

CROSS PROMOTION

ANNUAL MARKETING PLAN

We know that in our culture women respond enthusiastically to a gift with purchase. We want the free Lancôme bag, with the lipsticks that aren't really our color, so we can get the mascara. This style of cross promotion works exceptionally well in the aesthetic industry as it gives you two talking points per month.

For example, if your cross promotion is free laser hair removal with body tightening, your message for the month can focus on these services. You can layer your monthly cross promotion and your message by placing it on your website, throughout your social media, your email marketing, and printed copies in the office. This ensures that people are hearing the consistency of your message, in multiple ways.

With your cross promotion, your value-added offer needs to be enough value for at least 20% savings so that you'll get the response you're looking for. If you're not giving about a 20% value to the cross promotion it may not be very effective.

ELEMENTS OF A CROSS PROMOTION GRAPHIC



SUMMER
Ready & Fresh

Limited to first 5 • Valued at \$250
FREE CHEMICAL PEEL
with Purchase of
FACETITE TREATMENT

BENEFITS OF FACETITE

- Lift, Tighten & Contour Jaw & Neckline
- Builds New Collagen • Minimal Downtime
- Little to No Discomfort

CALL 000.000.0000 TO CLAIM!

- **Headline**

- Summer Ready & Fresh

- **Promotional Offer**

- FREE Chemical Peel with FaceTite Purchase

- **(3) Selling Benefits**

- Of purchase technology (FaceTite)

- **Value of the Offer**

- \$250 - Value of the FREE product

- **Call to Action**

- Practice phone number - call for details

- **Offer Restrictions | Urgency**

- Limited to first 5. This Month Only. While Supplies Last

As mentioned previously, when choosing your two offerings to cross promote each month, consider the following:

- Seasonality
- Potential cost/profit
- New treatment/service you'd like to promote
- If your patients have favorite treatments/services
- Vendor assistance with free products/treatments

THOUGHT SHOWER:

Why cross promote as opposed to standard discounting?



Over the years we've helped our clients sell millions of dollars of aesthetic and medspa services, procedures and products.

We've learned quite a bit about selling in this tough industry, including that cross promotions are the key to selling more.

Discounts of 50% are sure to bring in a few people, but it doesn't necessarily mean that you are selling more. Most practices can't afford to consistently offer discounts this steep. The goal with cross promotions is to give clients what they want for free as a reward for trying something new. It is also an effective method to bring exposure to something that is difficult for you to sell on its own.

Botox and fillers are fantastic for cross promotions. For example, you could cross promote Botox or Dysport with microneedling, microdermabrasion or dermaplaining. **Your "for free" promotions should be services your clients love!**

This keeps your clients coming back in every six to eight weeks.
