

# Marketing Secrets Med Spas May Be Missing That Are Costing Them Thousands of Dollars Every Month



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Industry: [Healthcare](#)

**Press Release Summary: Why are Med Spas falling short when it comes to getting the clientele that Traditional Day Spas are getting? Read more in this article.**

Press Release Body: Med Spas who want to gain new, long term clients may be missing an important aspect of marketing in their existing campaigns.

Thanks to **azbeauty.org**, these secrets are now readily available for any **Med Spa Director** to use and profit from.

First, consider the current aging trend in America. Thanks to Hollywood, the concept of "anti-aging" has created a profusion of Peter Pan hopefuls searching for eternal youth. With an arsenal of products and procedures that allow us to wage war on the affects of time, med spas are emerging everywhere.

In an industry flooded with competition, what secrets are Med Spas missing that can help them target consumers and maximize profits and long-term growth?

### **Secret # 1: Identify potential customers**

Almost every one shares the common goal of being attractive and youthful, but how do you identify which of those people will pay to achieve that goal?

Start by examining your current client list. What common traits do your current customers have? Once understood, simply target other potential customers who share these same characteristics.

Utilize electronic media to identify potential customers. Locate these individuals in blogs, chat rooms, and forums geared towards health and beauty.

### **Secret # 2: Educate potential customers**

In a vanity-obsessed world, finding individuals who want to look their best is easy. But with med spas being a fairly new concept, many beauty industry clients are unfamiliar with the products and procedures a Med Spa offers.

Educate your current clients on new procedures to increase repeat business. Stock your waiting area with as much literature as possible, including articles on med spa procedures written by key staff members. Don't forget to include beauty magazines geared to anti-aging and evolved beauty procedures such as New Beauty. These magazines educate readers on the very procedures offered by med spas, and inspire these women to want to look their best.

Offer your time at wellness fairs where you can answer questions and leave special offers in the form of a coupon.

Reach even more potential customers by offering to write a short article for a website focused on the beauty industry. In your articles, include a definite call to action and use your name as a link back to your own website.

### **Secret # 3: Know what your customers are thinking**

Take time to understand your customer's goals. What are their expectations after they receive treatment?

Follow up with your customers after their procedure. Find out if they are happy with the results. Send customer feedback forms through email to get your customers view of you and your services.

Many possible customers might feel a little scared off by the term "med" spa. The word med makes people think of the doctors office which is at times unpleasant. Ask customers how they feel about visiting a med spa compared to a traditional day spa and calm any fears they might have. Consider marketing your business as an "anti-aging" spa or "advanced beauty" spa instead.

#### **Secret # 4: Get the word out consistently**

Create a buzz in the market place by joining a networking group specific to your industry.

Be diversified in your advertising portfolio. Don't limit your marketing to magazines and newspapers. Advertising your business on the web will consistently increase the number of potential customers you reach and as a result, grow profits.

Include a printable coupon or special offer in your online advertising to encourage potential customers to schedule an appointment.

With our society's desire for youth and beauty, your Med Spa has great potential to succeed. Don't fall to the wayside in today's competitive market. Following these simple strategies will help you rise to the top.

Rebecca Park-Stinson [azbeauty.org](http://azbeauty.org)

#### **About**

#### **AZ**

#### **Beauty.org**

We find beauty in every person, and believe that if given the proper cosmetic tools and advice, every woman can become drop-dead gorgeous. That is our mission and we take it very seriously at AZBeauty.org.

How many times do you peruse beauty and fashion magazines, read about the latest cosmetic and beauty procedures offered by salons, med spas and cosmetic surgeons, but have no idea where to find

them? Well, now you do. AZBeauty.org was created for the woman or man who wants to look and feel their best.

AZ Beauty has spent months researching all of the latest and greatest providers in the Arizona beauty and cosmetic procedures scene.

At AZ Beauty.org you'll learn about every type of beauty treatment imaginable. Each treatment is explained in detail. We'll even let you know the best places to get each treatment, no matter what you're looking for.

We've taken the guess work out of looking beautiful and made cosmetic beauty in Arizona easy. Look and feel your best, starting now. Visit [azbeauty.org](http://www.azbeauty.org) today.

**Web Site: <http://www.azbeauty.org>**

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