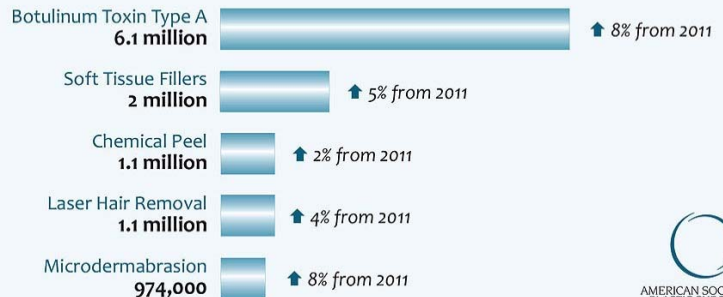


Using Statistics to Develop Your Marketing Strategy

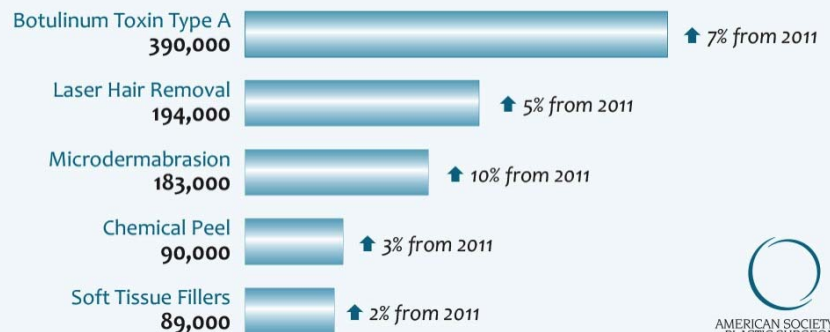
If you wanted to open a car dealership in a market that is predominantly working class, would sell ferarries or Hondas. Chances are you will be more successful selling Hondas because the market can afford this product. This type of critical thinking is mandatory in medical aesthetic marketing since most individuals cannot afford to pay for high end elective treatments especially in a recession. A clinic will not sustain itself by choosing to sell only high end non surgical products such as muscle relaxants, dermal fillers and laser treatments. In a recession, clients will either drop off or choose to use alternative less expensive services to maintain their appearance. For instance, a client may choose a fringe to cover the lines in the upper face. This alternative is much cheaper than Botox. To home in how to use statistics to plan your strategy lets review the data on your right.

2012 TOP FIVE COSMETIC MINIMALLY-INVASIVE PROCEDURES



Source: American Society of Plastic Surgeons

2012 TOP FIVE MALE COSMETIC MINIMALLY-INVASIVE PROCEDURES



Source: American Society of Plastic Surgeons

To date, all serious marketers use the American Society of Plastic Surgeon as a reference point of how the industry is performing. From past experience US consumption of non surgical treatments is equal to the rest of the world's consumption. UK's Mintel report is less reliable and does not report non surgical consumption in the UK. Therefore, I estimated that the UK consumption of cosmetic procedure is 20% of the US figure. The 6.1 million Botulinum Toxin Treatments represents injection sites so this number should be reduced by 1/3 since each treatment will consist of at least 2 areas. I am estimating the US figure to be 4 million independent treatments. The estimated UK figure is approximately 800,000 muscle relaxant procedures for 2012 which is less than 1% market penetration. Muscle Relaxants treatments have received a massive amount of press and the response is clearly poor. My guess is the treatment is too expensive to maintain for the average consumer. The treatment I would market is Chemical Peels and Microdermabrasion. At least two million treatments were preformed in 2012 which is half the Muscle Relaxant figure. The treatment can be done by NVQ 3 therapists and is affordable. The average treatment price for a course of peels or microdermabrasion treatment is £250 and the treatment improves the entire face and helps to maintain good skin health. These treatments are holistic and is not perceived as changing oneself. Both treatments are considered ongoing maintenance treatments. Another incredible treatment which is new to the market but provides predictable and satisfying outcome is Derma Roller. The direct cost is low and again NVQ 3 therapist can provide this treatment.

These skin health treatments appeals to a broad demographic and is affordable to almost everyone. I would engage in massive marketing campaign around skin health and skin maintenance using these low cost treatments as a draw factor. If the price is right and the communication message is precise, clients will try a new treatment. Once there is trust between the client and the clinician, they can be persuaded to use more services including Muscle Relaxants and Dermal Fillers (your premium priced products). To reactivate dormant customers, you can offer a free skin treatment to pull dormant clients back to the clinic. The direct cost of a peel is £2 and it takes 20 minutes of the Therapist time so this is a small cost to regain an existing client.

In my book "[Simple Steps to Building Successful Cosmetic Clinics](#)" I discussed this subject in more detail. Medical Marketers cannot achieve any success if the service menu is flawed and does not meet the needs of the local market. Beauty Salons in general have seen an increase in overall sales for 2012. Could it be that clients are moving away from expensive medical clinics to the salon environment who understands their needs and provide cost effective solutions.

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