



# **5 Ways to Boost Social Media ROI for Medical Aesthetic Practices**

# Social Media is Now a Prime Marketing Space for Medical Aesthetics

As more and more celebs and influencers use social media to share their health and beauty regimens – everything from diet plans and favorite skincare products to results from cosmetic procedures – it's made this kind of content normal, accepted, and even valued as a resource by users. And for that very reason, it has paved the way for social media to become the prime marketing space for medical aesthetic companies today.

While it would be a major misstep for practitioners not to meet potential patients in their preferred arenas, keeping up with social media trends, algorithms, platforms (and how to actually use each), in-app features, and, oh yeah, actually posting, can feel like a full-time job. Here, we outline how your practice can tap into this marketing tool – and do it right to cause pause in a world of nonstop scrolling.

## **SECTION 1:**

COMMIT TO ONLY 1 OR 2 PLATFORMS TO START

## **SECTION 2:**

CRAFT THE KIND OF PRESENCE AND POSTS THAT INSPIRE & ENGAGE

## **SECTION 3:**

INVEST IN SOCIAL ADS

## **SECTION 4:**

CREATE CONNECTIONS WITH USERS

## **SECTION 5:**

DON'T FORGET TO ENCOURAGE CONVERSION



## SECTION 1:

COMMIT TO ONLY 1 OR 2  
PLATFORMS TO START

### SECTION 1:

# Commit to Only 1 or 2 Platforms to Start

As a practitioner, your time is your most valuable resource, so don't try to start on all platforms at once. If you do, chances are you'll start out strong but then struggle to maintain momentum across all. Research shows that the sweet spot is committing to two platforms. Once you master them, you can add more.

## SECTION 1:

COMMIT TO ONLY 1 OR 2  
PLATFORMS TO START

### KEY QUESTION:

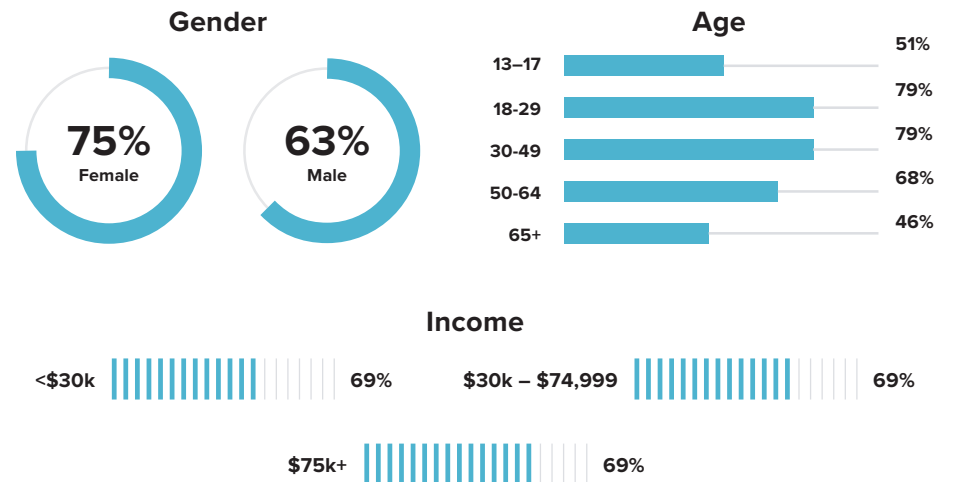
## Which platforms will be best for my practice?

Demographics vary by social media platform, so select the ones that closely align with your target audience: gender, age range, income. You can explore all platforms' demographic minutia with [this 2019 study done by the Pew Research Center](#), but the short of it is that Facebook, followed by Instagram, are the clear winners for the most user engagement by medical aesthetic customers.

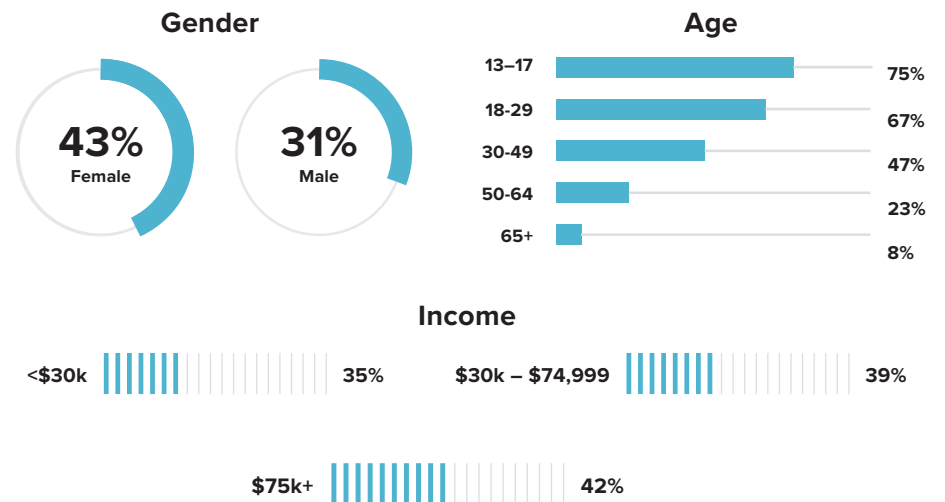
### Key Takeaways

- More women use social media platforms than men, and US women are more active on Facebook than Instagram.
- The age range for Facebook users skews older (18 to 64), while Instagram users skew younger (13 to 49).
- Facebook users have a higher annual income than Instagram users.

## WHO'S USING FACEBOOK?



## WHO'S USING INSTAGRAM?





## SECTION 1:

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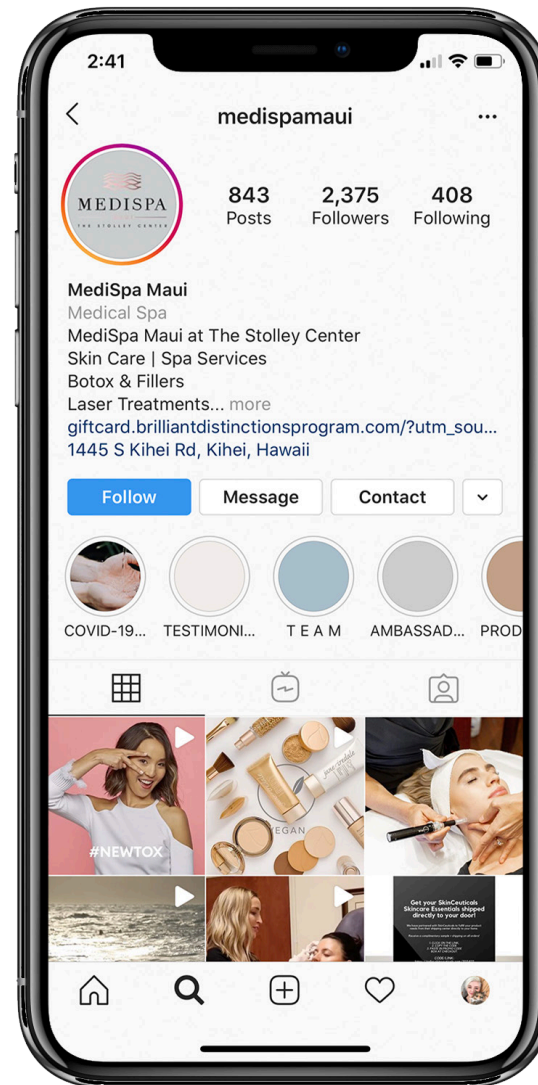
# Commit to Posting Consistently – It's Key

Each social media platform has a different ideal posting frequency. The rough estimate based on industry research and advice is to post on Facebook a few times a week and on Instagram daily. But remember, your consumers are different from other industry consumers. The best thing you can do is keep track of how many posts you're sharing per day in a spreadsheet, take a look at your analytics after a few weeks, and use the data to determine whether you need to beef up or scale back your frequency.

### PRO TIP: Utilize Scheduling Tools to Stick to Frequency & Save Time

Some scheduling software that allows you to collaborate, publish, and measure all your online platforms in one place:

[Hootsuite](#) // [AgoraPulse](#) // [Loomly](#)



← One of Hawaii's top cosmetic dermatology offices, Medispa Maui posts almost daily on its Instagram account.



