

2024 4-Hour Planner

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This Planner is a way for practice owners and marketing managers to organize their thoughts, **put those thoughts and dreams into a plan** and work with their marketing team in an efficient way.

LETTER FROM CANDACE

Dear Reader,

Some of you love marketing, some don't mind it, others begrudge it as a beast of necessity. No matter which group you belong to, this planner is for you.

The four hours you commit to completing this planner will enable you to develop a cohesive, creative and unique plan. You could even call this your goal setting plan for 2024, since marketing drives sales and sales drive cashflow and cashflow determines your business's future.

No one follows a marketing plan letter-for-letter. Things will happen along the way and you will want to adjust. Just be sure to find fun along the way and I promise your marketing will be more effective.

If you have questions, input or marketing stories to share, call me I LOVE hearing from you.

Aesthetically yours,



Candace Crowe
President / Artist

INTRODUCTION

This Planner is a way for practice owners and marketing managers to organize their thoughts, put those thoughts and dreams into a plan and work with their marketing team in an efficient way.

STATE OF THE INDUSTRY

In the last decade, hundreds if not thousands of new marketing tactics have been introduced to the aesthetic industry. Sales reps call your office daily. And today, more and more practices have a designated marketing person. Some have a background in marketing, others do not.

During our 25 years in business, we have worked with hundreds of aesthetic practices and we've seen many of them struggle with continuity; knowing where to spend their budget and understanding how to measure effectiveness. They are busy—so busy that the daily activities become more important to complete than the long term goal. Planning helps you stay the course to reach goals faster and easier.

For five years, this planner has helped practices, much like yours, to improve the messaging and consistency of their marketing. This planner can provide a proven method for successfully maximizing your efforts and marketing budget. It's time to recalibrate and adjust.

YOU WILL LEARN

How to capitalize on momentum for all your marketing efforts.

How to have a regular and relevant connection with your patients.

The value of keeping in touch with your patient database.

It's important to remember that creating a plan doesn't mean you need to stick to it perfectly. Things happen, plans change, and that's okay. The benefits of planning are the new ideas you'll generate and an increased ability to adjust when needed.

WHAT IS IMPORTANT IN TIME OF UNCERTAINTY?

Be responsible for your cash flow but, do not quit marketing. Of course, stop doing what is not effective but be sure to maintain some sort of presence to stay focused on servicing your existing patient-base earning referrals and attracting new patients.

- Develop a cohesive team who can function smoothly without over management.
- Build and maintain an eCommerce website—a safe, secure and convenient shopping experience for recurring and first-time purchasers.
- Remember: People still want to feel good about how they look, and always will, so stay the course!

BEFORE & AFTER PHOTO MARKETING



Why Before & After Photo marketing?

“Who are you going to choose? Are you going to somebody who has three before and after photos or 150 of the procedure you’re looking for?”

~ Jola Cruise, Practice Director, Cruise Plastic Surgery

Following are some excellent resources on why and how to have the best before and after gallery in your competitive area.

Before and After Photos Out Produce Blogging by 78%. [View Blog](#)

How a Plastic Surgery Practice Saw a ROI of \$1,964.00 Per Dollar Spent. [View Blog](#)

10 Best Practices for a Successful Website Before and After Gallery. [View Blog](#)

Be devoted to your before & after gallery.

Consistently uploading quality photos brings more attention to your practice and is a proven method for attracting more of the kind of patients you want to serve.

Focus on repeat patients.

Update your website and make sure your online brand is current and make sure your Google Business Profile is up-to-date.

Write out your perfect patient experience.

Think of it as a story with a beginning, middle and a happy ending. Basically, patients have a “problem” they want resolved and need your help. For example, a patient, let’s call her Bella, feels self-conscious of her neck. Her daughter’s wedding is coming up and she wants to look beautiful in her dress with a plunging neckline. During the wedding, the photographer captured Bella and her daughter looking stunning and radiant.

Bella took time to share the photos with her plastic surgeon and leave a 5-star review. Bella’s friends asked her to “share her secret” so she enthusiastically gave them the name of her plastic surgeon. For years to come, the family reflects and enjoys the beautiful photographs and memories of the wonderful time they spent together. You see, in this example I’ve linked the patient’s goals and the practice’s goals.

Make a list of things you’ll need to do to make the Bella story a reality. You might want to ask your staff and a few patients to find out anything that turns patients off and causes anxiety—during a consultation, on your website, or anytime a person engages with your practice. Then, list ways to make the beginning and end the best experience possible. Why start with the beginning and the end? Because that is what the patient remembers the most.

