

beauty • artistry • expertise • education

Winter • Spring 2025

volume 29, number 1

AESTHETIC SOCIETY NEWS



The Aesthetic Society

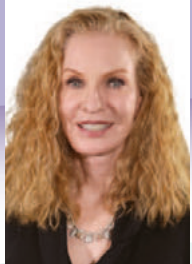
Art by: Grant R. Fairbanks, MD

With Special Article,
“Plastic Surgery Marketing Trends Working
Now to Attract Cosmetic Patients”
by Cosmetic Practice Business and
Marketing Coach, **Catherine Maley, MBA**

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Plastic Surgery Marketing Trends Working Now to Attract Cosmetic Patients

By Catherine Maley, MBA

Marketing for cosmetic patients is evolving due to changes in consumer behavior, technology, and patient expectations. It's all about the patient and giving them more visual, interactive content that educates and builds trust, so they choose you when they are ready for a change.

Staying on top of these latest marketing trends is essential for you to get your fair share of cosmetic patients, so here are the most effective marketing trends working now, to help you thrive:

PERSONALIZED MARKETING CAMPAIGNS

Tailor your messages based on patients' past purchases, preferences, and demographics. Segment email and texting campaigns by age, gender, or procedures and send educational/promotional messages like:

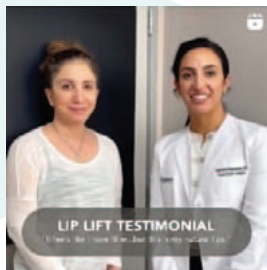
- Offering fillers to Botox patients
- Introducing non-surgical facelifts to females aged 45+
- Sharing lip lift educational video and photos with lip filler patients



VIDEO MARKETING AND REAL-TIME CONTENT

Video content remains the most popular content. Patients want to see your personality, learn about procedures, and view results in action. Share quick videos answering FAQs, before-and-after transformations, and behind-the-scenes glimpses of your practice.

Live Q&A sessions answering audience questions is also effective. This lets prospective patients connect with you on a personal level, while educating them and building trust.



CREATE CONTENT WITH YOUR PATIENTS

User-generated content is invaluable. When happy patients share their stories, it provides authentic social proof. Ask satisfied patients to participate in quick videos by answering simple questions such as:

- What was recovery like?
- Was it worth it?
- How do they feel now?
- Your advice to others thinking about it?

This content on Instagram compels your audience to chime in with their own questions and comments and that's how you get the conversation started.

LOCAL SEARCH

Google prioritizes local search, so optimize your website for keywords like "best plastic surgeon near me" or "non-surgical facelift [city]." Ensure your Google My Business listing is updated with accurate contact information, reviews, and procedure categories to rank higher and increase visibility.

AI-POWERED CHATBOTS AND VIRTUAL ASSISTANTS

AI is transforming patient interactions by providing instant responses to inquiries. AI-powered chatbots on your website or messaging platforms can answer FAQs, offer pre-consultation details, and handle appointment scheduling 24/7.

While AI improves efficiency and ensures no leads are missed, remember that over-automation can reduce the personal touch that builds patient trust. Test and balance automation with human interaction to maintain high conversion rates.

PAID ADVERTISING WITH PRECISION TARGETING

Pay-per-click (PPC) campaigns on Google and social media continue to drive patient inquiries, so move beyond generic ads and

use advanced targeting options to reach the right audience.

For example, retarget individuals who visited your website but didn't schedule a consultation. Repeated exposure to your ads encourages them to reconsider.

Geo-targeted ads can promote your services to high-income neighborhoods or areas with ideal patient demographics. You can even target people walking or driving through specific zip codes—a powerful tool in modern advertising.



LOYALTY PROGRAMS TO ENCOURAGE REPEAT BUSINESS

Patient retention is the new patient attraction strategy in today's world, largely due to the excessive costs of attracting new patients. Reward patients for returning, referring, reviewing, and sharing photos on their social media. This reduces your advertising costs while turning patients into unpaid brand ambassadors.

Your own loyalty program, builds relationships with patients, while boosting their lifetime value. Visit kissloyalty.com

CONCLUSION

It takes a multi-channel marketing approach blending technology, personalization, and trust-building strategies. Surgeons who embrace content creation will build stronger trust and loyalty, over those who don't.

Catherine Maley, MBA is a cosmetic practice consultant, speaker, trainer, blogger and author of Your Aesthetic Practice/What Your Patients Are Saying that is read and studied by plastic surgeons and their staff all over the world.

Her popular podcast, "Beauty and the Biz" interviews plastic surgeons who talk about the business and marketing side of growing their practices.

She and her team specialize in growing plastic surgery practices using creative patient attraction, conversion, follow up and retention strategies as well as staff training to turn team members into converting rock stars.

Visit Catherine for Free resources at www.CatherineMaley.com or Instagram @catherinemaleymba.