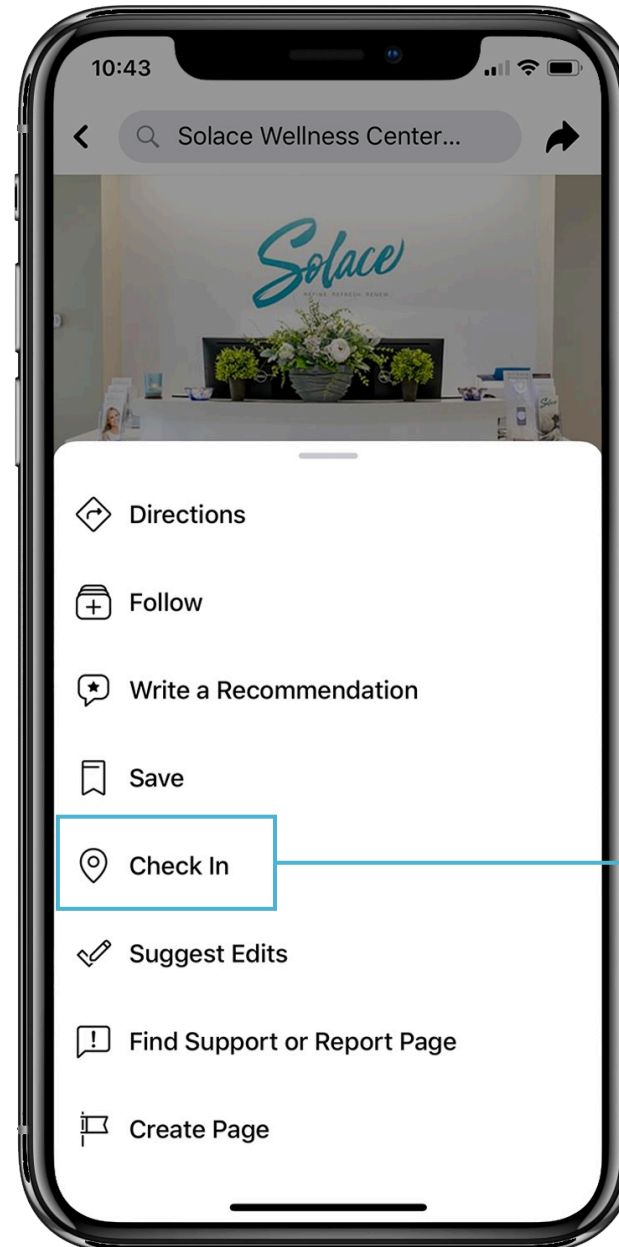
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### KEY QUESTION:

## How do I drive attention to my new (or revamped) social accounts?

- **Announce it** on your website or in an email blast.
- **Follow, like, and comment** on other beauty-specific Instagram accounts. In short, engage with the community you are hoping engages with your account – social media is a two-way street.
- **Encourage clients** to use the “Check-In” feature on Facebook when they arrive for their appointments, prompting friends to click over to your page for more information.
- **Ask to take and share photos** of your clients (or have them submit one) looking fab post-procedure. Just be sure to tag them to get not only their eyes, but those of their friends and followers on the post originating from your account.
- **Invest in social ads** (more on this on page TK)



“Check-ins” serve as something of a personal referral to your Facebook business page from one friend to another.

## SECTION 2:

CRAFT THE KIND OF  
PRESENCE AND POSTS  
THAT INSPIRE & ENGAGE

## SECTION 2:

# Craft the Kind of Presence and Posts That Inspire & Engage

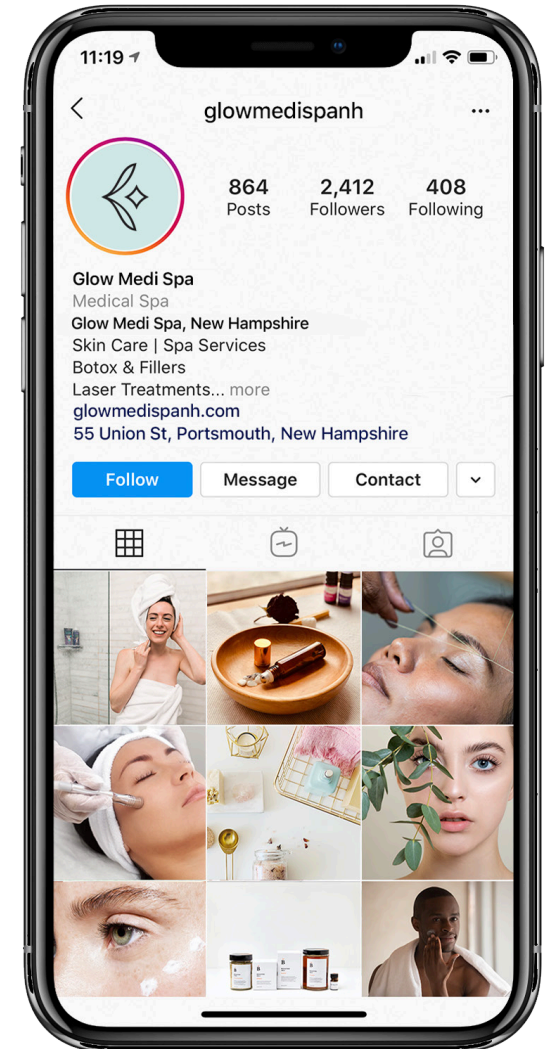
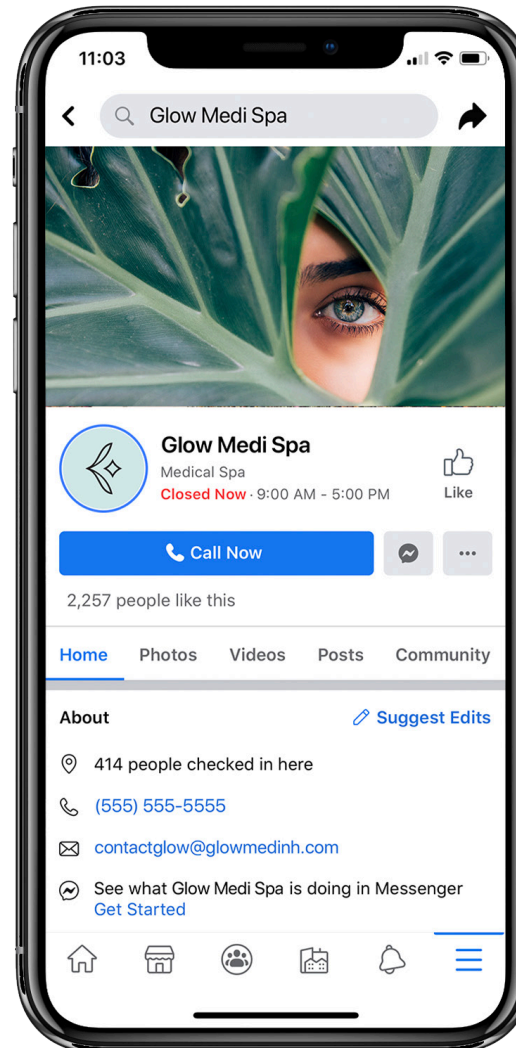
The 80/20 rule is the golden rule of effective social media marketing, stating that 80% of your social media posts should inform, educate, and entertain your audience, while only 20% should be dedicated to selling. Here's how you rise above the sea of similar content with a few seemingly simple actions that make all the difference.

## SECTION 2:

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# Facebook vs. Instagram

While there are many opportunities to cross-integrate content across both platforms (and that saves you time), there are certain things that won't translate as well to Facebook as they do on Instagram and vice versa. For instance, images perform better on Instagram than Facebook since that's what Instagram is primarily used for. Text, on the other hand, is better suited to Facebook most of the time.



← While certain posts don't translate across both platforms, your tone and visuals should always be consistent with your brand identity.

