



**9 WAYS TO
ATTRACT
NEW CLIENTS
IN AN HOUR
OR LESS**

For clinics
and
beauty
businesses

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Clinic Blast is a beauty business consultation company that is helping beauty clinics to not only stay established but to also triple their profits. The company achieves this by ensuring that clinics get more customers, improve service, enhance operation, and open more locations.





Introduction



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There are several aspects that contribute to the success of a beauty clinic or spa. We must realize that this is a difficult industry to be in, but guess what? Challenges are exciting, and what is life without them? BORING. Imagine a narrative with no conflict; it would be uninteresting.

We must bear in mind that if it was a really easy industry, everyone would enter into it and, unrealistically, everyone would get wealthy from it. You know you have excellent skincare products, excellent customer service, and the nicest location money can buy, but you want to understand what it takes to run a successful beauty clinic.

I understand what's going through your thoughts right now. First, you say that I am not wealthy from my beauty clinic, to which I respond that we hope that this paper would get you one step closer. The second question that comes to mind is, "Why are these individuals providing me a FREE document?" What do they expect of me? To be honest, it's a smart thing to ask. This is how we reach out to new customers. We give a very high value, something that will get you a lot of advantage initially, if you like what we provide, you might want to employ us to help you gain more clients, but don't worry about hiring us for now, just get the FREE benefit.



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**Create Content
Like A World
Class Beauty
Clinic/Spa**



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2

Content Creation



Content creation is a method most used by hair stylists, but unfortunately many people do not use it in the right way, which does not get them the results they want. Where people often go wrong is creating content they personally like, not content that their customers might like.

Before you create content and post on social media (Facebook, Instagram, YouTube, or anywhere else), ask yourself: Does this content:

- 1-educate?
- 2-entertain?
- 3-inspire?
- 4-feels relatable to potential customers?

If your content fits more than one of these, EXCELLENT!



Don't over-promote your place with the content you create. 80% of the content you create should be valuable content (based on the four criteria I mentioned above) and 20% of the content should be offers and sales.

Keep in mind:

What you want out of creating content is two things:

01 — Remind

Reminding your followers of your business so every time they want any of your skincare services they will come to you first.

02 — Show

Include a brief description, rationale and intended impact. It helps to keep it concise yet concrete!

Which brings us to the next hack, TikTok. Is it really a hack? Absolutely.



**WHERE PEOPLE
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3

**The Free Way To
Reach Out To Your
Local Customers**



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3

The Free Way



How to tell your neighborhood about your beauty clinic or spa without saying anything?

TIKTOK is the key!

The TikTok algorithm is excellent for local businesses like your spa because it shows the content you post to the local audience, and then to more and more people until it shows it internationally.

Next time you create content on TikTok, even if you don't get millions of views, you are still winning because local people are watching it and they are more likely to visit your place.

Here are a couple of things to do when you create your TikTok account:



Location

1

Add your location in the TikTok bio



Content Style

2

Make sure to have a content style that you will be known for, so every time people watch the content you create, they will know it is yours even if they don't see your account details.



Profile Picture

3

Make sure you have a clear picture of your logo as a profile picture.

HINT: If you decide to add your personal photo instead, you can use <https://pfpmaker.com/>.

It's a free tool that will help you edit your profile picture to make it stand out from the crowd.



Ads

4

I know this section is suppose to be talking about leveraging TikTok for free, but If you have the budget, why not trying TikTok ads? It could be a powerful investment that will get a lot of new people to your beauty business.

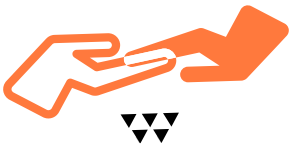
Content Formula:

Every piece of content you create should use this formula: hook, re-engage, surprise:



Hook

Hook: something that will make your audience hooked, and stop them from scrolling (usually the first 3 seconds of the video)



Re-engage

Re-engage: give your audience a reason to watch till the end



Surprise

Surprise: end the content with something they didn't expect to happen





**WITH TIKTOK AND
INSTAGRAM REELS
YOU CAN BUILD
YOUR CLIENTELE
QUICKLY, EVEN IF
YOU DON'T SPEND
A SINGLE PENNY
ON THE PAID ADS.**



Great content always needs inspiration, so find other businesses and put your own twist on their content. Learn but don't copy.



