



Marketing in the **Aesthetics Boom**

How to Set Yourself Apart When All Ships are Rising



The Digital Agency *for* Aesthetic Practices



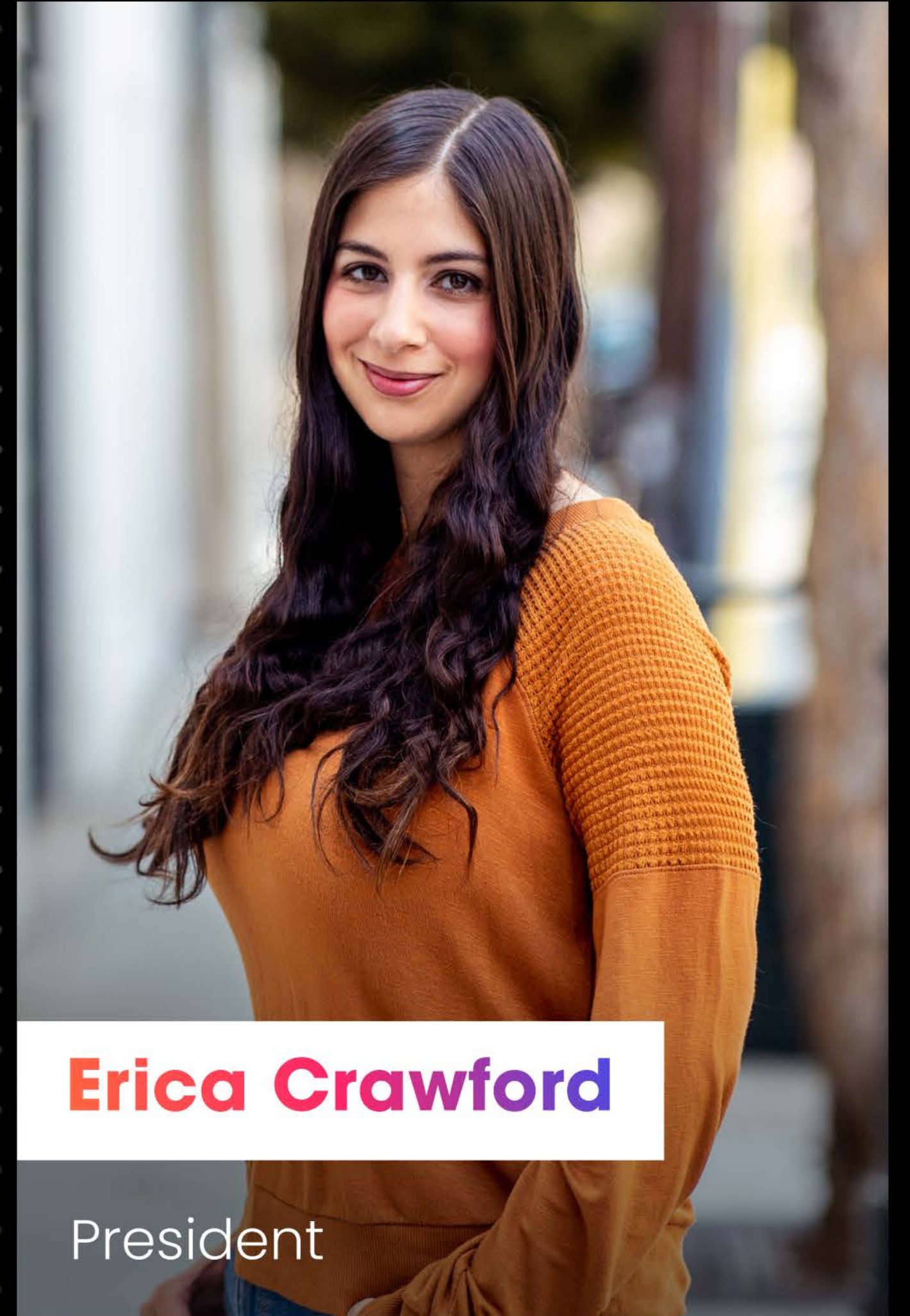
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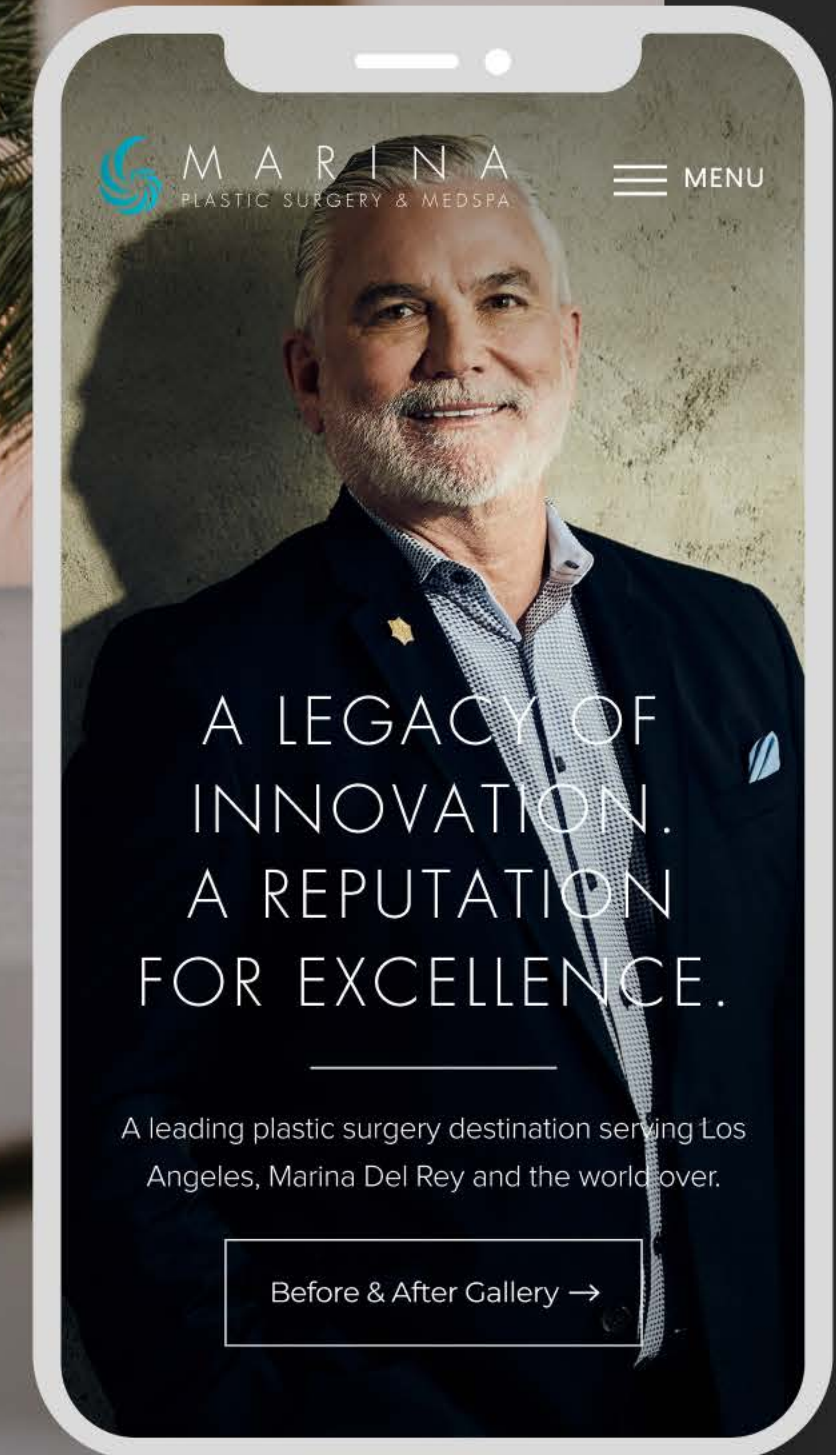
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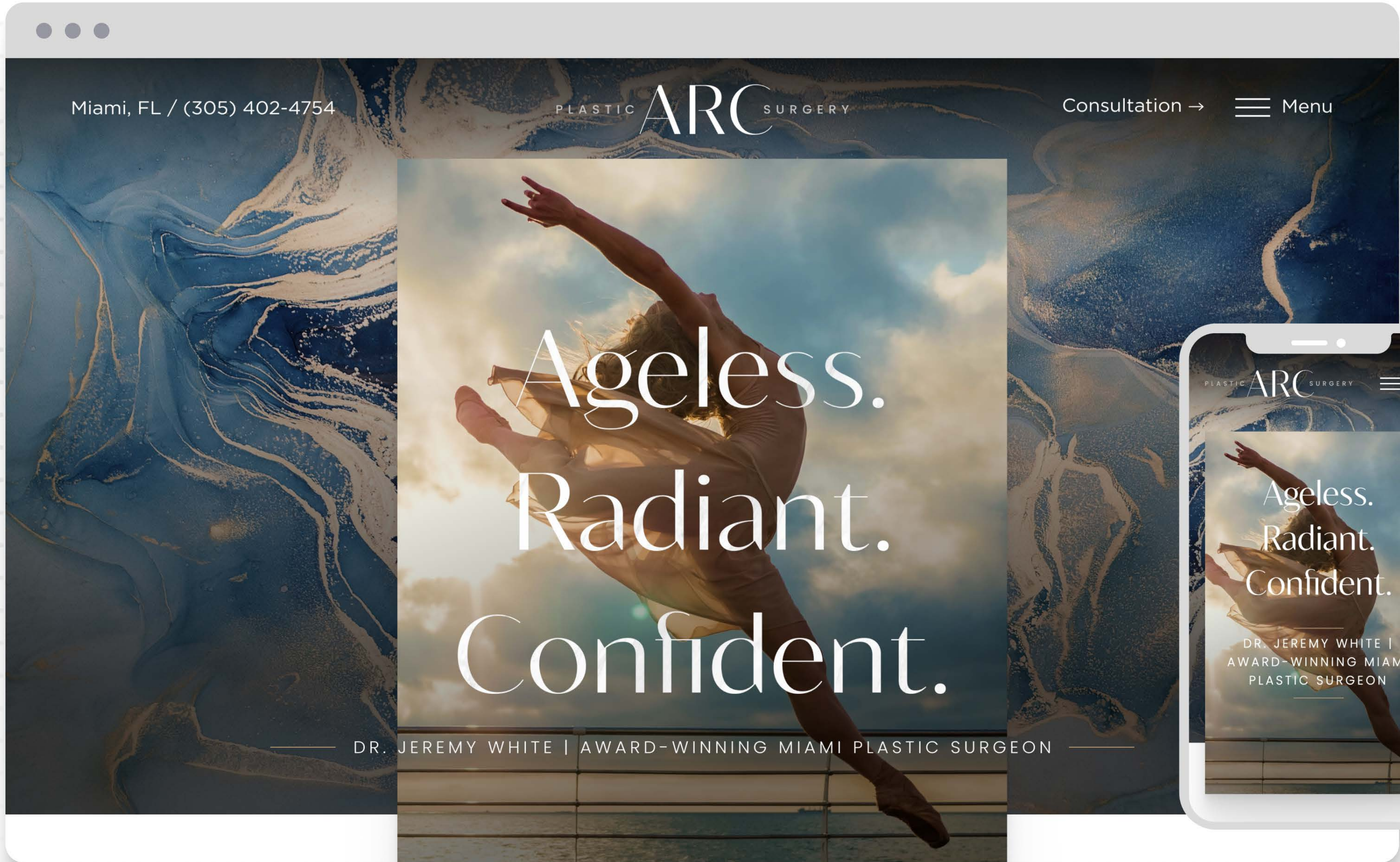
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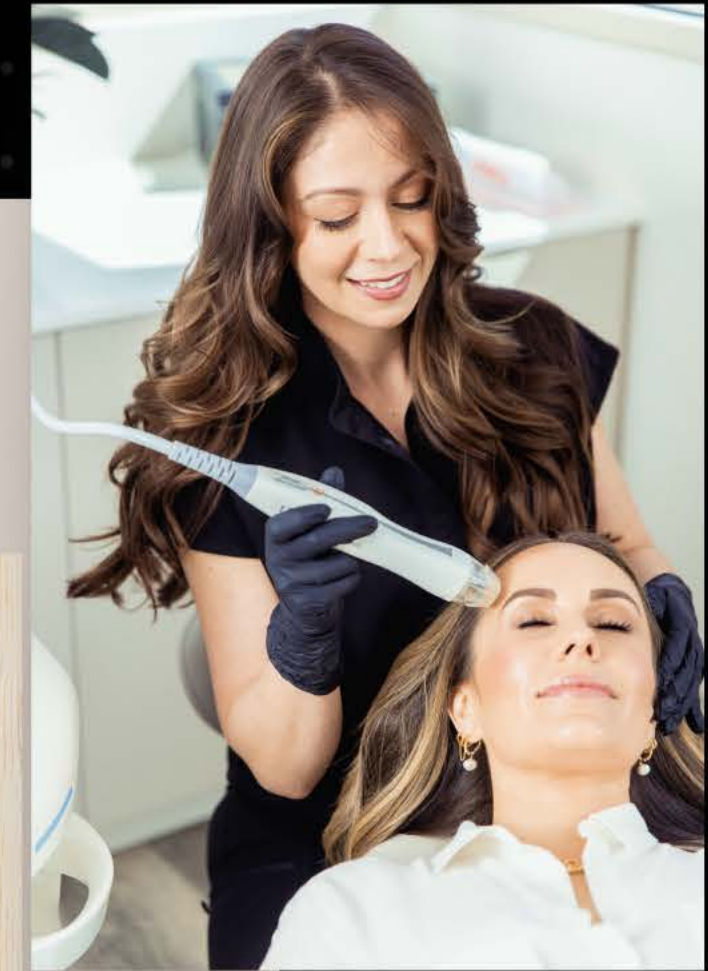
— DR. JEREMY WHITE | AWARD-WINNING MIAMI PLASTIC SURGEON —