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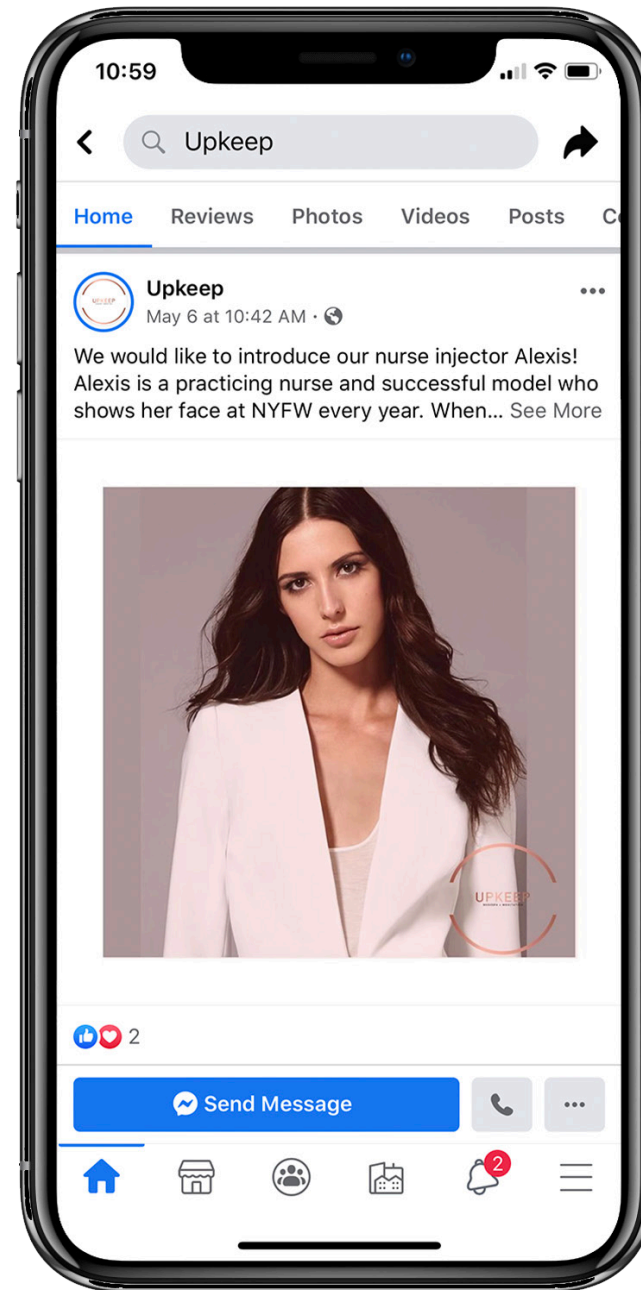
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### FACEBOOK VS. INSTAGRAM

## Ideal for Facebook

### Quick Newsy Posts

Think sale announcements, new staff hires, links to your blog content, or other articles or studies. While high-quality images are important (studies show that Facebook posts are proven to perform better when accompanied by photos), they are not as vital here as they are to Instagram.



← Did your office recently unveil a new service, product line, or expert aesthetician on staff? Newsy posts often perform better on Facebook.



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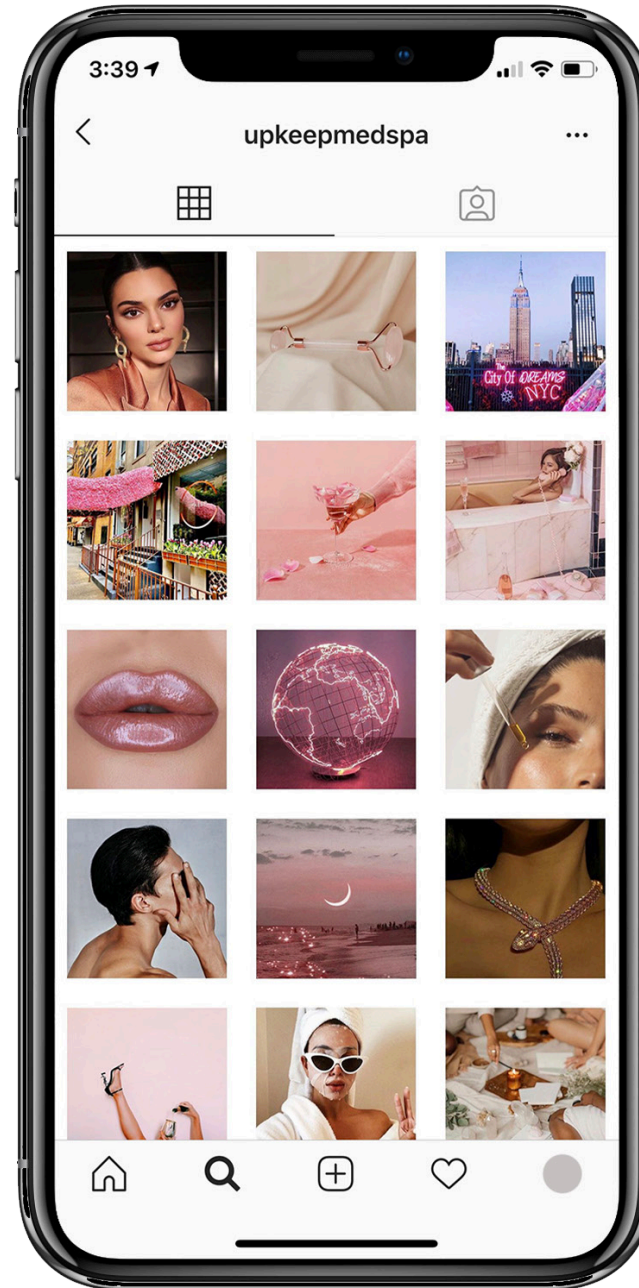
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### FACEBOOK VS. INSTAGRAM

## Ideal for Instagram

### Inspirational Curated Imagery

Since Instagram is a highly visual platform, reserve your photo grid for inspirational visuals that convey natural, healthy, and effortless-looking beauty and well-being (more on this on page TK), but with brief captions that reference the treatments or products that lead to these kinds of looks.



← A well-curated collection of eye-catching images tempt potential clients into following, clicking, and commenting on your content.

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### Maximize Visual Content – the Right Kind of Visual Content

Visual content is what attracts users and makes them want to follow you – especially on Instagram. There's a lot of competition on social media and having high-quality images is considered a must if you want to grow your engagement.

If you don't have an arsenal of professional photography at your disposal, look to stock sites, like Shutterstock, which requires a paid subscription, or Unsplash, offering less variety but for free. The beauty of beauty images is that they're plentiful, so finding the type of photos that fit your brand's vibe shouldn't be difficult.



**PRO TIP: Opt for  
Natural, Healthy,  
and Effortless-Looking  
Beauty**

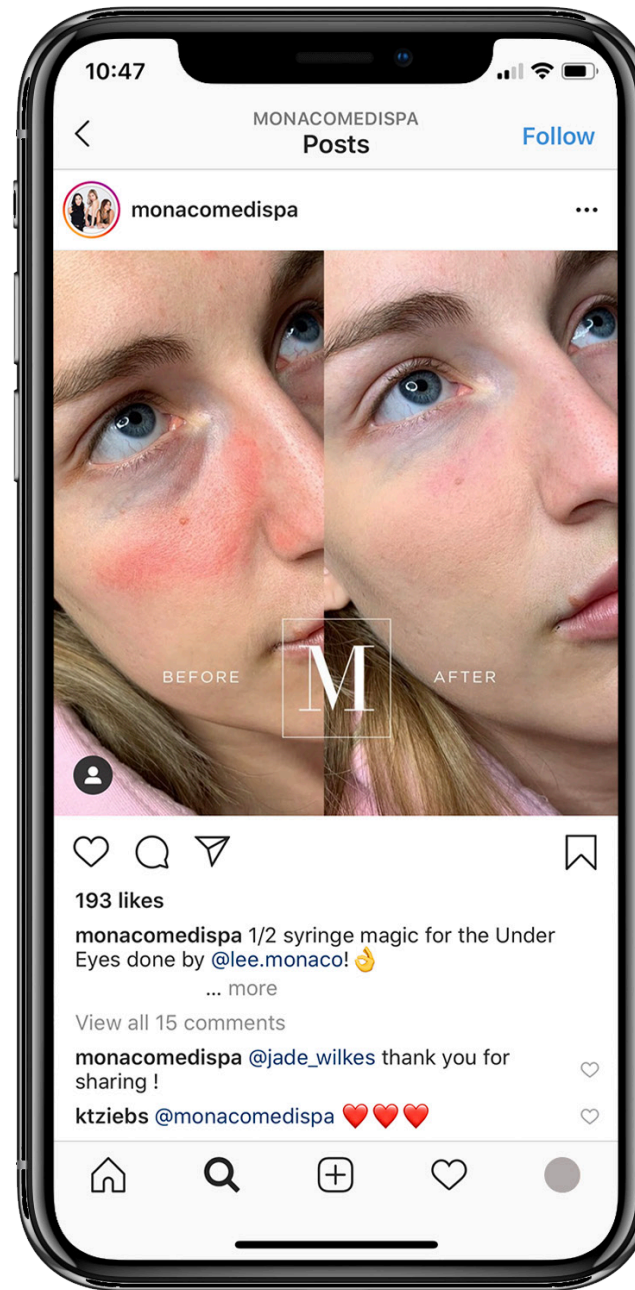
What kind of images should you strive for? Think people enjoying life and looking good doing it. For example, while a clothing brand, Free People's wellness blog sets a standard for the kind of images that work well.

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### But Pay Attention to the Other Kind of Content They Want

According to that aforementioned 2017 [“Cosmetic Surgery on Social Media”](#) survey conducted by the ASPS, users want to see before-and-after photos, information on procedures, as well as videos of procedures being performed (yes, really!). So how do you give them what they want, but also make sure your social presence doesn't look or feel like a sterile doctor's office?



← While consumers want to see before-and-after shots, they shouldn't overrun what you're posting on your accounts.