REMINDER:

When you create TikTok/Reels content, three things must be considered. First, you need to hook people in the first three seconds. You could do that by showing them the end results, or anything that will make them want to watch the entire video. Second, do not add unnecessary things that your audience would be bored watching. Lastly, surprise them at the end.



4

**In The Appropriate
Approach, Use
Local Groups**



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Local Groups

I see people making this mistake repeatedly. They go, for example, to beauty clinic-owners Facebook groups and post about their beauty clinics there. Or they go to local hairstylist groups, and ask people to come to their beauty clinic .



This method doesn't work, because you are putting yourself and your ads in front of the wrong audience. These people are not potential customers, and you are wasting your time with this method.

Instead, you can do one of two things:



01

Put your ads on the Facebook groups that your target customers are in.

For example, you can put your beauty clinic ads in front of your local ethnic Facebook groups (Italian, Arabs, Latino...) or any other type of local Facebook group in your area where your target customers may be at.



02

Create a video and retarget those who watched in these groups.

You can create a very engaging video that either advertises the business in a very entertaining way, or has valuable content, and then post it to these groups.

After that use Facebook ads to retarget those who watched a certain portion of your video (will talk about it soon). When you create a video, always keep it simple and have a strong hook.



**If you need help setting
up a retargeting
campaign on Facebook,
we will be more than
happy to help.**

[Click Here To Get Started](#)



5

**The More The
Better**



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5

Google Reviews



Having a high number of Google reviews is crucial, for several reasons. First, it will help your Google “my business” rank higher when people search for a service like yours. Second, potential customers will read reviews before deciding on a service.

According to Oberlo, 54.7% of customers read at least four reviews before they purchase.

How?

The key here is to ask at the right time. When you see customers are happy with the service you deliver, ask them to leave you a review immediately.

Have a QR code that will take them to your business listing, so it is easier for them to leave a review.

You can create your QR code using any online service including [Canva](#) and [meqr.com](#). You can also print it on a good-looking poster using services like Vista print



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Consider offering them \$5 off their first appointment in return for a Google review. Make sure they leave the review immediately, so they don't forget about it later



When they leave you a good review, they are more likely to feel the connection with your business and they are more likely to come back.

Contact

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The Ads You Should Run First



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Google Ads

The most amazing thing about Google ads is that you can target those who need your service and are already looking for it. These ads are not a cheap option, but if done right it is worth it.

The best google ad for a beauty clinic businesses is the business listing ad because it looks organic.

Here is an example:

barbershop near me

[All](#) [Maps](#) [Shopping](#) [News](#) [Images](#) [More](#)

About 455,000,000 results (0.63 seconds)

Barber Shops Rating Hours

Barbershop
Ad • 5.0 ★★★★★ (46) · Barber shop
Open · Closes 7:30 p.m. [Website](#) [Directions](#)

