful events are all about the customers rather than a fine wine or tasty appetizer. One of the best times to hold a special event is when you're launching a new service. For example if your business introduced a Spectrum IPL or laser the event would be designed to introduce the new service and advantages of the equipment and service to the customer.

Obviously, the intention is to sell packages as part of the launch. If you've already launched, **it's not too late to hold an event. You can create an event around almost any holiday** or annual milestone. You might hold a back to school event for the mothers of school aged children. It's a night out to learn about an innovative technology

You would want to put your Spectrum Laser or IPL front and centre. Give a short speech about the investment and why you selected it above all other lasers and IPL machines on the market. And educate what it can do for those in the audience.

It's important to remember that one of the event's most important objectives is meeting new people. To make sure that new faces are in attendance, offer those you invite the chance to win prizes by bringing friends. For each friend they bring, they're entered into the draw. Someone who brings five friends, for example, will be entered five times. Then give away a handful of prizes. Earlier, we emphasized the importance of your referral program and taking care of your customers. It's worth mentioning that a night with your biggest fans is something they'll appreciate for a long time. If you have six customers who consistently refer new people to your practice, they're worth their own evening of appreciation. Perhaps this is where you'll give them their rewards?



## Email Marketing

### Referrals mean new business

Potential customers may look at other clinics and their websites and do thorough research before taking action and booking a treatment. One way you can ensure that you stay in this group's memory is by email marketing. Please don't think of email marketing as SPAM. Unless you're sending hard core sales pitches to random strangers, you're not spamming. (If you are doing this, stop it right away!) Think of email marketing as a way of staying in touch with people who have enquired about your services and opted in to your mailing list. These people who have opted in may become your customers in the future. Email marketing allows you to accomplish this like no other tool.

Once your website is configured for collecting the names, phone number and email address of website visitors, you can begin building your list. In the beginning of your email marketing efforts, you'll undoubtedly have only a few names. **Do not worry, every big list starts out as a little one.**

What's important is that you're constantly adding new prospects to your list and staying in touch with them.

The beautiful thing about email marketing is that the same tools can often be used to configure your website to collect addresses and to stay in touch with your list. Email services allow providers to write one email and send it to as many recipients as they wish. At the same time, providers can set up email-responders in which messages are sent automatically. For example, you might motivate people to join your list by writing a short article called, "The Facts About Laser or IPL Hair Removal." You can configure your email marketing tool to automatically send this document to anyone who joins your list.

You can also send a quarterly/monthly newsletter email to your customers providing an update, and expert advice on topics they may be interested in.





## Cross Selling

**Cross-selling is the practice of selling an additional service to an existing customer. Unlike acquiring new business, cross-selling involves an element of risk that existing relationships with the client could be disrupted. Therefore, it is important to ensure the additional product or service enhances the value the client gets**

Laser and IPL hair removal can attract many people to your business. This can be especially true when your website can be easily found and contains compelling reasons to choose you. The same can be said for your social media marketing. Many of the people who see you will have additional problems that need solutions. Certain machines in the Spectrum range offer multiple solutions from the same device.

An example is the Spectrum IPL machine that offers hair removal solutions as well as acne, skin rejuvenations, pigmentation, and vascular lesion treatments. Spectrum has a full range of equipment that works together with hair removal to allow clinics to offer their customers full package solutions and cross sell opportunities. If you are interested in understanding services that complement each other speak to a Spectrum representative who will be happy to help.

Part of cross selling is having adequate brochures, photographs and other materials on hand. This was discussed in the Traditional Marketing section. Don't let it end there. Make sure that everyone who passes through your practice is aware of your superior laser hair removal offering as well as the other services that you have on offer. You can do this in a number of ways without being pushy, offensive or driving people away.

Courtesy and compassion is key for cross selling. Your team can mention that laser hair removal is now available at your clinic and that, "Most people find it very comfortable." It takes only a second to peak someone's interest and, for all you know, solve a problem that's bothered them for years. Don't be shy. Don't feel that you're being rude. Most important, don't be ashamed to offer your services.



## Get Started

You should now have all the information you need to get started in maximising your hair removal profits. It's not a quick fix but if you take the time to do it right, you'll soon see a major difference in your hair removal services in your business. So it's time to get started today!

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