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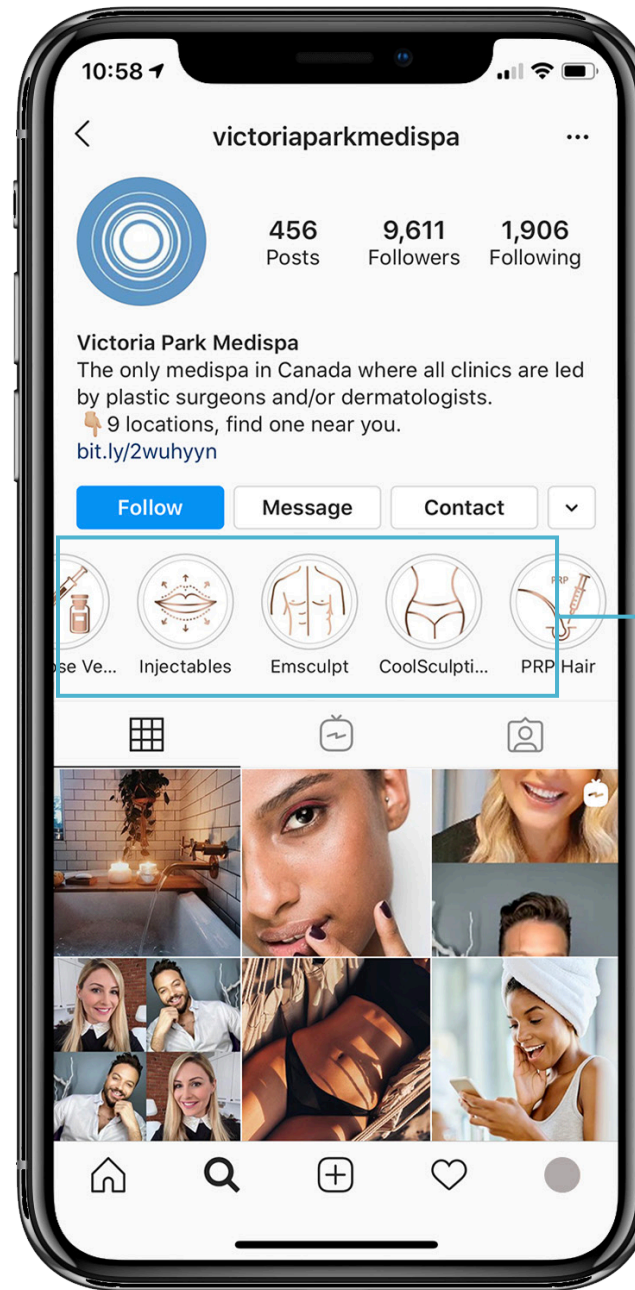
# Before-and-After Photos

## Facebook:

Since before-and-after shots can be somewhat sterile-looking and not always pleasing to the eye, make sure they don't overrun what you're posting on your timeline. Rather, consider saving them to a special "Before & After" album on your page for people to click into if they want to see more.

## Instagram:

If the quality of the photos isn't great or a little too graphic in nature, use the Highlights feature to share them rather than featuring them in your permanent account.



The Highlights feature is a good place for behind-the-scene looks at procedures and before-and-after photos.



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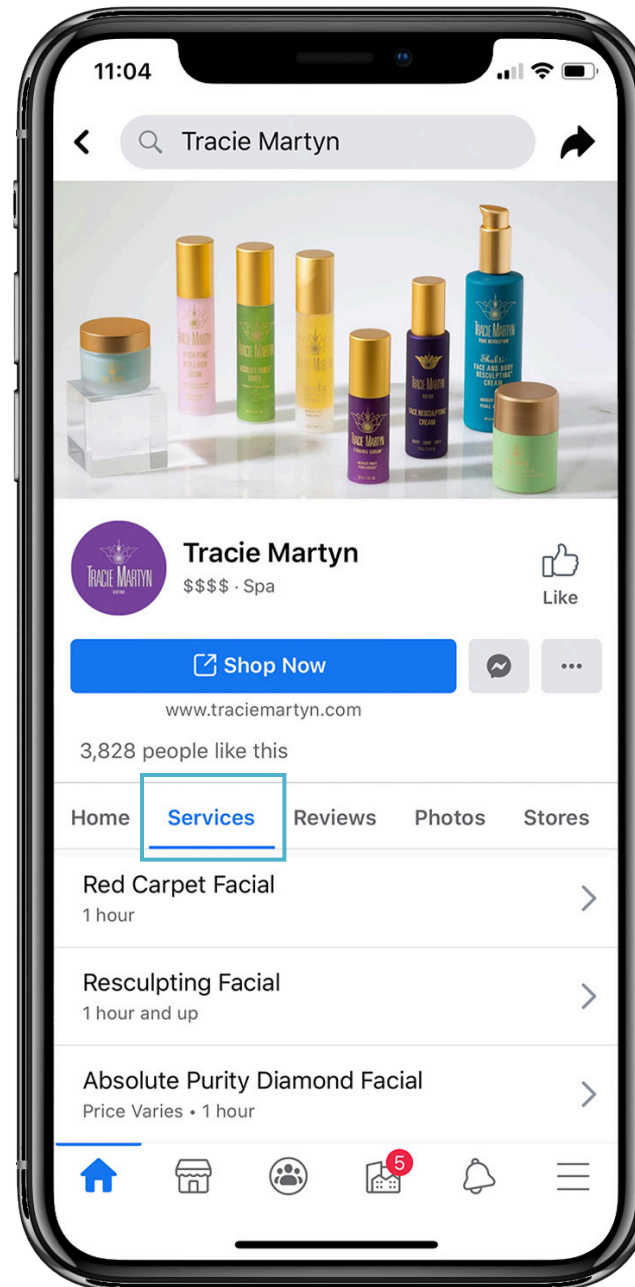
# Information on Procedures/Services

## Facebook

Ideally, all this content lives on your website already, so you can simply post links that connect back to your website. You can also create a page that details a full list of your services within Facebook that users can access from the left-side page section.

## Instagram

Again, the Highlights feature is a great place to share images or short videos related to this kind of content, especially if the quality may detract from your account's curated photo grid.



← The Pages section on your Facebook business account provide users with a sneak-peek of your list of services.



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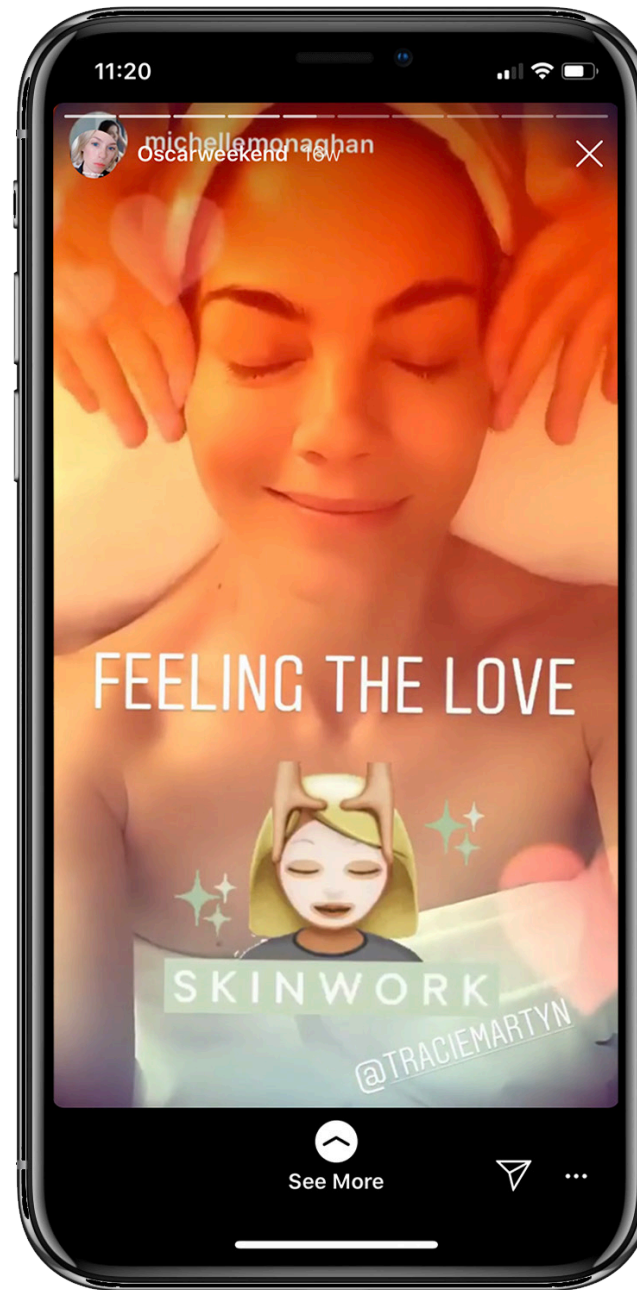
# Videos of Procedures Being Performed

## Facebook & Instagram

While informative, videos of procedures being performed are admittedly not always aesthetically pleasing (and maybe unethical to post if too graphic or breach client-patient confidentiality). However, if they don't cross any lines, the best home for this content would be in your Facebook Videos section or Instagram's Highlights section or IGTV channel (which you manage via a standalone app).