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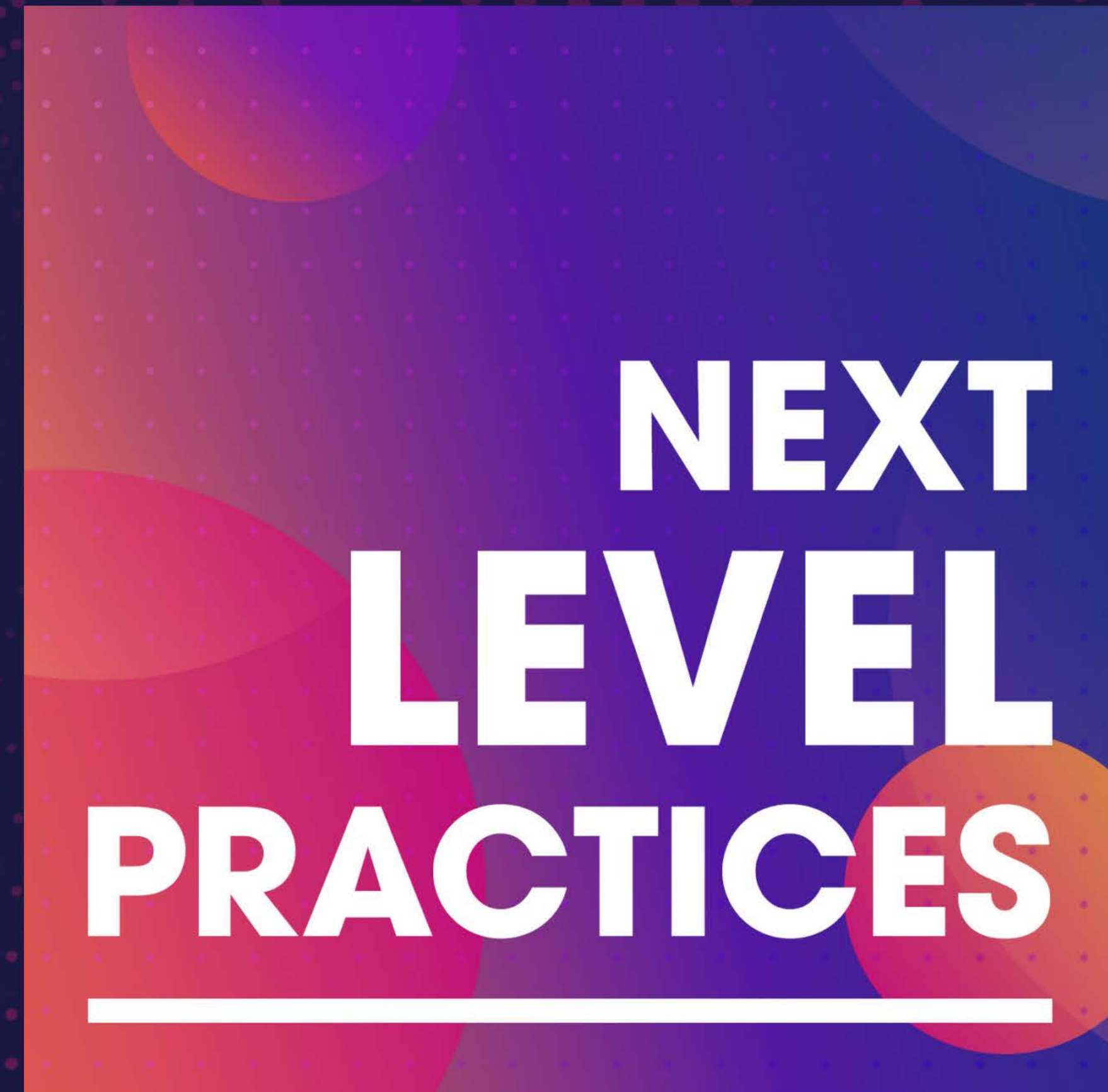


Social Media



Patient Acquisition

Podcasts





THE
TECHNOLOGY
OF
Beauty
PODCAST

Produced and co-founded by Influx, The Technology of Beauty is the podcast of renowned plastic surgeon Dr. Grant Stevens. Tune in weekly to hear interviews with the innovators and entrepreneurs and who are shaping the future of aesthetics from the industry side.

[The Technology of Beauty Podcast →](#)

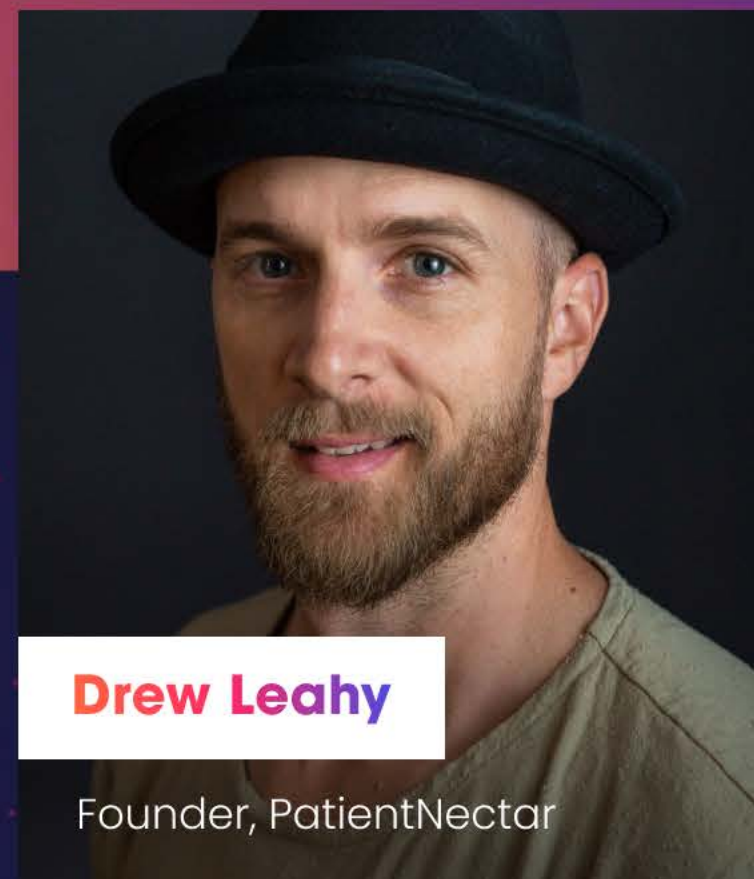
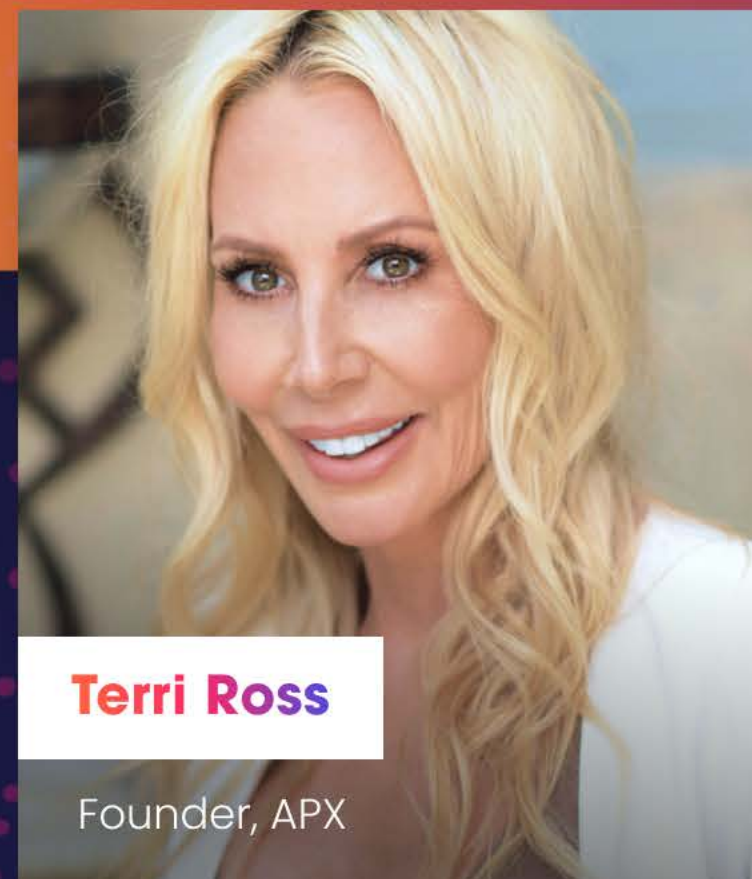




NEXT LEVEL PRACTICES

Next Level Practices is the show where we discuss the ever-changing world of digital marketing and patient acquisition and bring you the latest ideas, strategies, and tactics to help you take your practice to the next level.

On this podcast, you'll hear how we're evolving our approach to keep our clients ahead of the curve with the latest growth products and strategies available. You'll also hear valuable insights from industry leaders, medical entrepreneurs, and some of the top minds in our industry.



Overview

1

State of the Aesthetics Market

2

**Opting out of the Aesthetic
Commodity Cycle**

3

Securing Future Marketshare

4

**What We Can Learn
from Tech & Ecomm**

5

**The Proven Aesthetics
Marketing Playbook**

6

**Sourcing Marketing
Talent**

7

**The Future of
Aesthetics Marketing**



State of the *Aesthetics* Market

1 of 7

After This: Opting Out of the Aesthetics Commoditization Cycle

It Comes in Waves

We view that aesthetics has
been adopted by consumers
in distinct waves.

For the Elite

- For the rich & famous
- Surgical
- Done in secret
- Taboo

1.



UMC Adoption

- Adoption by Upper Middle Class
- Non-surgical innovations
- Internet
- Increased accessibility
- Luxury item
- Considered vain

2.



Normalization

- Social media
- Millennial adoption
- Increased inclusivity
- Accelerating innovation
- Financial innovation
- Embraced as self care

3.



Way of Life

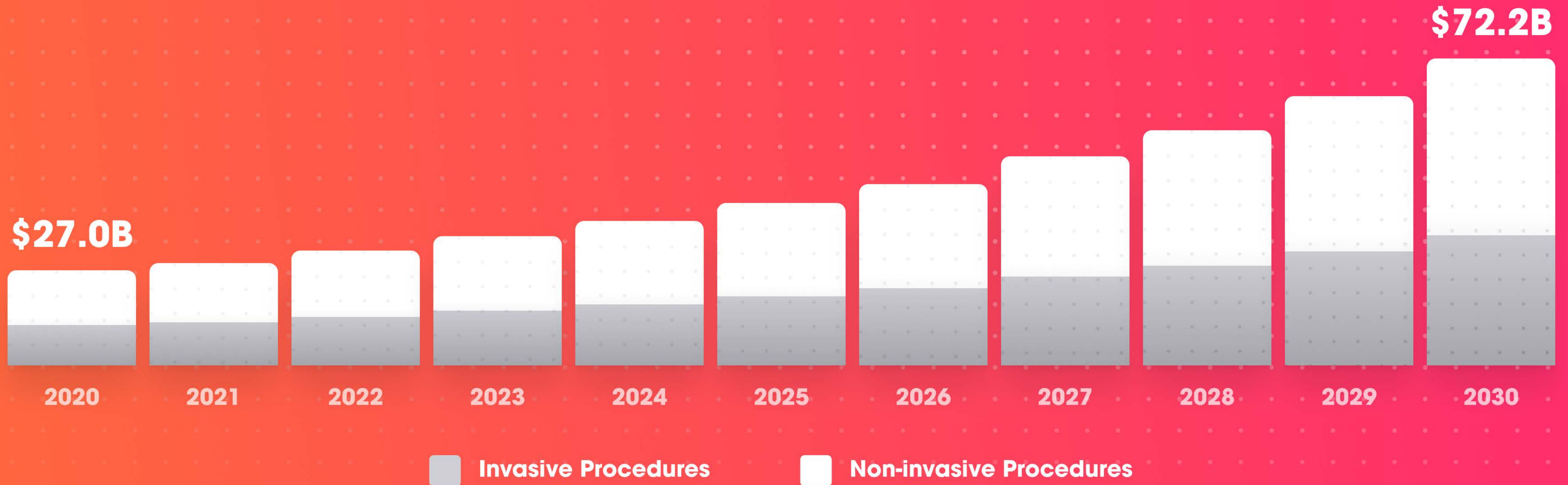
- Adopted by majority
- Democratized pricing
- Dominate brick & mortar
- Regen med & true anti-aging
- Cycle will start again

4.