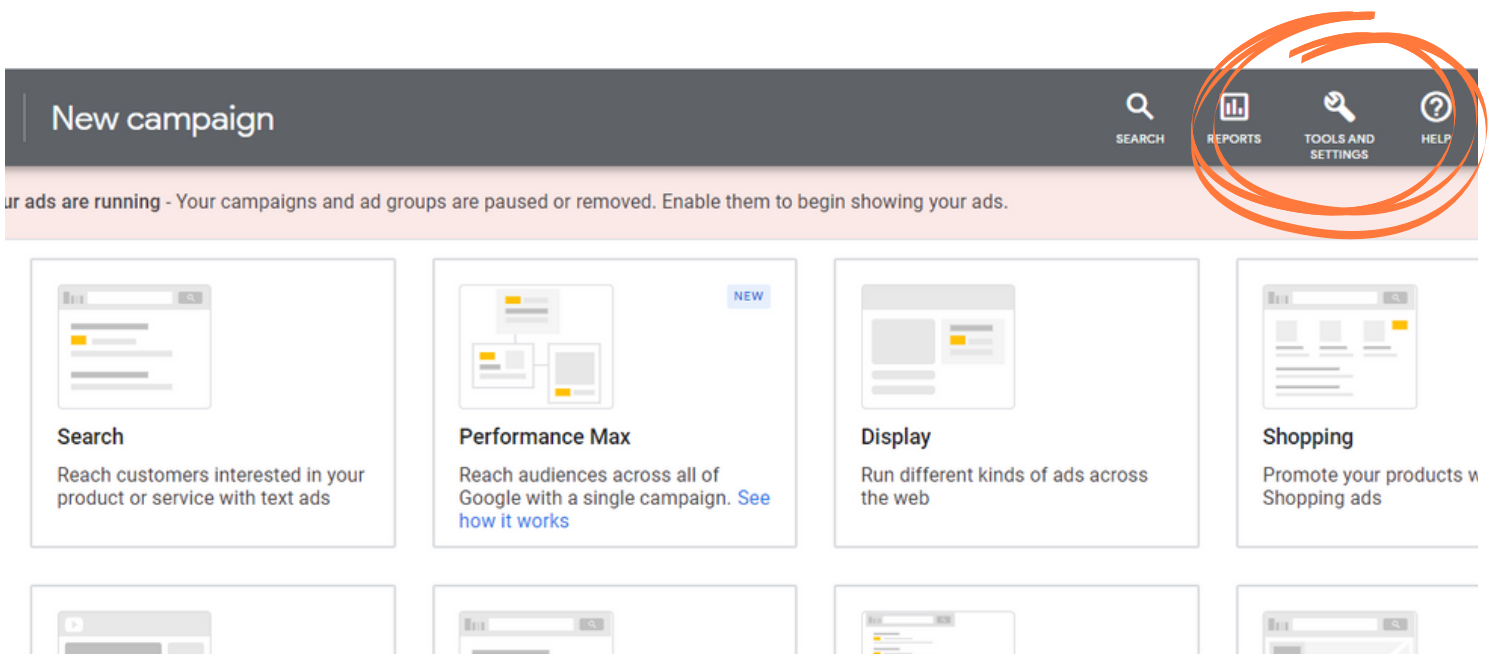
Barbershop
4.6 ★★★★★ (330) · Barber shop
10+ years in business · [Directions](#)
Open · Closes 8 p.m.
"I always get my hair cut from Bruce and he never disappoints."

Barbershop
4.7 ★★★★★ (132) · Barber shop
10+ years in business · [Directions](#)
Open · Closes 7 p.m.
"The best barbershop I've ever been too."

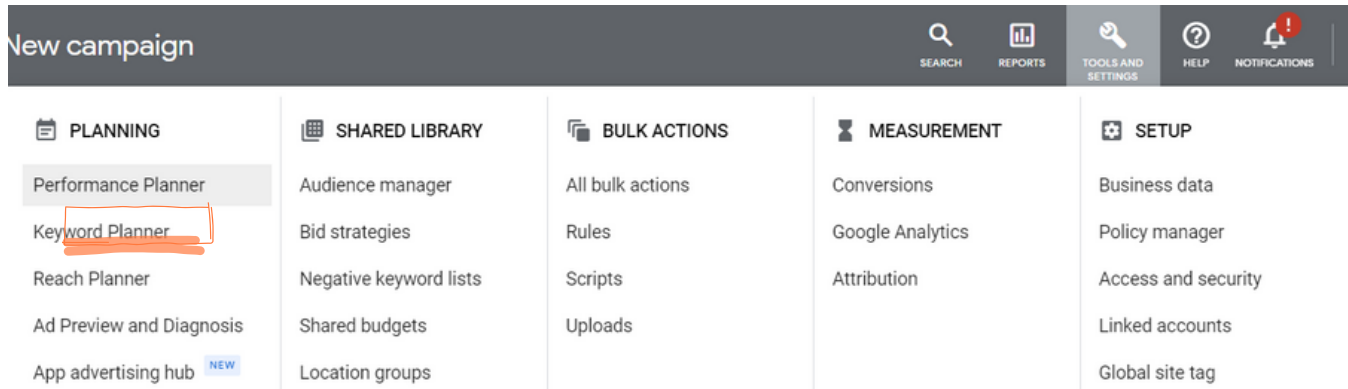
Local
business
ad



Some important points to note here: if you use your ads to appear on the search option make sure to use the right keywords. When you create a new campaign using Google ads, there is an option at the top called tools and settings.