## Another Option

Share procedural videos on your website or separate YouTube channel, where you can link to this content from your other social platforms. Just be careful not to tease the post with an off-putting procedural image and warn viewers if it is somewhat graphic.



← User-generated content can be a valuable piece of content marketing to showcase in your Instagram's Highlights feature.

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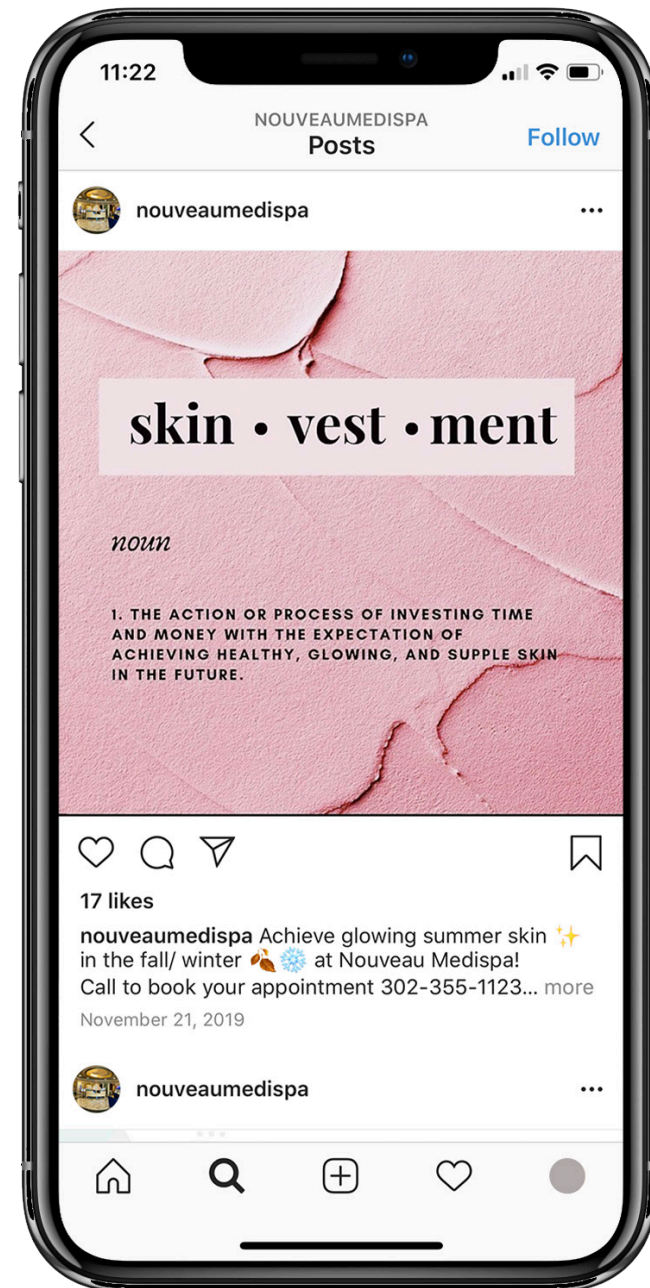
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### Other Types of Posts That Engage

#### Branded Inspirational Quotes, Testimonials, or Questions

Posting inspirational quotes on Instagram isn't anything new, but more and more businesses are using them to help elevate their specific brand with eye-catching design and typography. Here are a couple of ways to use them in your curated photo grid:

- **To Engage Your Audience** – With inspiring quotes or phrases about beauty, self-care, and more.
- **To Share Testimonials** – Happy clients can be your best ambassadors (see more on recruiting testimonials on page TK).
- **To Start Conversations** – A great way to generate more activity in your posts' comments, share intriguing and even provocative quotes, or raise burning questions about beauty regimens.

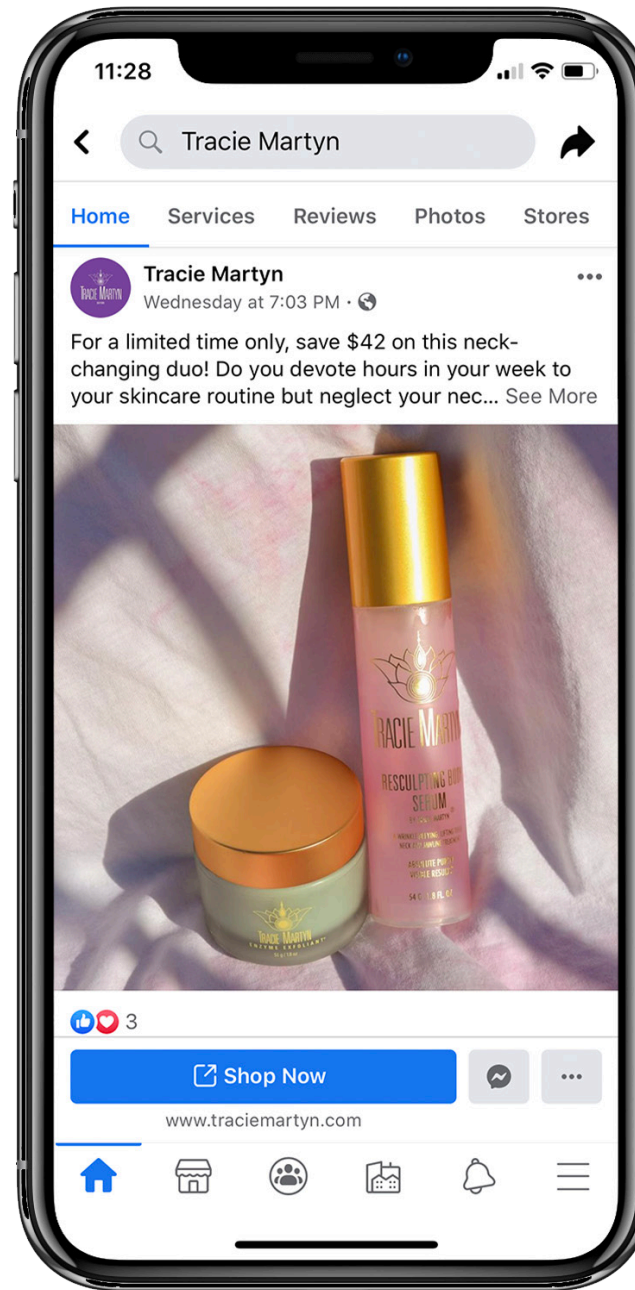


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### Promotions or Product Endorsements

Again, people use social media as a resource to evaluate procedures and treatments. And as an expert in the medical aesthetics field, you're just the right person to give them that information through posts dedicated to skincare products you swear by, new technologies, and more. Just be careful not to oversell (remember the 80/20 rule), as your clients might start to feel that you're not providing genuine advice.



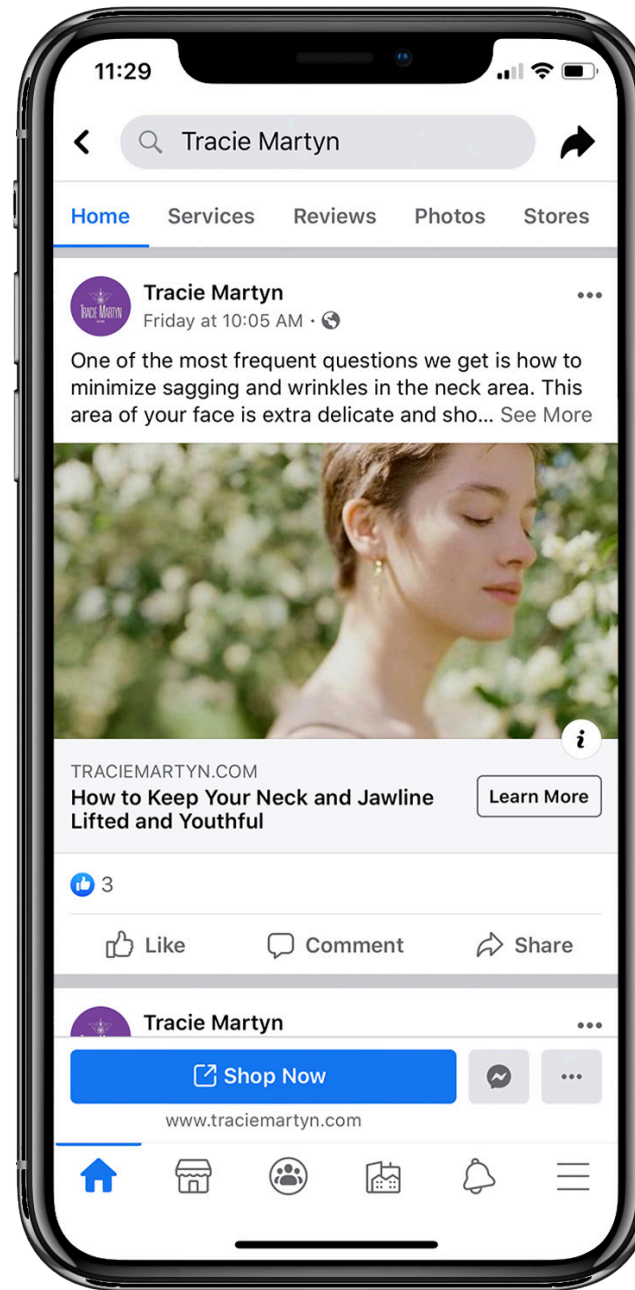
← Have a skincare product you swear by? Just be careful not to oversell when posting.