U.S. Aesthetic Market

Size, by Procedure Type, 2020-2030 — USD Billion



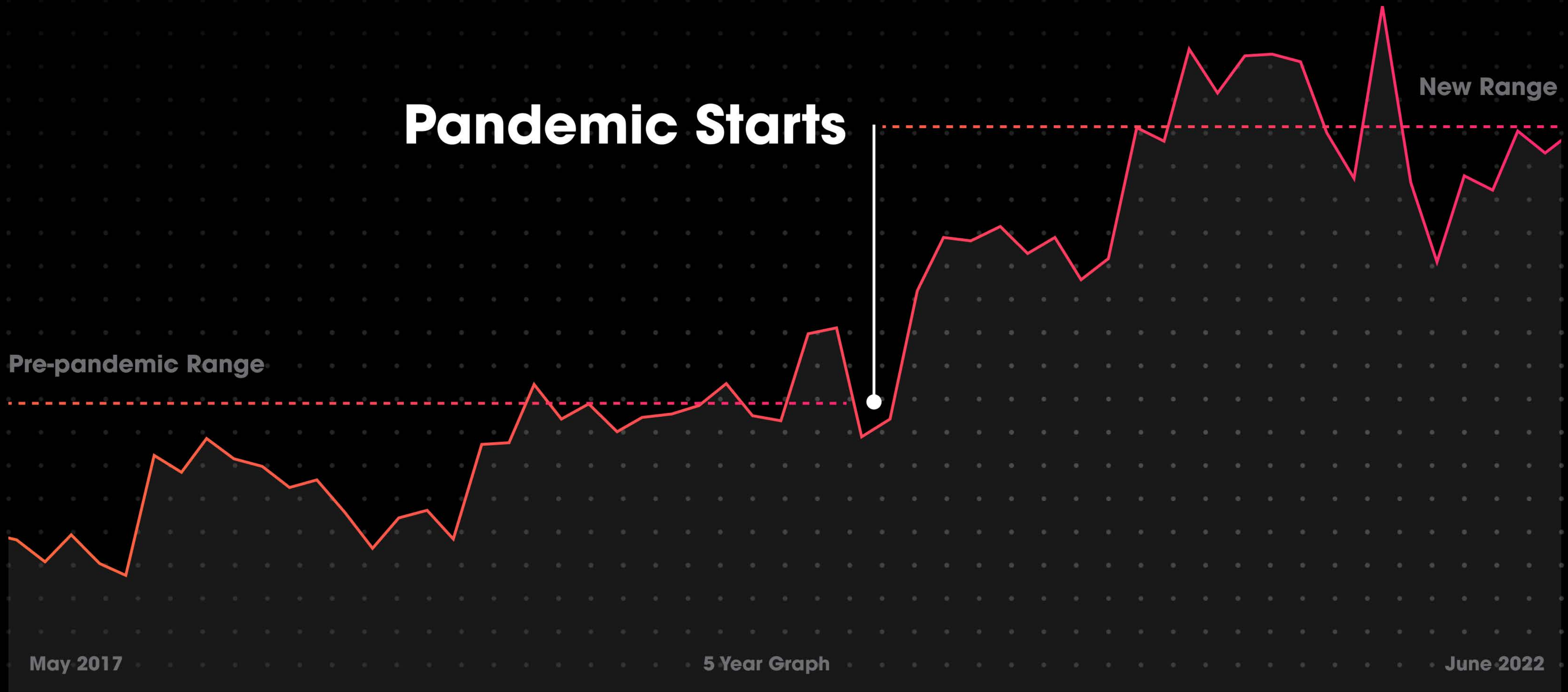
U.S. Medspa Locations

Fastest Growing Segment — Estimates

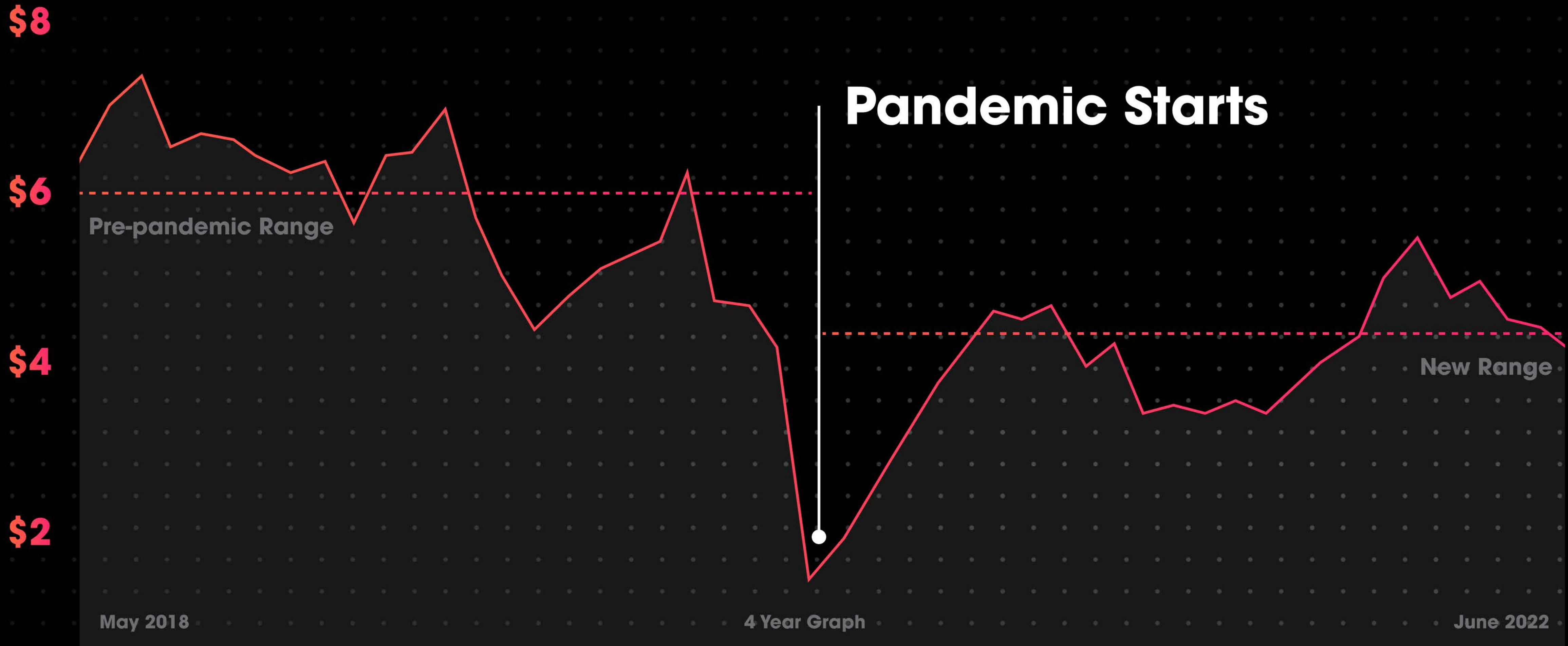




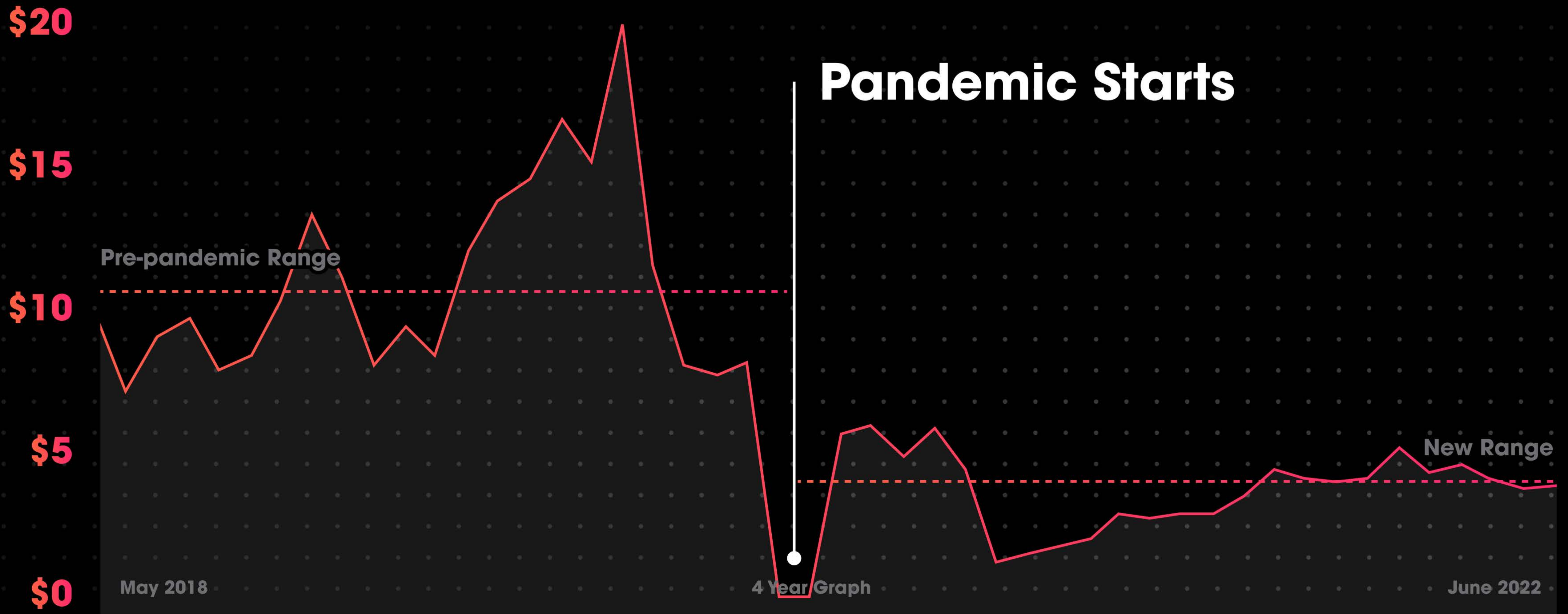
Aesthetic Interest Index



Influx Aesthetic Interest Index



U.S. Surgical Google Cost Per Click Average



U.S. Non-Surgical Google Cost Per Click Average

Macro Trends & Insights

The Lipstick Effect

The pandemic reaffirmed the basic human need for self care... even in dire times.



First-Time Customers

Even if stimulus funded,
many new consumers
were introduced to
aesthetics.

Digital Demand

Consumers showed us where we can streamline through greater tech adoption.



Retail Headwinds

As retail confidence snaps back, first-time customers will convert into repeat customers.



The Elephant in the Room

Private Equity groups
are making a major
push into pure-play
aesthetics.