Click on it and then choose keyword planner, then discover new keywords to find the search volume of each one, as well as the competition on this specific keyword. Make sure to choose the right location when you search for the keyword.



If you are using display ads, keep in mind that you need to give people a strong reason to visit your place. I.e., an irresistible offer (more information in the section about Facebook ads).





The Easiest Ads To Run



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Facebook/Instagram Ads

Keep in mind that this section applies to Facebook ad and Instagram ads, because you can create ads on both platforms through Facebook ads manager. This is the optimal way to create ads on these two platforms.



The Facebook algorithm keeps changing (like most of the other platforms). One of the most recent changes is that some of the targeting options are being removed.

So instead of showing the tactics of Facebook and the things that are always changing, we should be talking about strategy. This general strategy can apply to other platforms as well.

Keep in mind that, in general, there are four types of customers.

1

Cold

Have never heard of you.

2

Warm

Have heard of you, or know they need to find a new beauty clinic, but are not ready to take action.

3

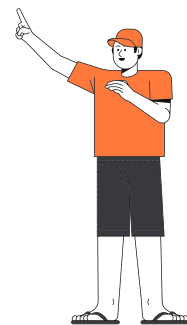
Hot

Have tried your service and love it/ ready to visit you for the first time/ they are in general looking to take actions and visit a new med. spa .

4

Returning Customers

People who have visited your place multiple times.



Your goal is to get as many customers at levels 1, 2, and 3 to get to number 4, and to make sure level 4 customers stay loyal to you.

Below is a sample road map you can use.



Cold Audience




For your cold audience, create an ad that has a picture of one of your customers (make sure you have the customer written consent to use his/her picture trying your product or services).

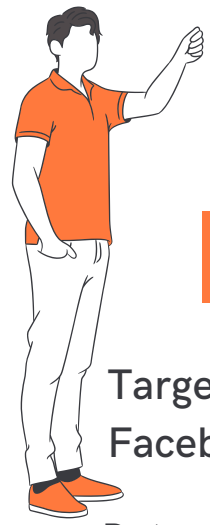
When you choose the objective of the ad, consider the following:

- Reach: if you want to get the ad in front of as many people as possible. Many people think that they should always choose this objective, but that's not necessarily right.
- You can use messages: where your customers will message you and book an appointment from your beauty clinic.
- Lead generation: it will collect your customers' information.



At this stage you can choose one of these 3 options:

- 1-Add a phone number when you reach the "ad" section
 - 2-Reach with a video
 - 3-Traffic/page like: the traffic one choose your Instagram account
- 



Warm Customers

Target those who watched the video and/or those who visited your Facebook and Instagram pages.

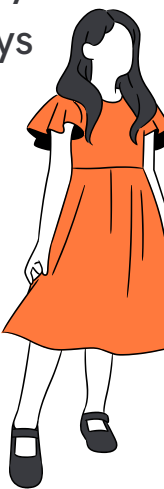
Retarget them with an irresistible offer that they can't say no to. Make sure to add an expiration factor to the offer you provide, aka scarcity, so either the offer will expire soon, or only a limited number of people will have access to it.

Hot Customers

You can target hot customers with ads that show either other services you provide or something that reminds them of the great experience they had, so they will be reminded to book an appointment at your beauty clinic/spa.

Returning Customers

For returning customers, you could do one of the following: a reward system for those who come regularly—for example, every 10 visits they get 1 free face wash—a referral system, where if they bring someone they will both get %50 OFF, or coupons to get a discount. One of the best ways to target these returning or VIP customers is through email/SMS marketing, which we will discuss in the next hack.



8

One Of The Best Marketing Channels



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8

Email Marketing

The most important email marketing statistic you need to know is this: for every dollar you spend on email marketing you can make up to \$36 back (according to Constant Contact) so it is a money-making machine.