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# Education and Your Expertise

In addition to inspirational imagery and content, be sure to include links to longer-form content where users can learn more. Ideally, that longer-form content lives on your own blog to chauffeur users to your website. Facebook, in particular, is a great place to push that content out. Instagram is too; however, the links aren't clickable in the caption format, so either provide a shortened link or, better yet, share the link in your bio and reference it in the caption.



← Links to informative longer-form content (where users can learn more) should, ideally, direct back to your website's blog.



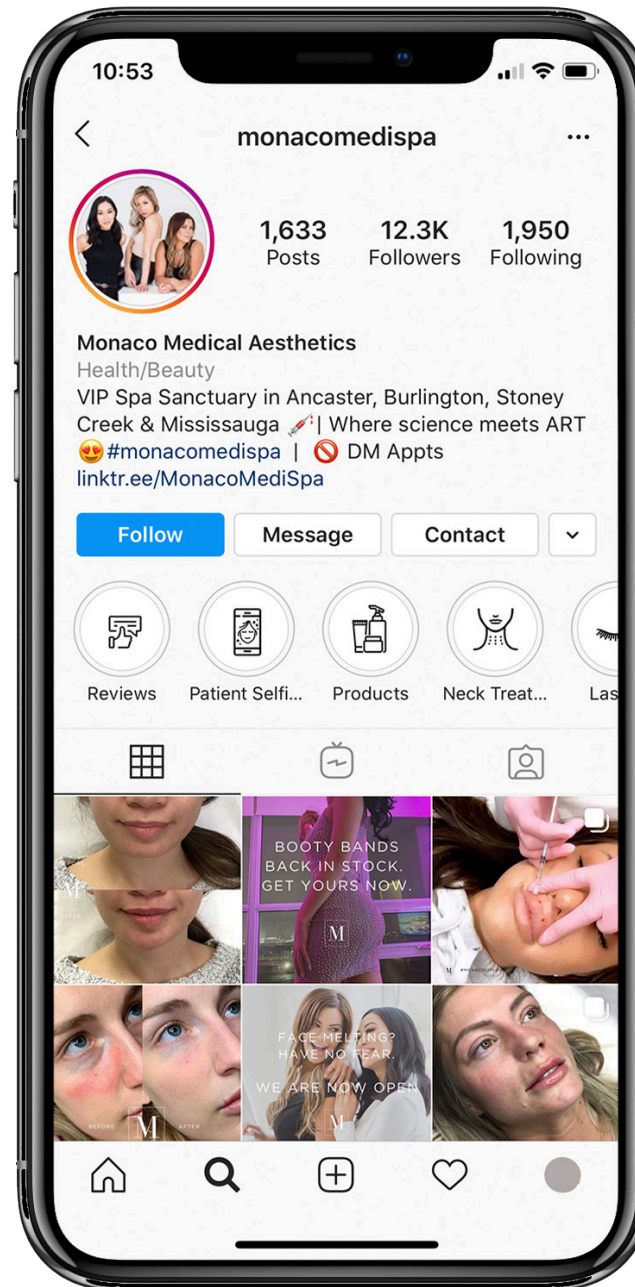
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# In-App Features to Consider

## Instagram Stories & Highlights Features

The Stories and Highlights features have transformed how users engage. For example, you can use Stories to point to new blog posts on your website or solicit user questions about procedures or treatments that you can then answer in other permanent posts. The Highlights section is also a great way to take users inside your practice through imagery, catalog before-and-after photos or UGC (user-generated content), and share favorite products or brief looks into certain procedures in action.





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# In-App Features to Consider

## Live Streaming Video

Similarly, for longer-form video content, Instagram and Facebook's live-streaming video feature is a good way to demo products or have aestheticians speak to or demystify certain technologies. All it requires is a smartphone camera, a few apps, and some creative ideas. In fact, Facebook provides some [video ideas, tips, apps, and tutorials for both its platform and Instagram here](#).



← Consider using the IGTV channel to explain complex treatments to develop trust with prospective clients.

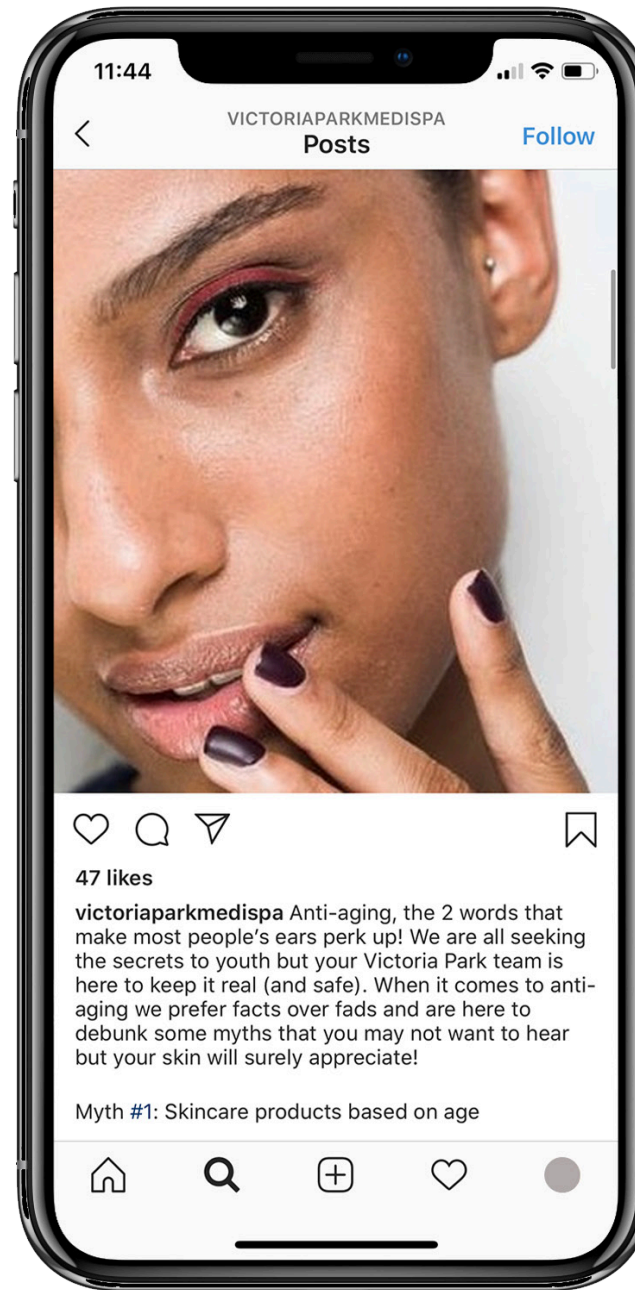
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### PRO TIP:

#### Always Be Honest & Authentic in Your Posts

On one hand, social media has become a wonderful platform for beauty campaigns that promote inclusivity for all genders, races, ethnicities, and body types. On the other hand, it can also minimize the risks associated with procedures, promote unrealistic expectations, and increase psychological pressure to achieve perfection. Whatever you post, be honest in setting expectations regarding downtime after procedures or the number of sessions required to achieve desired results. You don't want to be posting something you can't promise as it can affect your practice's trustworthiness.



← Great imagery is key, but so is keeping it real with honest content that sets expectations.