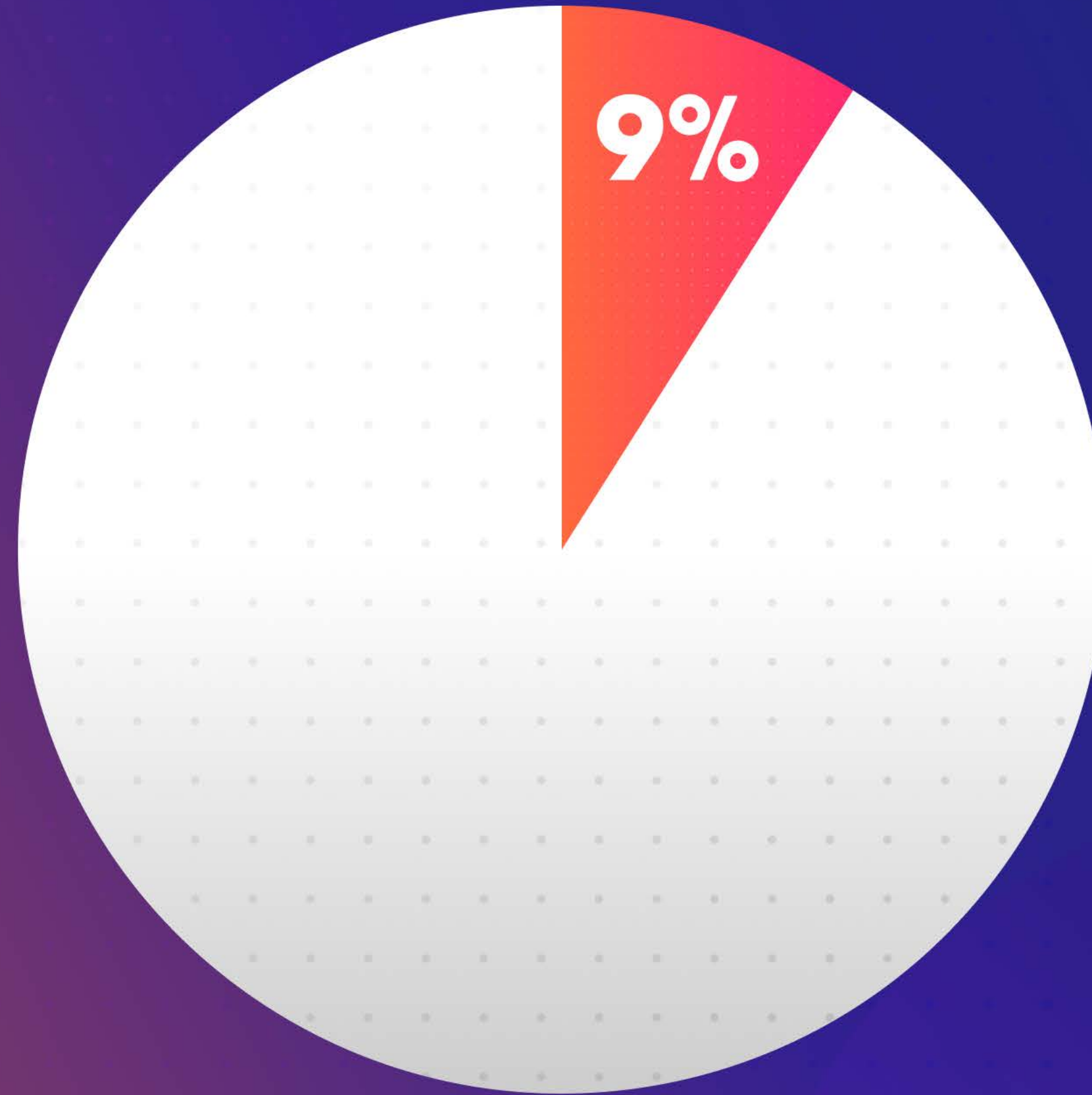


Acceleration of Innovation

Capital has also been pouring into the upstream portions of the market leading to rapid innovation.

201M

Americans 20+ years or older.



18M

Aesthetic Patients in 2020.

Only 9% Saturation

Opting Out *of the* Aesthetics Commoditization Cycle

2 *of* 7

After This: What We Can Learn from Tech & Ecomm

“Today's visions will be tomorrow's conventions. This has never been truer.”

— Jean-Marie Dru, Author of *Ways to New*

“From the moment an innovation appears on the market, the movement toward commoditization goes at a rate that has never been seen before.”

— Jean-Marie Dru, Author of *Ways to New*

Competition is the Driver that Propels the Commoditization Cycle.

As the volume of competitors increases, the rate of innovation accelerates, which gives customers more and better choices.

The 4 Phases of the Commoditization Cycle

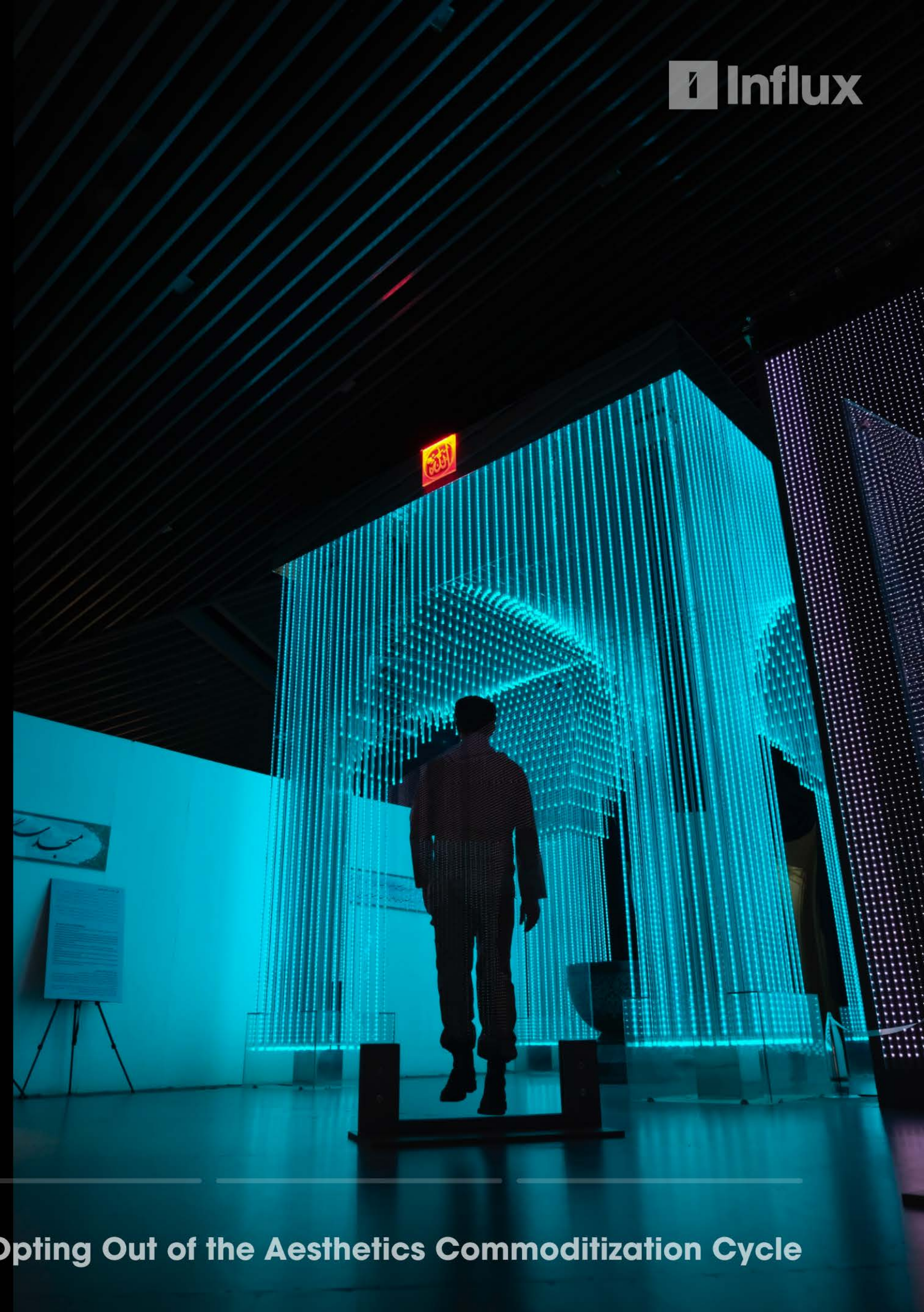
Source: Jeremy Miller — Sticky Branding

Functionality

A company introduces a new technique, tool, or process to solve a problem. For example, Uber challenged the taxi industry with a new platform and process for hailing a car service.

1.

Source: Jeremy Miller — Sticky Branding



Reliability

Once there are two or more credible options companies stand out by offering the most reliable service.

2.

Source: Jeremy Miller — Sticky Branding



Convenience

Once the category matures customers start to distinguish one option from the next based on convenience. Features and quality are no longer differentiators. Rather, customers look for better service, better selection, and companies that are simply easier to deal with.

3.

Source: Jeremy Miller — Sticky Branding



Price

The last stop on the Commoditization Cycle is price. When multiple vendors offer comparable products and services that are functional, reliable, and convenient, customers will shift to price.

4.

Source: Jeremy Miller — Sticky Branding



Selling on price is the last stop, but there is lots of room to differentiate & innovate in the prior phases.

1

**Find your
niche**

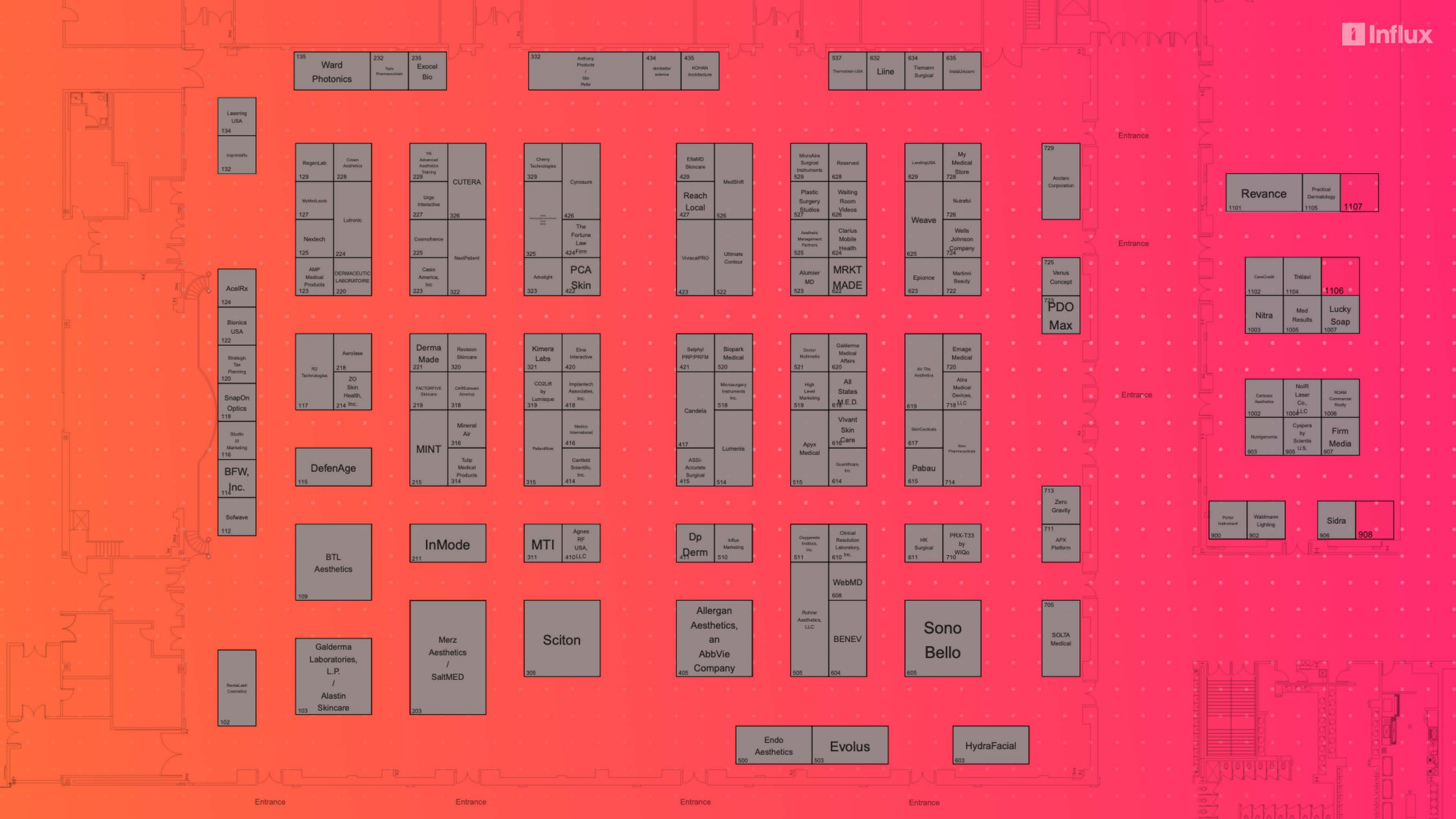
2

**Invest in
brand**

3

**Follow
through**

1. Finding **Your Niche**



135	Ward Photonics	232 Type Pharmaceutical	235 Exocel Bio
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332	Anthony Products / Go Pele	434 skinbetter science	435 KCHAN Architecture
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537	Thermax USA	632 Line	634 Tiemann Surgical	635 InstaUnicorn
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Lasering USA
134
ImprimRx
132

129	RegenLab	228	Cosm Aesthetics
127	MyMedLeads	Lutronic	
125	Nextech	224	
123	AMP Medical Products	220	DERMACEUTIC LABORATOIRE

229	YK Advanced Aesthetics Training	CUTERA	
227	Urge Interactive	326	
225	CosmoFrance	NextPatient	
223	Casio America, Inc	322	

329	Cherry Technologies	Cynosure	
325		426	The Fortune Law 424 Firm
323	AdvoRight	422	PCA Skin

429	EhaMD Skincare	MedShift	
427	Reach Local	526	
423		522	ViviscalPRO Ultimate Contour

529	MicroAire Surgical Instruments	628	Reserved
527	Plastic Surgery Studios	626	Waiting Room Videos
525	Aesthetic Management Partners	624	Clarius Mobile Health
523	Alumier MD	622	MRKT MADE

629	LandingUSA	728	My Medical Store
625		726	Nutrafol
623		724	Wells Johnson Company
623		722	Martini Beauty

729	Aodero Corporation
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725	Venus Concept
723	PDO Max

1101	Revance	1105	Practical Dermatology	1107
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1102	CareCredit	1104	Trélavi	1106
1003	Nitra	1005	Med Results	1007
			Lucky Soap	

AcelRx
124
Bionica USA
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Strategic Tax Planning
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SnapOn Optics
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Studio III Marketing
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BFW, Inc.
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Softwave
112

218	Aerolase
214	ZO Skin Health, Inc.

221	Derma Made	320	Revision Skincare
219	FACTORYIVE Skincare	318	CAREstream America
215	MINT	316	Mineral Air
		314	Tulip Medical Products

321	Kimera Labs	420	Etra Interactive
319	CO2Lift by Lumisque	418	Implantech Associates, Inc.
315	PatentNow	416	Medico International
		414	Canfield Scientific, Inc.