As the physician, understand you are the guide to help the patient achieve their goal. If you do this, they will be a loyal, extremely satisfied patient. Help your staff understand that surgery isn’t what you really do, it’s helping people feel better about themselves.

Identify any user experience that is irritating or causes stress and replace it when possible with an unexpected delight. For example when giving the cost estimate to a patient, also give them a flower.

The Planner

Now that you have some background, let’s dive into the planner. It’s divided into four 1-hour sessions to give you time to ponder in between each session. It’s usually in this time that you’ll find some of your best ideas!

1. Getting Started
2. Evaluation and Strategy
3. Create Your KISS Plan
4. Review, Assign and Implement

HOUR ONE

GETTING STARTED

Schedule an hour with yourself and a designated helper.
Find a comfortable quiet place where you can be alone with your thoughts.

Practice Name & Physician Name

Who else will be helping you achieve these goals?

Do you have a natural writer in the practice or someone who loves doing social, taking photos and videos?

Be sure to include them and ask for help.
Allow them to have at least 5 hours a week they can devote to marketing tasks.

List support staff and marketing vendors:

Weekly / Monthly Meeting Dates

Reach back in your thoughts to recall your most successful marketing activities. Write them down as they come to you. Then list any new ideas you think of. Don't judge them! This is an exercise in brainstorming so no idea is a bad idea. List them here

End of Hour One. Be sure to ponder these thoughts before you start your next session.

HOUR TWO

EVALUATION AND STRATEGY

In order to keep this a “doable” project, I’ve simplified it so you’ll have to be intuitive about how you decide. Trust your intuition, you’ll be fine. During this session you will identify what to focus on so that you drive the direction of your practice.

CIRCLE YOUR MOST SUCCESSFUL MARKETING EFFORTS.

Advantage Play Digital Signage | BRAG book Before & After Gallery | Website | Search Engine Optimization | Blogging
 Digital Ads | E-Commerce | Google Business Profile | Facebook | Instagram | TikTok | TV | Radio | Billboards | Magazine
 Ads Email Marketing | Events & Open Houses | Merchandise (t-shirts, pens, etc.) | Custom Photo/Video Shoot |
 Word-of-Mouth Other: _____

What’s new for 2024? Do you plan on offering any new treatments, purchase any new devices, hire new staff, expand locations?

Identify your top 3 surgical procedures that provide the most satisfaction and financial reward.

Identify your top 3 non-surgical procedures that provide the most satisfaction and financial reward.

___ Yes, I have a lead tracking system in place.

___ No, but I will implement one shortly.

What year did you open? Is this an anniversary year? Are there any special celebrations you’d like to include in your plan?

Start a timer for 20 minutes and see how many marketing ideas you can come up with. To help get the brainstorming started, think of your most successful marketing campaign and come up with variations on it. Brainstorm topics that patients would be interested in and that you may want to blog, make social posts or email campaigns about. Choose 12 topics for the year. Build your list around the top 80% of the procedures and treatments you want to do the most. Here’s some ideas to get you started:

- Let’s talk about some of the many paths to the body shape you want
- The aug / lift combo, about xx% of patients
- Safety & peace of mind: follow-up visits, implants are not forever, about warranties
- 5 Common myths about liposuction or any other surgery
- Interview: types of implants, sizing, profile, contents
- Staff and patient appreciation month or week

End of Hour Two. Once more, be sure to ponder these thoughts before you begin the next session.

HOUR THREE

CREATE YOUR KISS PLAN

If you're reading this, you are a high achiever. So to help make your plan something that can really be accomplished, I recommend using this monthly KISS formula: if it fits on a 5 x 7 index card, it is more likely to be accomplished.

Keep it simple!

Review your list of seasonal procedures and treatments and start adding them into the outline and strategy section of your planner. See pages 13 through 16.

As you review your plan, check to see that you are spending **80% of your focus on each of your top 3 surgical and non-surgical procedures and 20% on promotions.**

Outline the whole year but get serious and enter details just three months at a time.

End of Hour Three.



HOUR FOUR

REVIEW, ASSIGN AND IMPLEMENT

Schedule periodic review meetings to make sure you're accomplishing your goals along the way, adjust if needed and assign projects into a Google Calendar, implement, and then sit back and enjoy the power of strategic momentum!

Now that you've completed your planner, trust your work. You know where you want to take your practice and have a good idea of how to get there. Each month will build on the last and it won't take long before you're seeing tangible results.

Take action and persist—no plan is perfect. Be sure to find fun along the way and we promise your marketing will be more effective.

End of Hour Four.