## SECTION 3:

### INVEST IN SOCIAL ADS

## SECTION 3:

# Invest in Social Ads

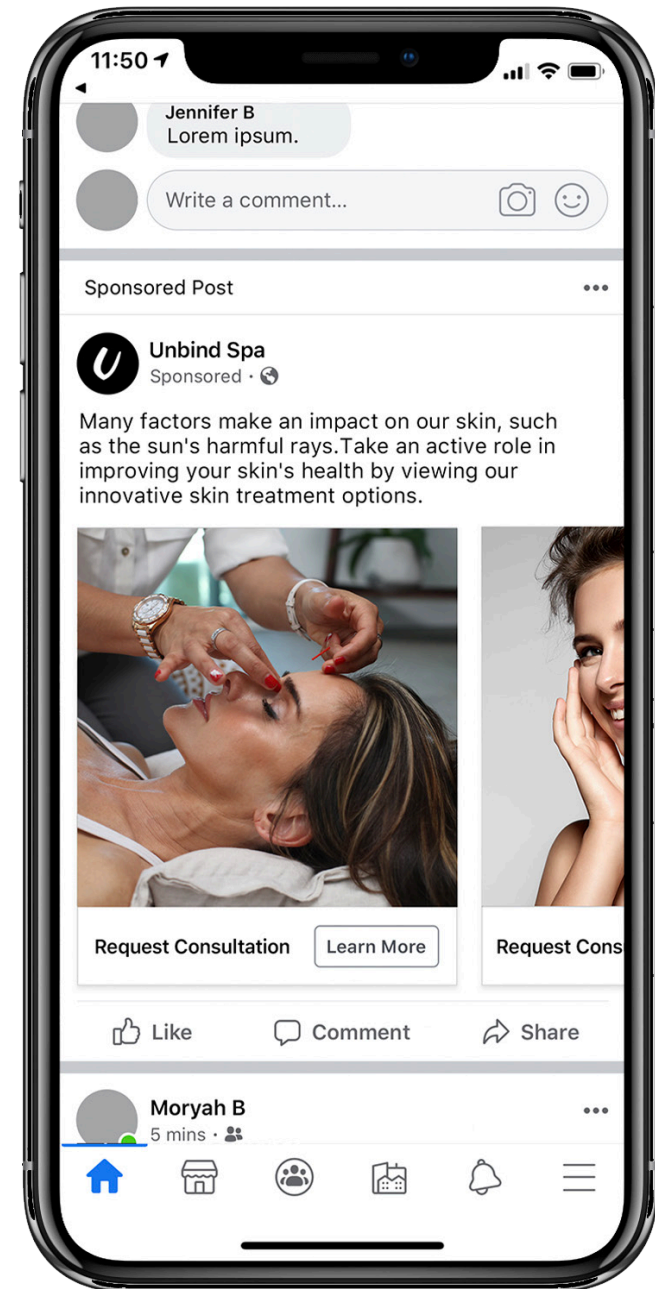
Unfortunately, you can no longer rely on your organic posts to reach your audience on social media. In fact, only 6.5 percent of your followers see your organic posts.

## Target Your Core Clients through Social Ads

Facebook – and Instagram by default, since it's owned by Facebook – has the most sophisticated targeted ad platform in social. They allow you to target by criteria like gender, age, location, and likes. Yes, that means you can target, for example, middle-aged women living within an hour of your practice who show an interest in beauty and health.

### Steps to Get Started

Head over to [facebook.com/ads](https://facebook.com/ads). Your budget should be at least \$300 per month to start, and we recommend a Carousel or Slideshow ad type to show off several of your practice's best images. If this sounds interesting but perhaps a bit overwhelming, Hawthorn offers paid social campaign management. We establish your goals, develop ad creative, analyze, report, and pivot based on the results. Then, we show you how much you've spent, compared to how much you've made every single month.

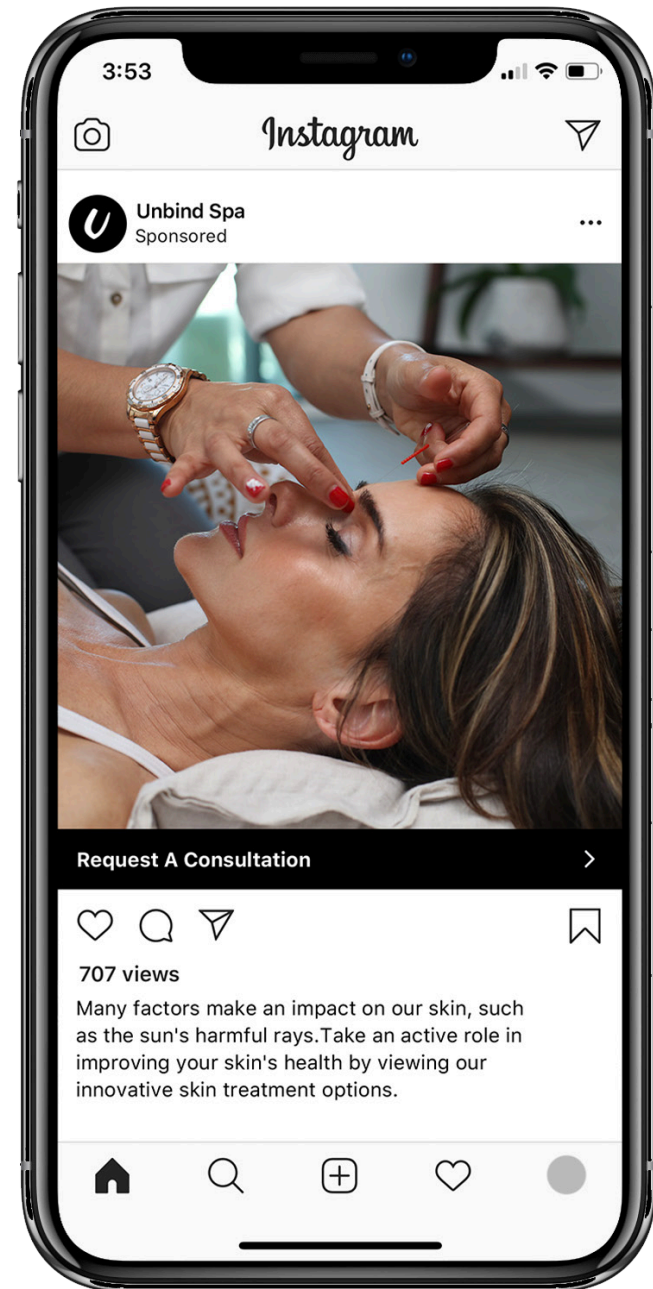


## SECTION 3: INVEST IN SOCIAL ADS

### KEY QUESTION:

## Should I focus solely on Instagram ads, since that's such a visual platform?

Because Instagram is owned by Facebook, you're able to build Instagram ads through the Facebook ads interface – but we suggest leaving it up to **Facebook's algorithms** to determine how to distribute your ads across their products since they make the most money when your ads perform best.





SECTION 4:

# Create Connections with Users

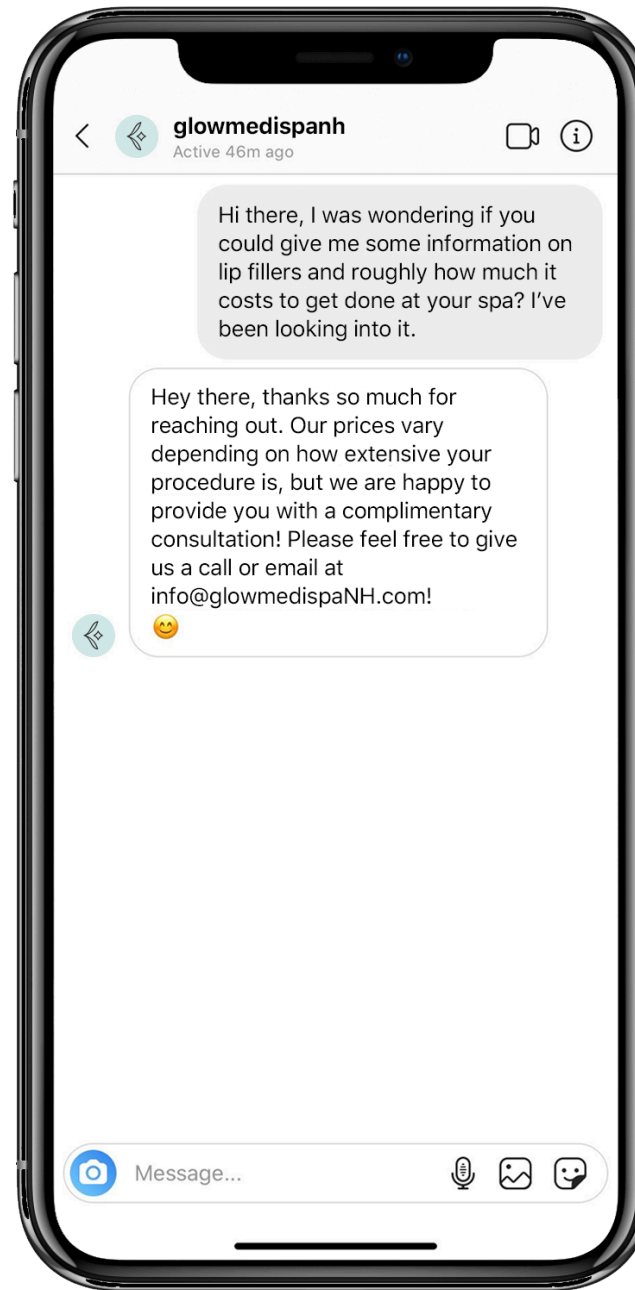
Your practice needs to feel approachable and trustworthy – that's why it's important to interact with your followers and pay attention to the kind of content that does well, rather than just passively post.