421	Selphyl PRP/PRFM	520	Biopark Medical
417	Candela	518	Microsurgery Instruments Inc.
415	ASSI- Accurate Surgical	514	Lumenis

521	Doctor Multimedia	620	Galderma Medical Affairs
519	High Level Marketing	618	All States M.E.D.
515	Apyx Medical	616	Vivant Skin Care
		614	QuantForm, Inc.

619	Air-Tite Aesthetics	720	Emage Medical
617	SkinCeuticals	718	Aira Medical Devices, LLC
615	Pabau	714	Koru Pharmaceuticals

713	Zero Gravity
711	APX Platform

1002	Carviva Aesthetics	1004	NoIR Laser Co., LLC	1006
903	Nutrigenomix	905	Cyspera by Scientia U.S.	907
			RDAM Commercial Ready	
			Firm Media	

115	DefenAge
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109	BTL Aesthetics
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103	Galderma Laboratories, L.P. / Alastin Skincare
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211	InMode
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203	Merz Aesthetics / SaltMED
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311	MTI	410	Agnes RF USA, LLC
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305	Sciton
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411	Dp Derm	510	Influx Marketing
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405	Allergan Aesthetics, an AbbVie Company
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511	Oxygenite Institio, Inc.	610	Clinical Resolution Laboratory, Inc.
505	Rohrer Aesthetics, LLC	604	WebMD
		608	BENEV

611	HK Surgical	710	PRX-T33 by WiQo
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605	Sono Bello
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705	SOLTA Medical
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900	Porter Instruments	902	Waldmann Lighting
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906	Sidra	908
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500	Endo Aesthetics	503	Evolus
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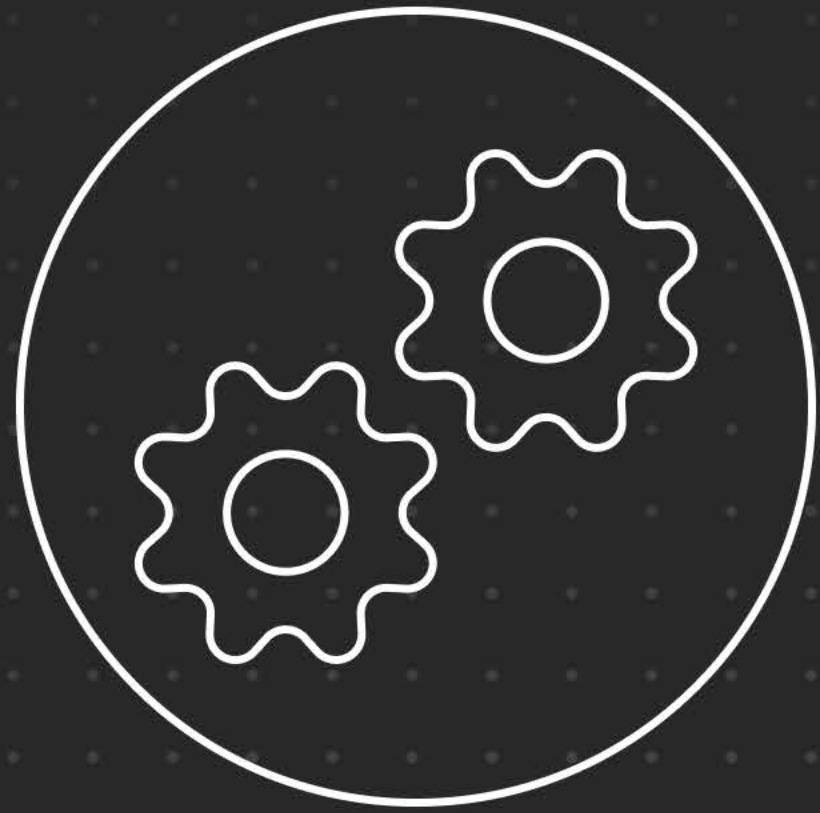
603	HydraFacial
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Entrance

Entrance

Entrance

Entrance



Old Way

Be #1 or #2
in your market



New Way

Find a niche.
Create a new category.

Superlatives ≠ Positioning

"#1"

"Best"

"Leading"

"Most Experienced"



**“When you try to be everything, you
wind up being nothing.”**

— Al Ries, Author of *Positioning: The Battle for Your Mind*

“The most difficult part of positioning is selecting that one specific concept to hang your hat on. Yet you must if you want to cut through the prospect’s wall of indifference.”

— Al Ries, Author of *Positioning: The Battle for Your Mind*

More than One Way to Niche



Procedure



Body Area



Audience



Technique



Price



Demographic



Category



Condition



Ethos



Complex



Gimmick



Unconventional

“The mind, as a defense against the volume of today’s communications, screens and rejects much of the information offered it.”

— Al Ries, Author of *Positioning: The Battle for Your Mind*

Tell Them Instantly

1. Who you are
2. What you do
3. Who you serve



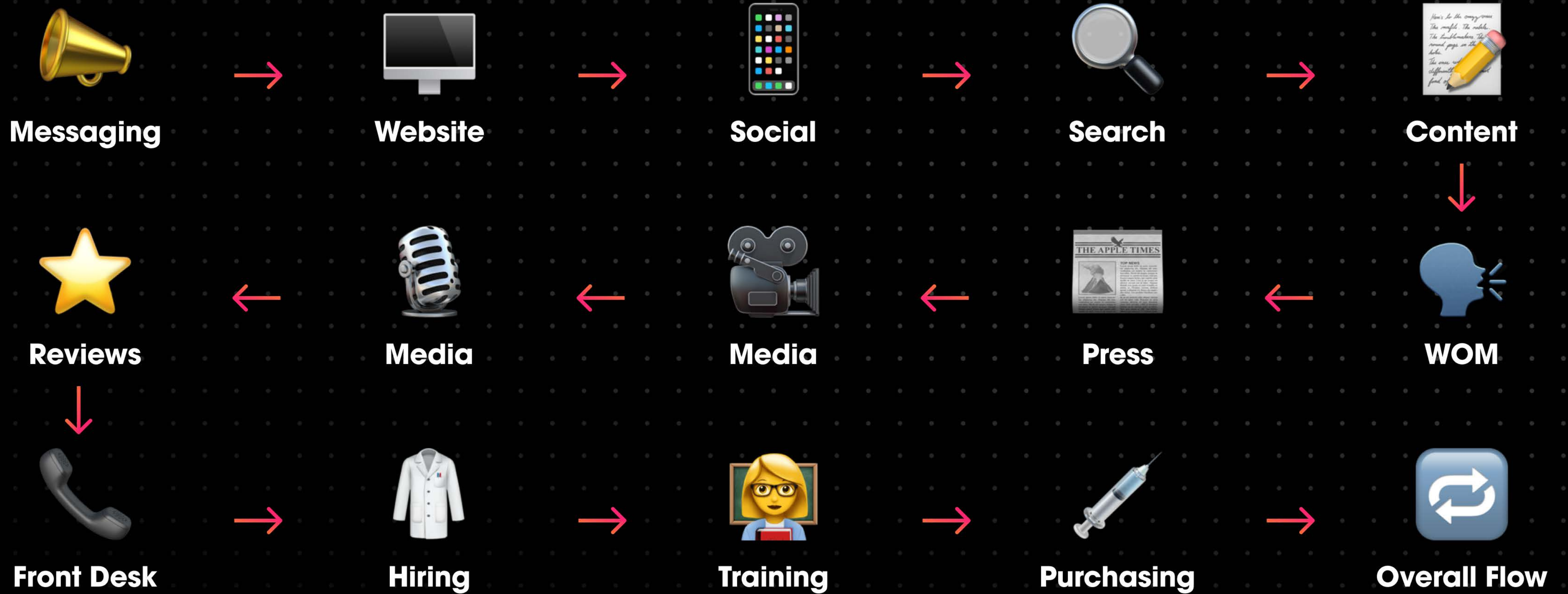
**Niching enables focus
and positions all
aspects of your
business for success.**

Optimize Every Touchpoint

Don't just be a messy desktop...



Total Alignment



Better for the Consumer

More niche experts, instead of generalists fighting over red ocean, means better choices for each consumer's specific needs.



2. Invest in **Your Brand**

“Design matters a lot. We trust things that LOOK trustworthy. We distrust things that LOOK untrustworthy.”

— Jay Clouse, Creative Elements Podcast

“For right or wrong, we often conflate trust with design, so you might as well invest in good design.”

— Jay Clouse, Creative Elements Podcast

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-68%

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~~\$10.79~~

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~~\$22.31~~

-42%

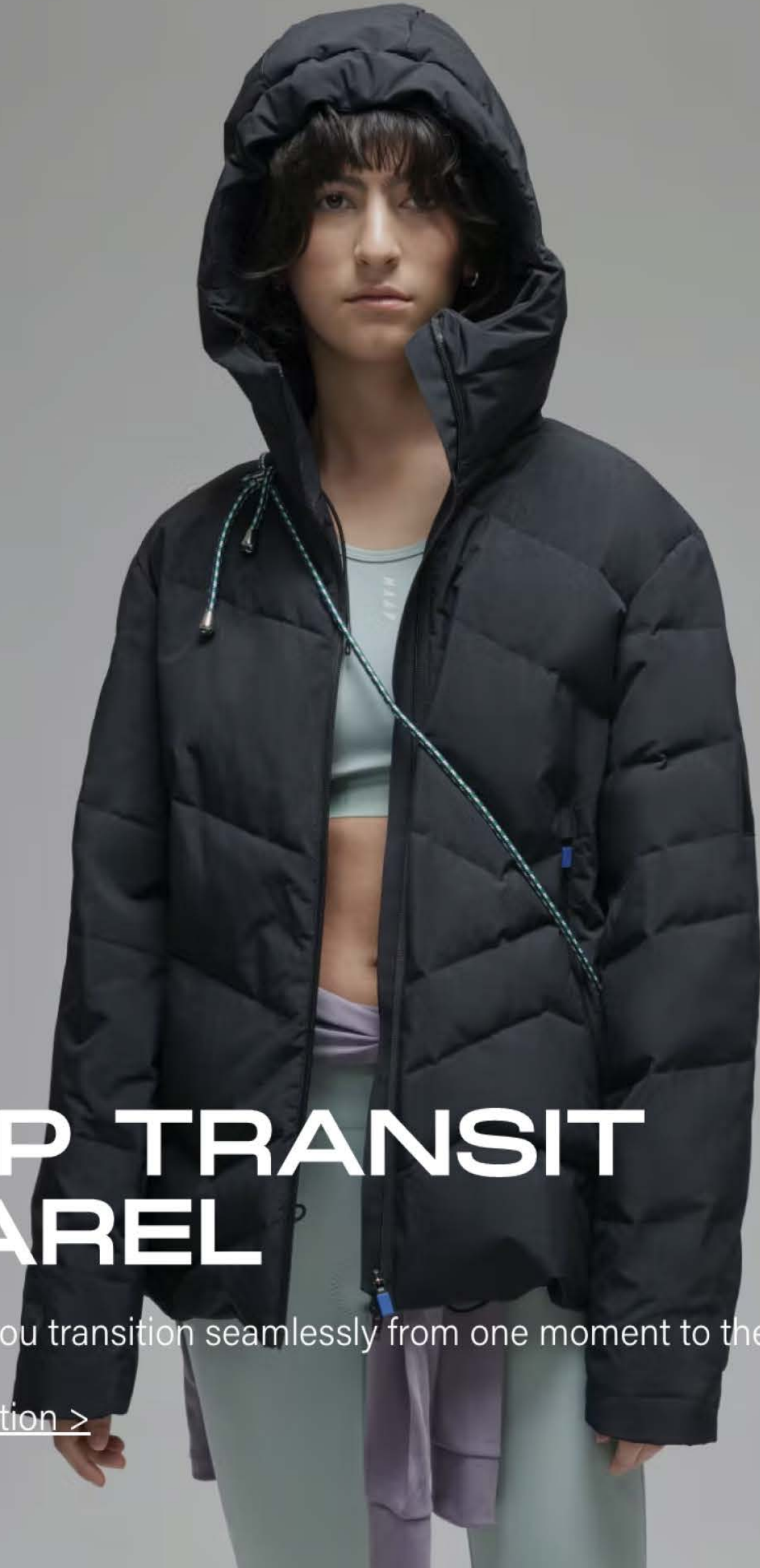
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~~\$5.99~~

