KiSS® Loyalty Club Newsletter

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MESSAGE FROM CATHERINE

Happy Fourth of July! This month, we celebrate the freedom, independence and opportunities we are so fortunate to enjoy in this country. Wishing you a safe and happy Fourth of July.

God bless America.

-Catherine

Get Your KiSS Club FREE for One Month

1. Refer a colleague
2. They become a KiSS Client
3. Your KiSS fees are waived for one month

Thank you for your support!

"You're progressing well. Next week, your phone should be able to recognize you."

CLIENT SPOTLIGHT

We ethically thank your referring patients with Bonus KiSSes and a $10 Starbucks gift card when they refer their friends, because **"behavior that is rewarded is repeated."**

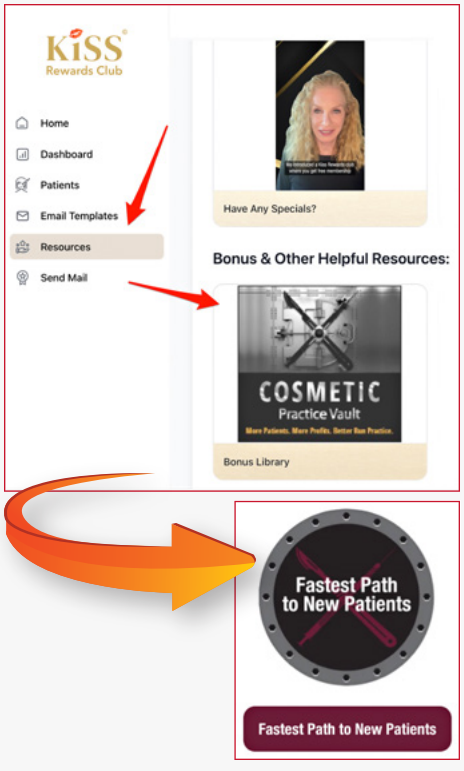
NEW LEAD: Online Form Submission

Patient Name:	Millie [redacted]
Patient Email:	[redacted]
Patient Phone:	[redacted]
Form Name:	Refer Friend
Form Type:	Refer-a-Friend

Friend's Name: Monika

FASTEST PATH TO NEW PATIENTS

Be sure to check out The Cosmetic Practice Vault in your KiSS platform under "Resources" and watch **"Fastest Path to New Patients."** It includes more creative ideas for your patients to help you grow your practice organically with their friends and family.



YOUR JULY TO-DO

- Schedule a 30-minute team brainstorming session this month.
- Ask everyone to bring one idea for attracting new patients, one idea for improving the patient experience and one idea for encouraging more referrals.
- Make it fun by adding a prize for the top three ideas to implement this quarter.

You do not need to overhaul your entire marketing plan. You just need to become more strategic about **who you want to attract, how you welcome them, how you keep them loyal and how you encourage them to share your practice with others**.

That is how marketing becomes less random and more profitable.

"Some people dream of success, while other people get up every morning and make it happen." — Wayne Huizenga

TIKTOK JUST MADE SEO MORE IMPORTANT

TikTok rolled out an important update that you shouldn't ignore. You can now add relevant keywords directly into post metadata to help improve discoverability inside TikTok search.

That may not sound like a big deal, but it's part of a bigger shift. It's not just about Google anymore. **Social platforms are now acting like search engines.**

TikTok, YouTube, Instagram, Reddit and even LinkedIn are becoming discovery platforms where users actively search for recommendations, FAQs, reviews and industry expertise.

Google TikTok YouTube Instagram reddit LinkedIn

TURN SUMMER GET-TOGETHERS INTO WORD-OF-MOUTH REFERRALS

Summer is full of natural referral opportunities: bridal showers, weddings, graduations, vacations, reunions, backyard parties, girls' weekends and family get-togethers.

Your patients are out socializing, taking photos, reconnecting with friends and talking about what they are doing to look and feel their best. That makes this the perfect season to encourage more word-of-mouth referrals. The key is to **make it fun, easy and natural for patients to talk about you** with their inner circle.

Your staff can also help by using this script with visiting patients:

"By the way, if you have a friend getting ready for a wedding, vacation or summer event, we have a fun Bring-a-Friend offer this month."

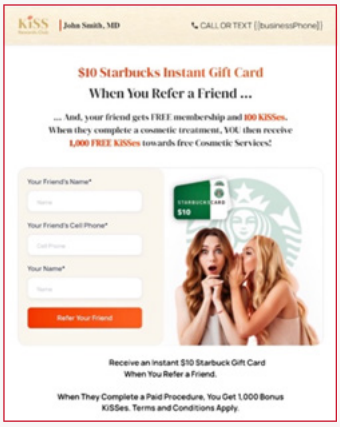
Tell a Friend ✷ Show a Friend ✷ Gift a Friend
Bring a Friend ✷ Share with a Friend

Here are simple ideas to implement right away:

"Buddy Botox"
Invite patients to bring a friend for a Botox appointment and reward both of them with special pricing per unit. This works because patients talk about it, compare results and have friends who are curious but hesitant. Your patient introduces her friend to your practice, and trust is transferred immediately.

"Peel Pals"
A "Peel Pals" special offer encourages your patients to bring a friend, and they both take advantage of special pricing for this quick skin fix. This gives your patients a reason to schedule now and gives their friends an easy, low-pressure way to get to know your practice.

"Bring a Friend: Split the Consult Fee"
Two friends interested in breast augmentation can be younger, price-sensitive consumers, so offer to consult with both in one appointment so they can split the consultation fee. This works well when one patient is nervous and wants a friend to go through the process with her. It also gives your coordinator a chance to educate both prospects, answer questions and build trust.

The KiSS Club Does Its Part to Increase Referrals
Of course, we also do all we can to remind your patients to refer their friends by using Referral Mints, email, social media reminders and in-house signage.

You have many happy patients who are more than willing to refer, but they need to be prompted because they may not think to mention your practice unless we remind them.