JANUARY

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: New Year's Day

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

FEBRUARY

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Valentine's Day

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

MARCH

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: St. Patrick's Day, Passover, first day of Spring

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

APRIL

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Easter, Ramadan

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

MAY

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Mother's Day, Memorial Day

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

JUNE

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Father's Day, first day of Summer

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

JULY

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Independence Day

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

AUGUST

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

SEPTEMBER

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Labor Day, Back-To-School, First Day of Fall

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

OCTOBER

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Halloween, Columbus Day

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

NOVEMBER

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: Veteran's Day, Botox Day, Thanksgiving, Black Friday, Cyber Monday

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

DECEMBER

Procedure, treatment and product focus: _____

This month's theme: _____

External marketing channels: _____

Internal marketing channels: _____

Work with vendor to: _____

Other: _____

Special holidays this month: First Day of Winter, Hanukkah, Christmas

Additional projects

_____ assigned to: _____

_____ assigned to: _____

_____ assigned to: _____

THE BUDGET

If you're just starting out, are in the first few years of practice, or in a highly competitive market, you will need to spend additional on branding and getting new patients in the door. Be sure to line item this in your business plan if you are applying for a loan. Lenders expect to see a budget for marketing as they know it's necessary to keep your doors open.

Estimated 1st year gross revenue: _____ x .075 = \$ _____ plus \$50,000 to \$100,000 for initial website, start-up marketing, and branding.

If you own an established practice, one of these formulas may work best for you or (If you want to grow faster or are in a highly competitive market.)

2023 Gross Revenue _____ x .075 = \$ _____

2023 Gross Revenue _____ x .125 = \$ _____

CASH FLOW REPORTS

Fear of not having enough cash flow is the ruin of a great marketing campaign. In order to keep your marketing plan intact, have your finance department provide you with a **13-week cash** flow projection monthly and a **10-day** forecast weekly.

GLOSSARY

BRAG book: software is a WP plug-in that allows your clients to upload their own photos. It generated leads direct to you from your gallery while producing the kind of SEO you want.

Advantage Play®: is easy-to-use digital signage you control. Even the busiest practice can be up and running within minutes. It's powered by a small device discreetly placed behind your TV.

Swag, merchandise and promotional products: With so much focus on internet marketing, this category has largely been neglected. Good examples are logo-branded water bottles, coffee cups, t-shirts, scarf, hat, yoga mat, or exercise towel.

NAP: Verify the correctness and completeness of the practices' name, address, phone number (NAP) on Google Maps, Google Business Profile, Yelp, Health Grades, RateMDs, RealSelf and Yahoo. Update text for practice overview, complete list of services, photos of facility, staff, before and after photos, procedure videos where possible.

Transactional or "trigger" email: These are emails that are created and set up to automatically be sent when a user interacts with a website, shopping cart or app. Examples are order confirmations, password resets, and receipts.

Marketing email: These are created and programmed to send an educational, marketing or welcome message to a database of people who have given you permission to send them emails. Advantage Mail™ is an emailing service CCD offers that was created specifically for the aesthetic industry.

Correspondence email signature: A portion of text and images that can be automatically included below the content of your email correspondence.

Fun: How do you find your fun state-of-mind? Do you laugh, smile, tell a joke, share a song, say hello to a stranger, jump up and down? Get in a good mood every day. I promise it will improve your marketing.

ABOUT CANDACE:

Candace truly enjoys listening to her clients' marketing needs, conceptualizing solutions and then producing results. Innovation is in her DNA and was learned first-hand from growing up working for her father's company. That company was the largest manufacturer of small backhoes in the world at the time.

She's regularly invited to speak at the major national and international aesthetic industry meetings, and has also written and contributed to articles for both print and online publications. A graduate of Florida State University, she built her firm based on a passion for art, beautiful design and love for the aesthetic patient.

In her personal life, Candace loves spending time with her four sons, daughter-in-laws and granddaughter. She is an avid endurance athlete. She is often swimming Lucky's Lake, practicing yoga, pilates, ballet, and piano, hiking crazy places, kayaking, cycling long distances, a few half Ironman's (ladies) and enjoys the early early morning.

Candace Crowe Design is a national leader in marketing for plastic surgery practices. Many of our clients have trusted us to build their websites, do their SEO and on-going marketing of their practices for 15, 18 and even 20 years. They see us as an extension of their practice. They call and email us frequently to get our input, talk about their goals and strategize with us on how to achieve them.

Since 1999 we have served over 500 aesthetic practices throughout the U.S. and Canada. Family-owned and operated. We invite you to look through our website and give us a call



PRODUCTS AND SERVICES

Advantage Play®, Digital Signage



BRAG book, B & A Gallery



Advantage Mail



Websites, Search & Digital Marketing