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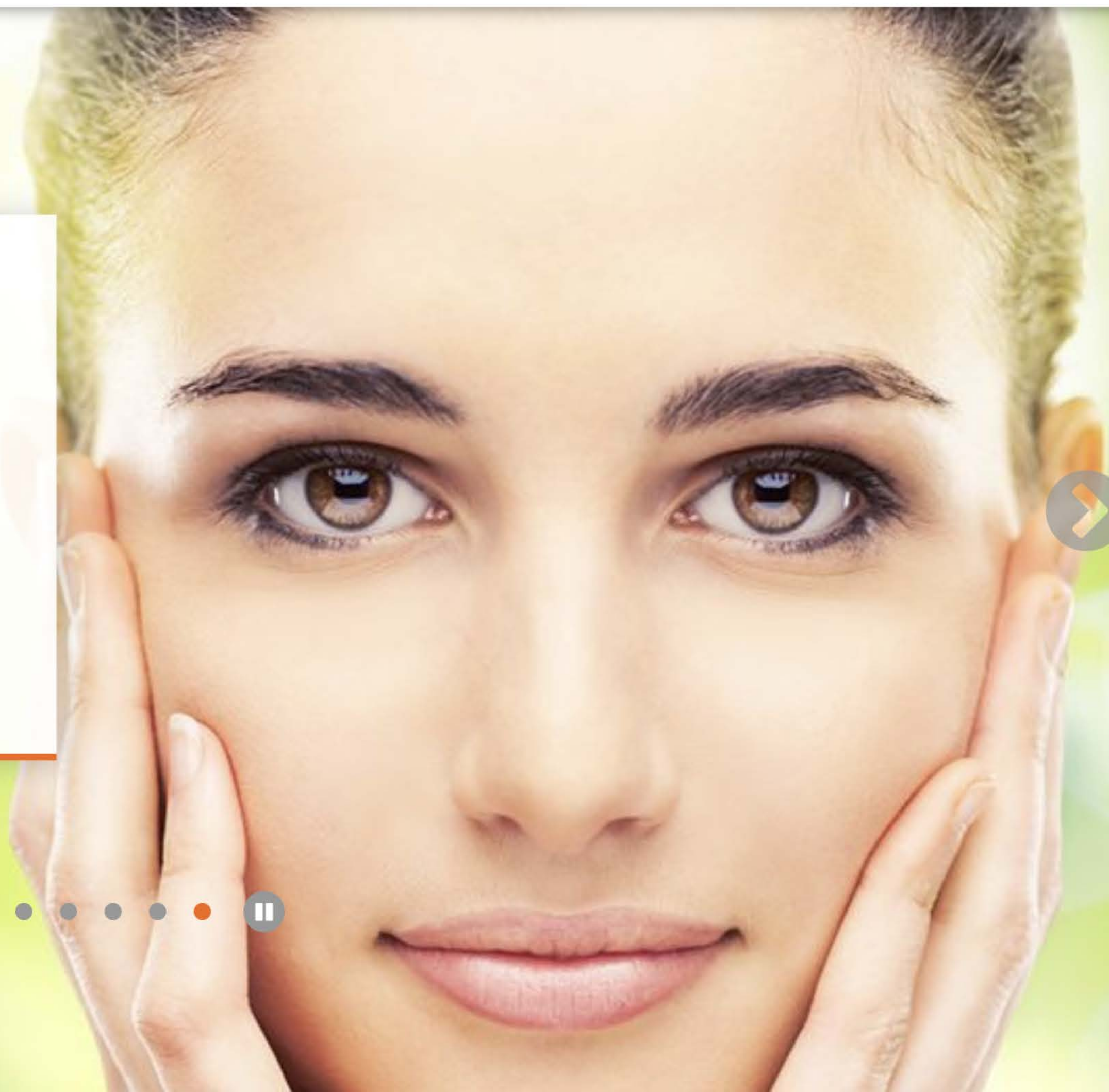
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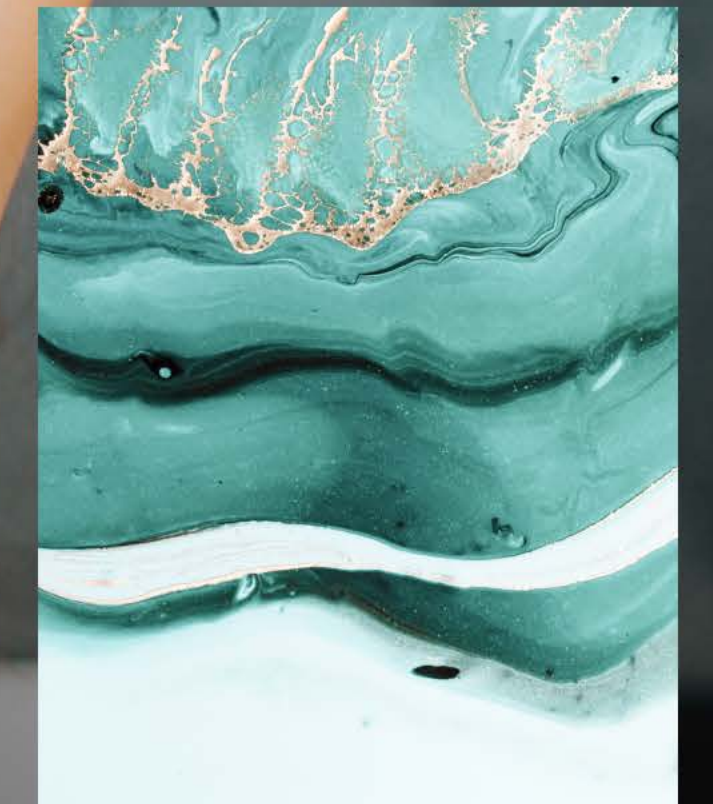
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Appointment →  Menu

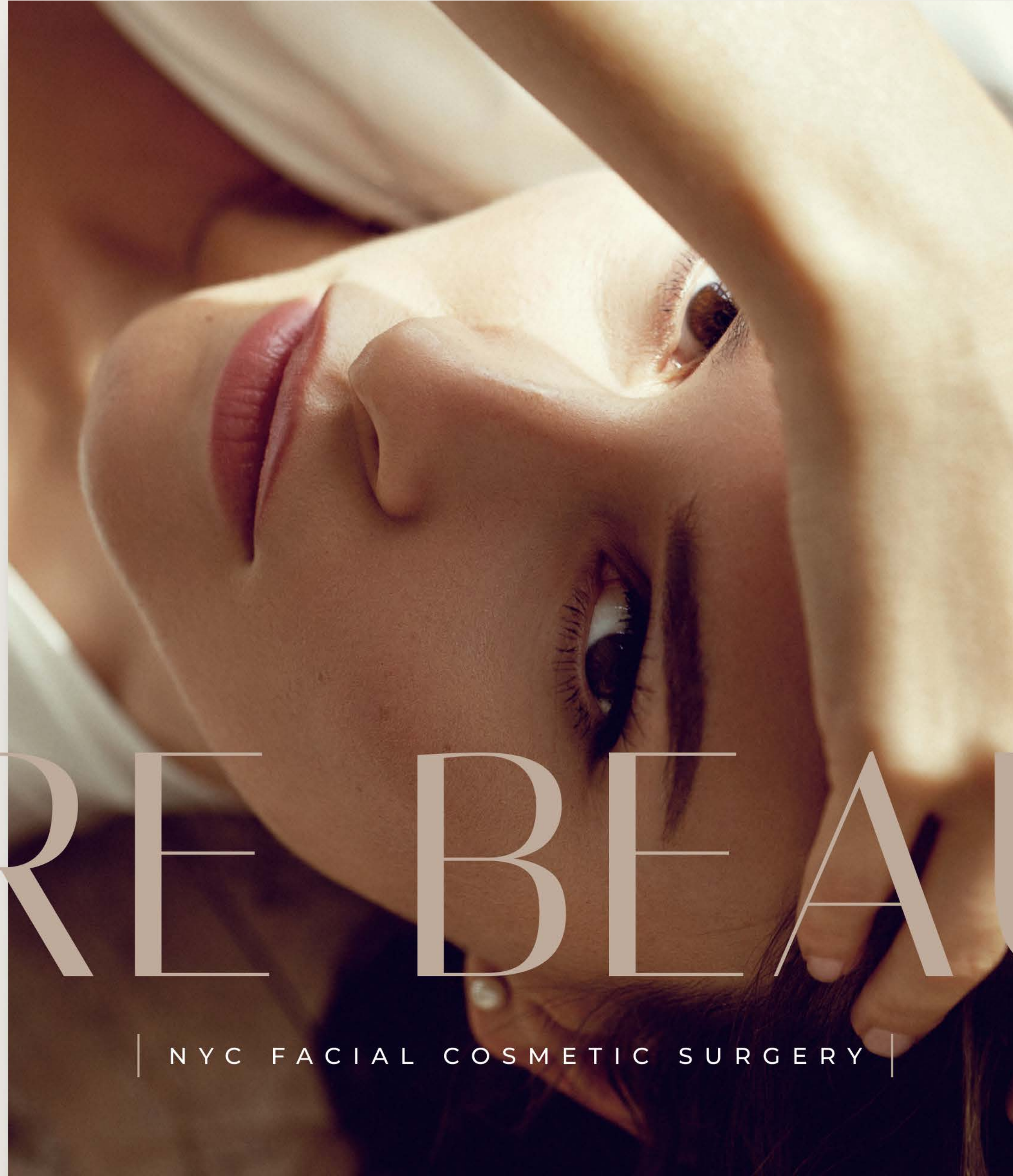


Skin Canvas
A E S T H E T I C S



A Work of Art

— PICTURESQUE AESTHETICS & FULL-FACE REJUVENATION IN IRVINE, CA —



BARE BEAUTY

| NYC FACIAL COSMETIC SURGERY |

In aesthetics,
consumers judge you
by **YOUR** aesthetic.

“There are three responses to a piece of design — yes, no, and WOW! Wow is the one to aim for.”

— Milton Glaser

~~There are three responses to a piece of design - yes, no, and WOW! Wow is the one to aim for.~~

— Milton Glaser

(sorry Milton...)

**“Good design is obvious.
Great design is transparent.”**

— Joe Sparano

**“Bad design shouts at you.
Good design is the silent seller.”**

— Shane Meendering

3. Follow **Through**

“Branding is about so much more than what people see. It’s about how you make them feel.”

— Kimberly Haydn

**“A brand becomes a brand
when it’s consistent”**

— Kristen Fulch

Living Your Brand

- Social media
- Location
- Design & amenities
- Staff presentation and demeanor
- Phone skills
- Organized systems & processes
- Commitment to refining processes
- Commitment to care & results
- CME
- Patient flow
- Follow-up
- Extra touches & value adds
- Surprise & delight

**People know
authenticity when they
see it and it behaves
as a proxy for trust.**

STOP

**Trying to be Everything
to Everyone.**

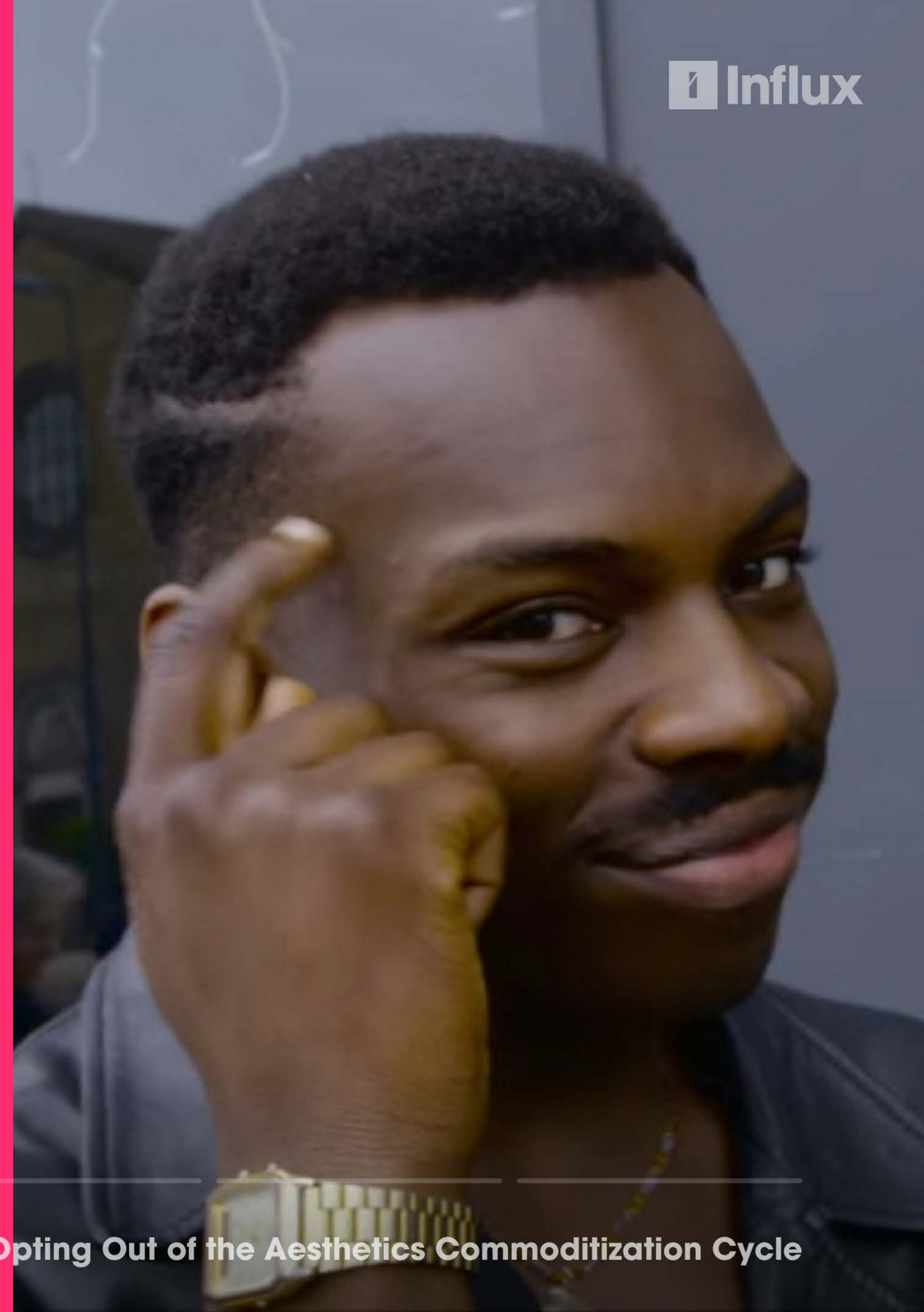
SHOW

Don't Tell.