**SECTION 4:**  
CREATE CONNECTIONS  
WITH USERS

## Be Active & Engage Often

Check direct messages often and reply always; in posts, reply or simply like comments from those who respond. Creating that connection will, at once, win over prospective clients and beat out all idle competition.

Additionally, don't shy away from responding to bad reviews or critical comments, and, while we know it's hard, don't delete negative comments as it will create mistrust quickly. Instead, have a personal, kind, and helpful response ready that provides an email or phone number, so they can directly contact you regarding the issue, question, or complaint. You may turn unhappy clients around, and, even if you don't, your other clients will see that you care.



← Responding to direct messages can make all the difference in converting the curious into a customer.

**SECTION 4:**  
CREATE CONNECTIONS  
WITH USERS

## Leverage Testimonials & UGC

Now more than ever, peer-to-peer endorsements hugely impact consumer buying decisions, and happy clients can be your best ambassadors.

Recruit patients to write reviews on Facebook or encourage them to use the “Check-In” feature when they arrive for their appointments, prompting friends to click on your page for more information.

Also, if a user tags your practice in a personal post about feeling or looking great thanks to a particular procedure, treatment, or product on Instagram, use it (just be sure to attribute to them)! If their image isn’t great quality or quite on-brand, you can still share it in your Stories or add it to a Highlights reel titled something clever like “Our Glowing Clients.”

### PRO TIP: Establish at Least One Go-To Hashtag

Yes, to use on all your own posts, but also to encourage users to hashtag when they post anything related to their visit, results, etc. (It can be as simple as your practice name and state, i.e. #GlowUpSpaNH.) By simply searching that hashtag, it makes connecting with clients and finding good UGC a cinch.



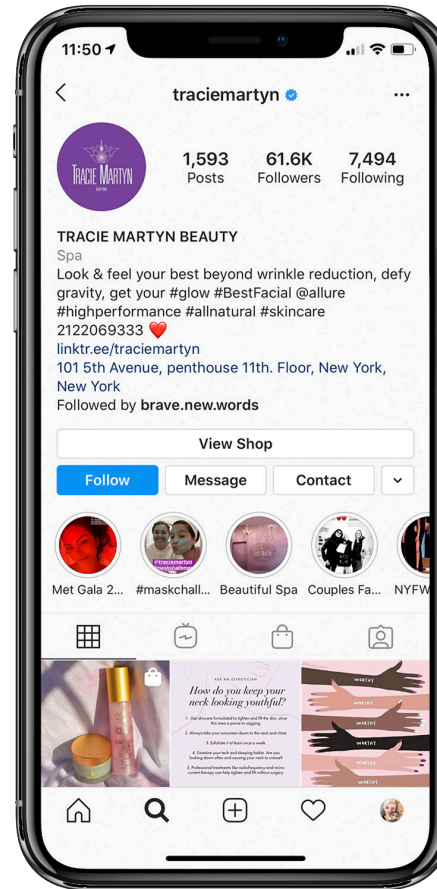
# Don't Forget to Encourage Conversion

It's important to not lose sight of why you're working so hard on developing and maintaining your social media: to, eventually, funnel followers to your website, where they can access key information regarding your services, book a consultation, and convert to paying customers.

**SECTION 5:**  
DON'T FORGET TO  
ENCOURAGE CONVERSION

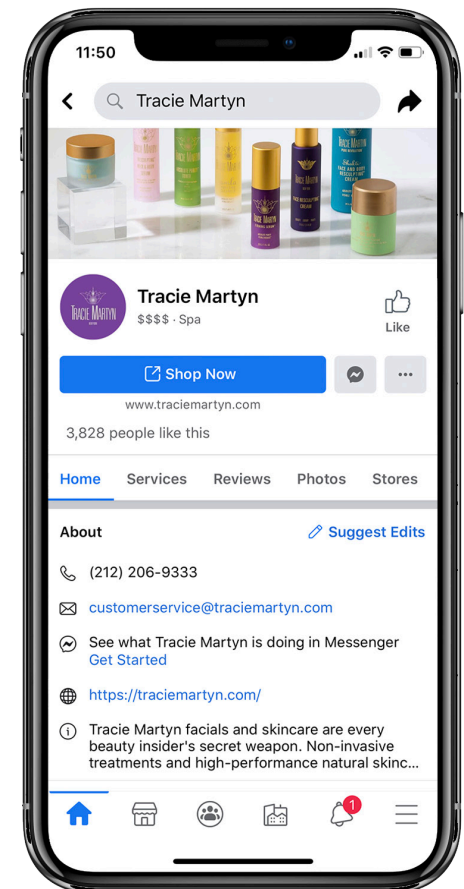
## Make Contacting You & Finding Your Website Easy

While contact info seems like an obvious thing to include, it can get overlooked as practices try to make sure they're following all of the above steps. And it's arguably the most important, as it renders all other strategies useless if you're lacking the means to assist prospects in conversion.



### On Instagram

Link your website and address (or greater area you serve) in your bio, as well as including a “Contact” button for phone number and email.



### On Facebook

When first setting up your business page, you'll be prompted to enter your clinic's address, contact information, and hours. There's also an “About” section and “Contact Me” call-to-action button that you should include.



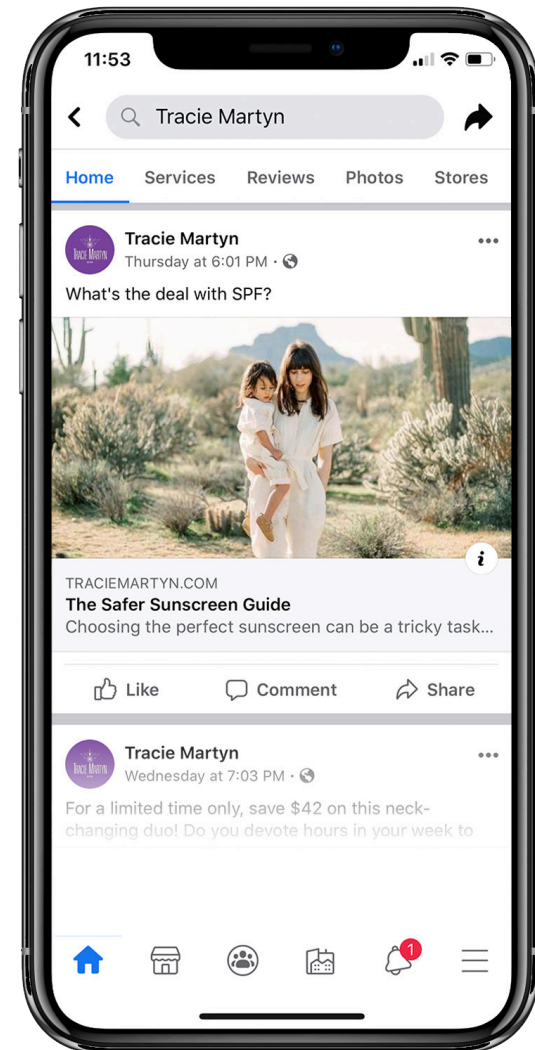
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# Weave in Posts that Link Back to Your Website

We touched on this a bit in section two when talking about linking to longer-form content where followers can learn more about certain procedures or treatments through articles, but it's also a way to drive people to certain pages or features on your website.

- **Your Blog** – Facebook is a great place to push out recently published blog posts, but Instagram's Stories is another way to call attention to new blog content. Over time, if you amass more than 10,000 followers, you can also add a "swipe-up" link to your story, which takes followers straight to your post.
- **Your Services** – Just premiered a new treatment or purchased a new piece of technology? Share that on your social channels and link back to your website's services page.
- **Your Staff** – Introducing your staff helps build trust with potential clients. If you have a page on your website dedicated to employee bios or perhaps you just hired someone, this serves as good fodder to post to funnel users back to your site.



CONTACT US

# Questions? Comments?

Love the sound of all this but intimidated by executing it yourself? We'd love to hear from you and keep the conversation going.

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