BE

Authentic.

**But you
actually have
to be it.
Not just say
you are.**



What We Can Learn *from* Tech & Ecomm

3 of 7

After This: Securing Future Marketshare

“It seems we’re barely beginning to understand what the ramifications are of basically everyone on the planet moving online.”

—Austin Allred

“Ecommerce is eating retail. Cloud kitchens are eating restaurants. Zoom is eating in-person meetings. Bitcoin is eating gold. The world is being digitized right before our eyes.”

—Anthony Pompliano

The Lines Are Blurring

We may not yet live in the Metaverse but the “do anything from anywhere economy” is here and consumers are demanding it.



Act Like a Digitally Native Business

- Prioritize the consumer experience
- Self-serve & online at every possible touch point
- Transactional vs informational web presence
- Always open and accepting funds
- Utilize messenger, SMS & email channels
- Automation at every step of the funnel



**Technology adoption is
among the greatest
opportunities to
differentiate your practice**

**Implemented correctly, it
can impact both
outcomes & experience...
reliability & convenience**

Where to Start

- CRM
- 1st party data + remarketing
- Online scheduling
- Memberships & Subscriptions
- Loyalty & referral programs
- Online payments
- Gift cards & vouchers
- Skincare ecommerce



Maximizing Customer Value

1

Average Order Value

2

Lifetime Value

What We Expect Next

1

Interoperability

2

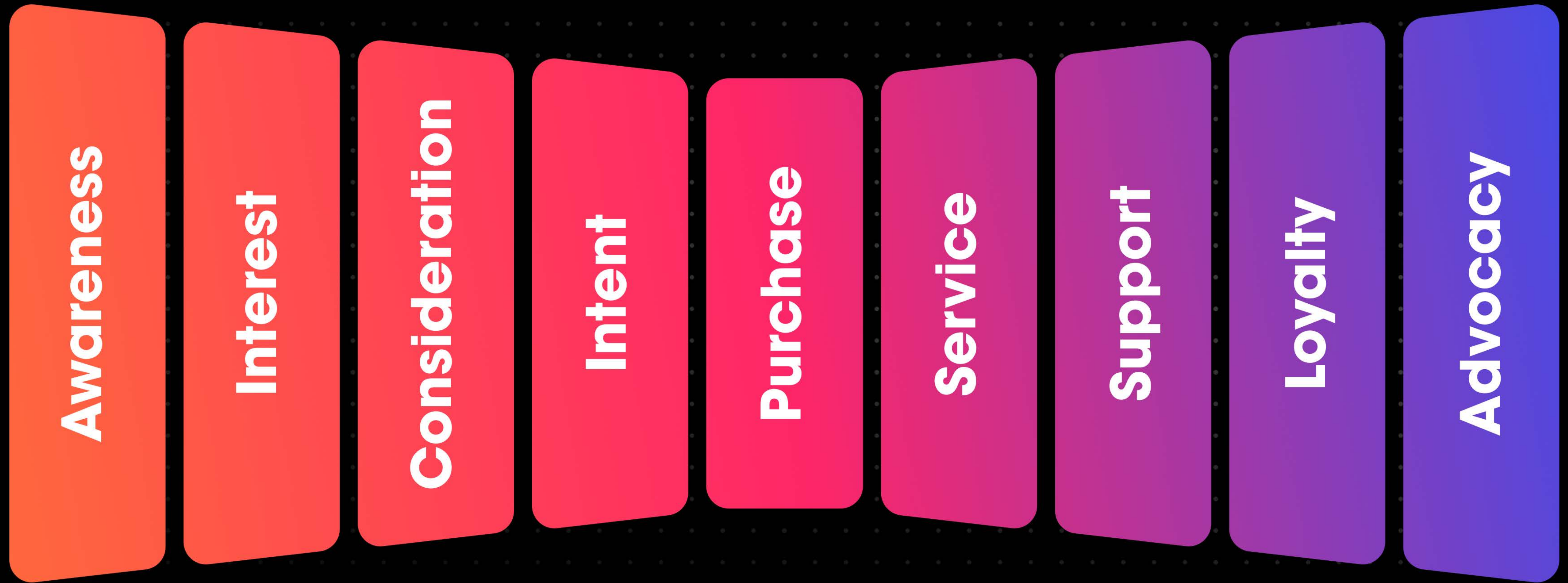
AI Personalization

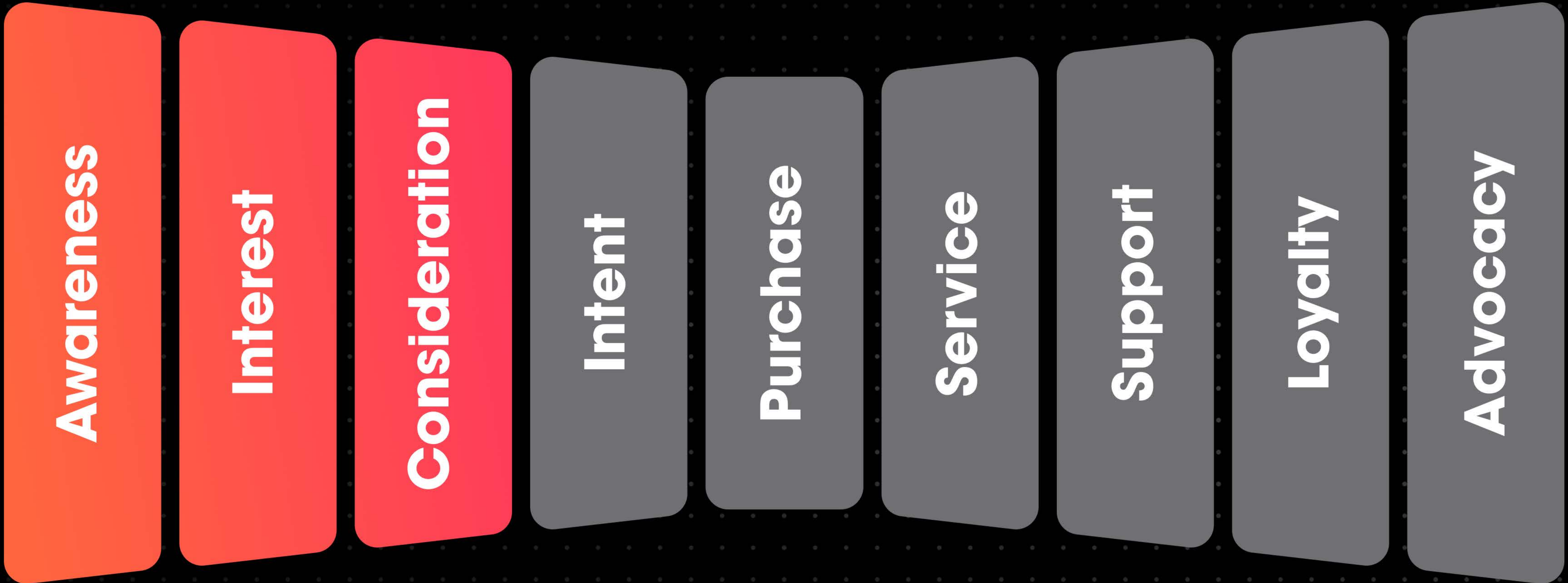
Securing *Future* Marketshare

4 *of* 7

After This: The Proven Aesthetics Marketing Playbook

Marketing Funnel





- 1. Build Email & SMS Lists
- 2. Build Social Audiences
- 3. Build Content
- 4. Lower-Ask Outbound



Inbound

Marketing

vs

Outbound

Marketing

Build Your List

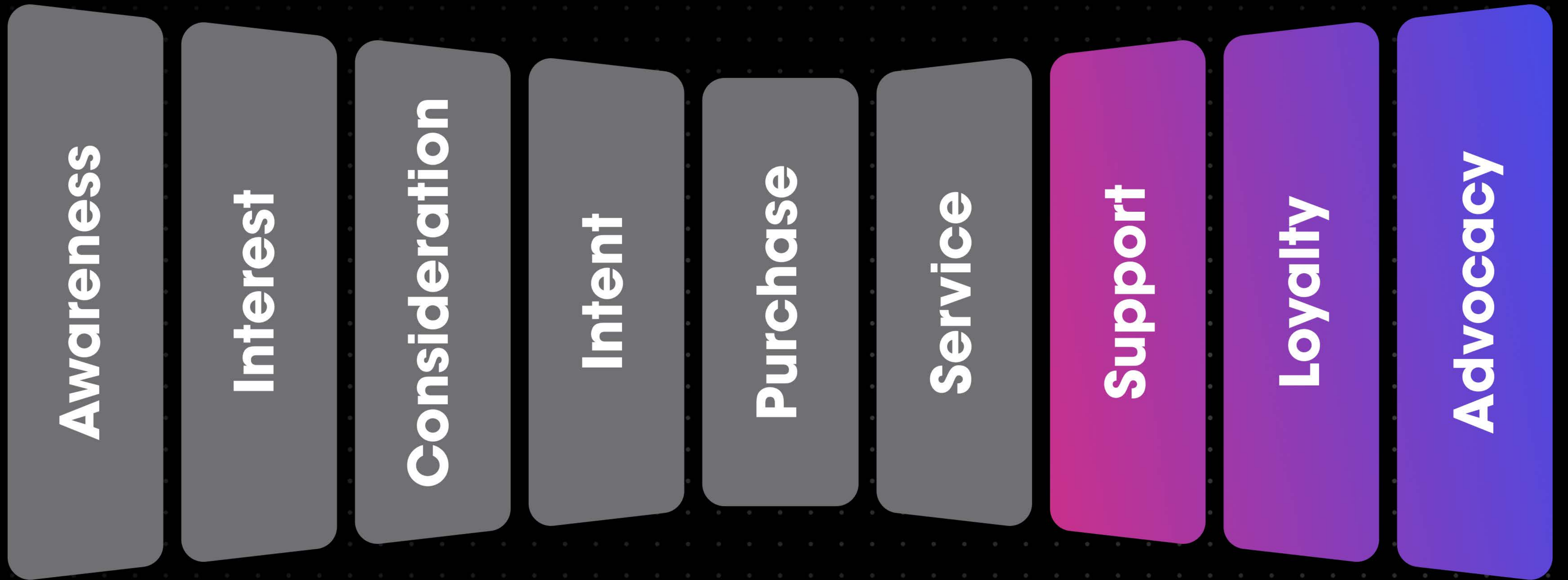
- Offers
- Giveaways
- Virtual events
- High-value newsletters
- Lead magnets

List Building Tools

- Livestorm
- Patient Nectar
- Build my Health
- ConvertFlow & Just Uno
- SimpleTexting
- Compliance

Amass Real Estate

- Social
- High-value blogs
- Medium
- Substack
- Podcast



1. Maximize LTV

2. Loyalty Programs
(Referral, Membership)

3. Build Reviews

4. UGC/Advocacy

STOP

Marketing Only for the Now.

Align everything towards strengthening your assets.

- Email List
- SMS List
- Patient Base
- Discoverable Content
- Social Audiences
- Patient Loyalty

The Proven *Aesthetics Marketing* Playbook

5 *of* 7

After This: Sourcing Marketing Talent

Your Opportunity

The majority of practices in the market today are deploying basic marketing tactics at best. Therein lies the opportunity for any practice willing to put in a little more work.



Your Website

Web Basics

An aesthetic website must start with a strong foundation including:

- This is your hub
- Purpose designed & built
- Understand the consumer journey
- Lightweight & fast
- ADA compliant



Content & Conversion

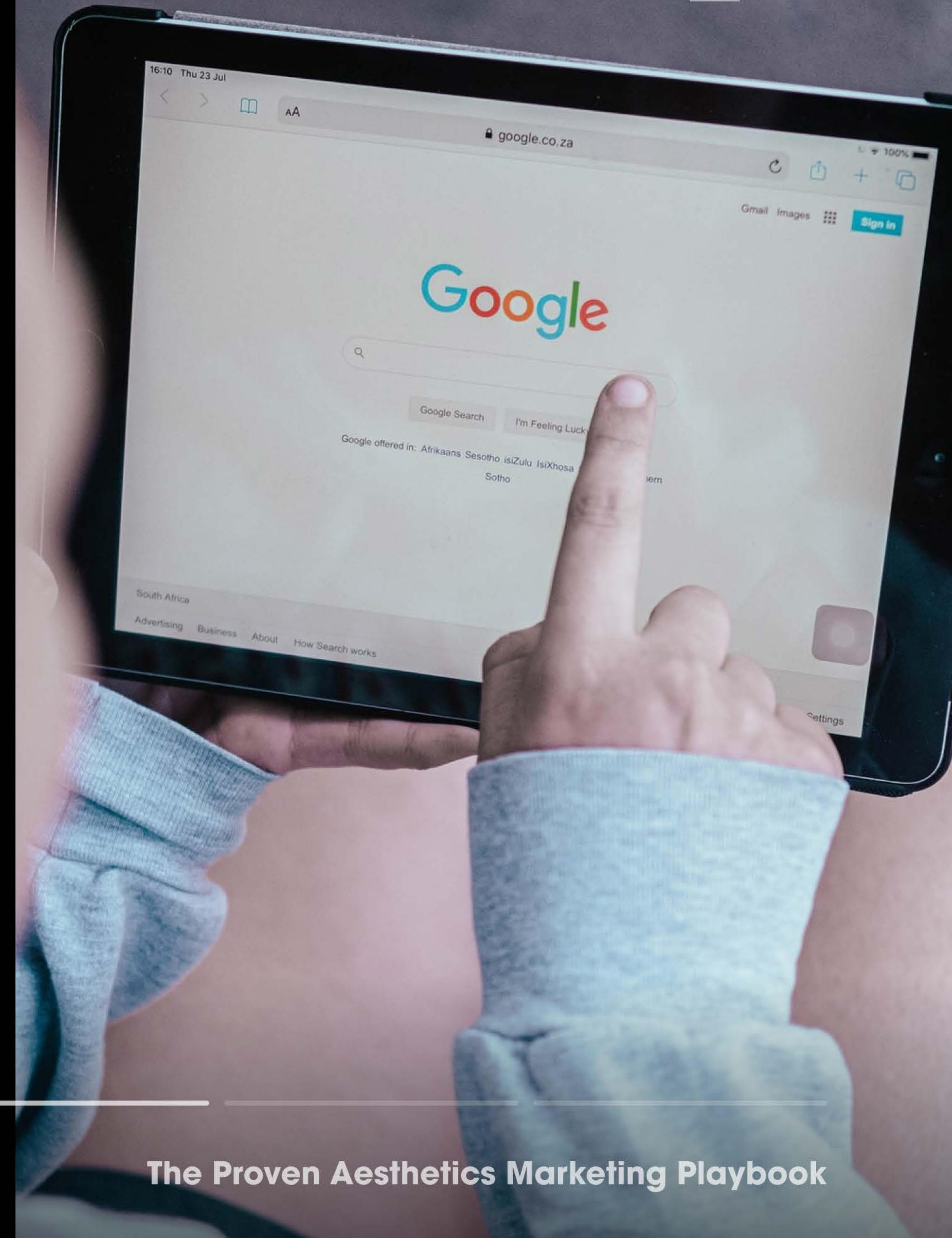
- Robust content
- Modern gallery
- Conversion optimized
- Qualifying lead forms
- SMS-based chat



Search Marketing

Search Basics

- Local is your foundation
- Optimized content on key services
- Invest where there is margin
- Less viable in NS
- Core web vitals
- May 2022 broad core update



Social Media

Social Musts

- Basic presence a must
- Establish your goal
- Do what's authentic to you
- Create a real, long-term strategy
- Add value
- Find your sustainable platforms
- Don't do it because you have to



TikTok

What you need to know:

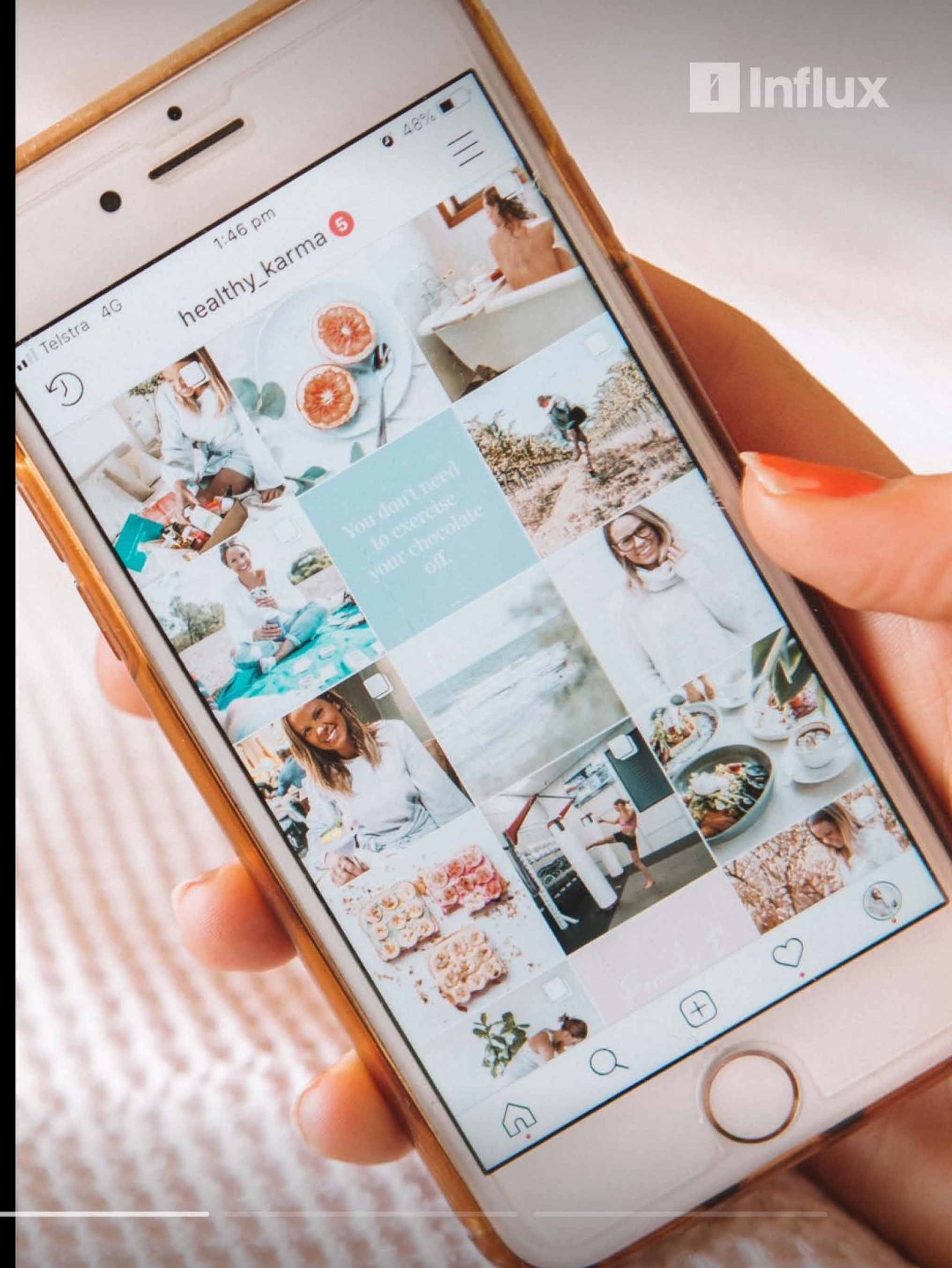
- Must consume it yourself
- Trends, trends, trends
- Requires frequent posting
- Userbase getting older
- Grow IG and YT through TT
- Reveals & patient journeys



Instagram

What you need to know:

- Social proof
- Reels for discovery
- Repurpose TikToks
- More Stories, less feed
- Auto repost from IG to FB



YouTube

What you need to know:

- Think search/SEO strategy
- Answer unanswered questions
- Harder to localize
- Longer form content
- Reels & TikToks as Shorts
- Less value as social proof only
- Must commit, little return before tipping point
- Grow YT via TikTok



Email & SMS Marketing

Email & SMS

- Only truly owned channel
- Capture value from rented channels
- Remarketing & retention
- Reduce leads costs
- Capture value from rented channels
- Do not buy or rent



Lead Management & Automation

Lead Management

- No more email or spreadsheets
- Central location for all staff
- Mobile app
- Dedicated resources or call center
- Invest in sales trainings
- Give feedback to marketing



Automation

- Nurture while you sleep
- Capture then sending booking link
- Save time with a reengagement strategy
- Custom SSOT at scale
- Tie to financial data
- Generate reports with real insights



Other Channels

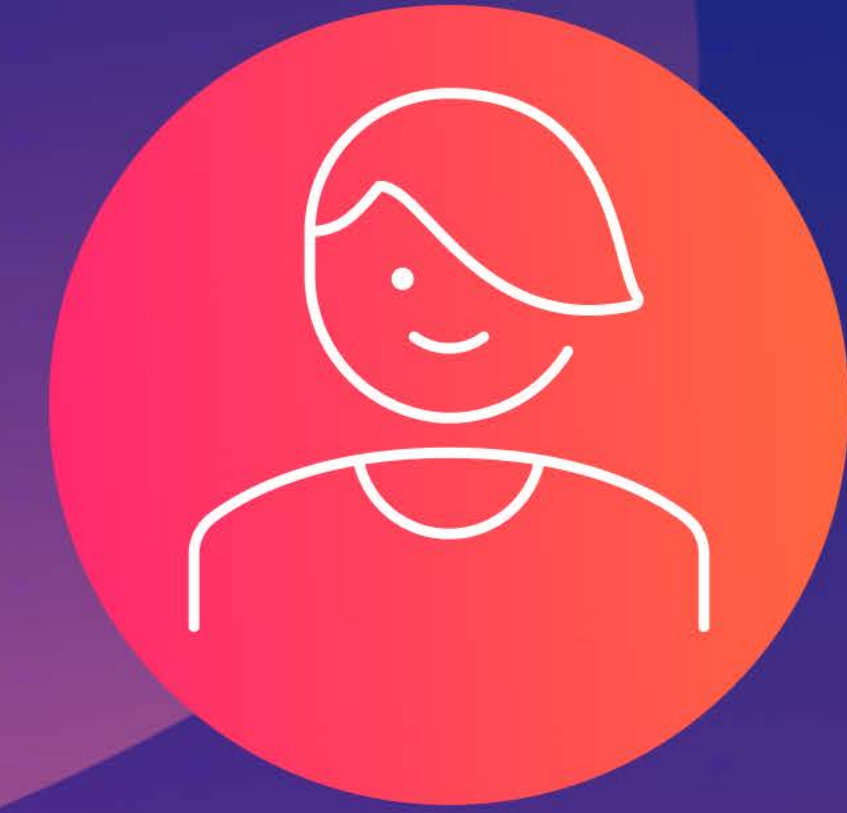
Other Channels & Efforts:

- Internal media
- Upsell & cross sell
- Loyalty/Membership
- Reviews
- Micro influencer partnerships
- Digital & in-person events
- PR
- OTT
- Local print
- Philanthropy
- Outdoor & traditional media
- Referral partnerships
- Local partnerships
- Community events & activations

Sourcing *Marketing* Talent

6 of 7

After This: The Future of Aesthetics Marketing



Outsource

vs

Hire for


Web design & dev
Media production
SEO
Digital Ads

Marketing Dir
Social Media
Email
Non-digital

Demand Specialists

- Focus on technical know-how
- Be willing to train in aesthetics
- Look for track record of results
- Lead gen businesses
- Break up roles realistically
- Dentistry hack
- Job descriptions



A background image of a woman with long, wavy, light brown hair, looking slightly to the right. The image is overlaid with a semi-transparent blue and purple gradient. There are also several large, semi-transparent circles in shades of orange, red, and purple scattered across the background.

The Future of *Aesthetics* Marketing

7 of 7

1

Expansive growth for next decade.

Trend clear — fourth wave will begin in our lifetime.

2

Growth will bring market changes.

Be ready to adapt and change with the market.

3

Innovation will change the game.

Pay attention to new cycles every 12-24 months.

I want each of you to consider:

How does what we covered here today apply to you, your practice, your plans for this year, next year and beyond?

**The Digital
Agency**

for

**Aesthetic
Practices**

 **Influx**