I know what you're thinking: How should I send these emails? How often should I send them? How can I make money from them?

All your emails should contain valuable content. Not only educational content, but things that your customers will enjoy. It could be educational, or it could be stories of interesting things that happened to you during the week. It could also be coupons and offers. Create things that your customers will look forward to every week.



**FOR EVERY
DOLLAR YOU
SPEND ON EMAIL
MARKETING YOU
CAN MAKE UP TO
\$36 BACK**

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Important things to consider when you send your emails:

Note 1

Make sure you have the consent of your customers to subscribe to your newsletter

Note 2

Add an unsubscribe button at the end of every email you send

Note 3

Know the rules and regulations of your country and region when it comes to email marketing and never break them because it could bring your business a big lawsuit

Note 4

The email subject is important, so test different ones and see which ones bring you a higher open rate

Note 5

Try to hook people in the email from the beginning so they want to read more

Note 6

Make sure your email is so interesting and valuable to your customers

Note 7

Add a call to action at the end of every email: i.e., get 20% off your appointment if you come anytime on Tuesday (choose any day when you don't get many customers).





**This Is Really
Important**



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9

Target Specific People



On Facebook ads, Google ads, or YouTube ads, call out specific group of people, such as employees of a certain company or people from a certain culture.

You could also make a deal with a local company to come once every month to give all employees an offer with 20% off. This way everyone will win. You will make good money that day, the company will show the employees that they are getting special service because they work there, and these employees will take care of your word-of-mouth marketing. Make sure you give them your contact information so they can share it with friends and family.

One effective marketing method is to target specific people and call them out on the ad you are creating.

10

Facebook Formula For The Best Reach Ad



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10

Facebook Reach Ad

Reach ads are one of the cheapest ways to advertise, but if you do it right, you will have a consistent flow of customers.

Here is the formula to have the best reach ad:

Find your unique value proposition. This is what makes your beauty clinic different from others. People are choosing you over the other clinics in your area for a reason. The best way to find this is from your customers, generally in the reviews they leave online. When customers put the effort to write a review, chances are what they are writing is very genuine.





Create a picture or a video that shows your unique value proposition. Make sure to show your service in real life. Some tips to help you create a better ad creative.

For A Better Photo Ad

- A** Have one center of focus for every picture, the most important thing that you want to show people.
- B** Grab their attention. People pay attention to things that are either abnormal to them, or things that they can recognize. I.e., if you see your country's flag you might stop scrolling and see what's happening.
- C** Don't use too much text. 1-4 words on the picture is good enough.
- D** Always keep in mind that people are scrolling, and your ad should stop them from scrolling and get them to pay attention.

Ad copy, aka the ad's caption

After you have shown people an ad that is relevant to them, it's important that we write a copy (ad caption) that makes people interested in what we offer. What we need first is to know our goal (i.e., getting new people in the neighborhood to know about the business and book appointment regularly from our beauty business). Second, we need to know who our customers are (i.e., young adults ages 18-25 who want to try the new Acne Treatment that everyone is talking about, or ladies aged 30-45 who want to try Laser Hair Removal). The third thing is to create the ad image or video. Last, write a copy that matches the message of the ad, to get people to take action and become a customer.

So how to write a good caption:



Know what position your customers are in. Do they know about your business? Have they ever heard of you?



How can you know if customers know about your business? When you create your ads, if you are targeting everyone in your area, chances are your ads are going to be for people who have never heard of you. On the other hand, if you are targeting your Facebook or Instagram followers, people who landed on your website, or even people who watched videos you have uploaded, that means these people know who you are.



After knowing your customers' current positions, write two different headlines for two types of customers.



For people who don't know who you are, write a headline that speaks directly to the target customers. An example of that is "Hello Toronto residents" or "Barbers in the U.S need to know this."

For people who know about you and your business: give them a reason to come to your place, i.e., "50% OFF"

Content has three parts

01

Hook

You want people to stay and read your ad, so the first sentence should hook them. Examples of what you can do to hook people: Say something different from common beliefs, make them imagine the end desire, say something unexpected, and use the fear of missing an opportunity.



02

Content

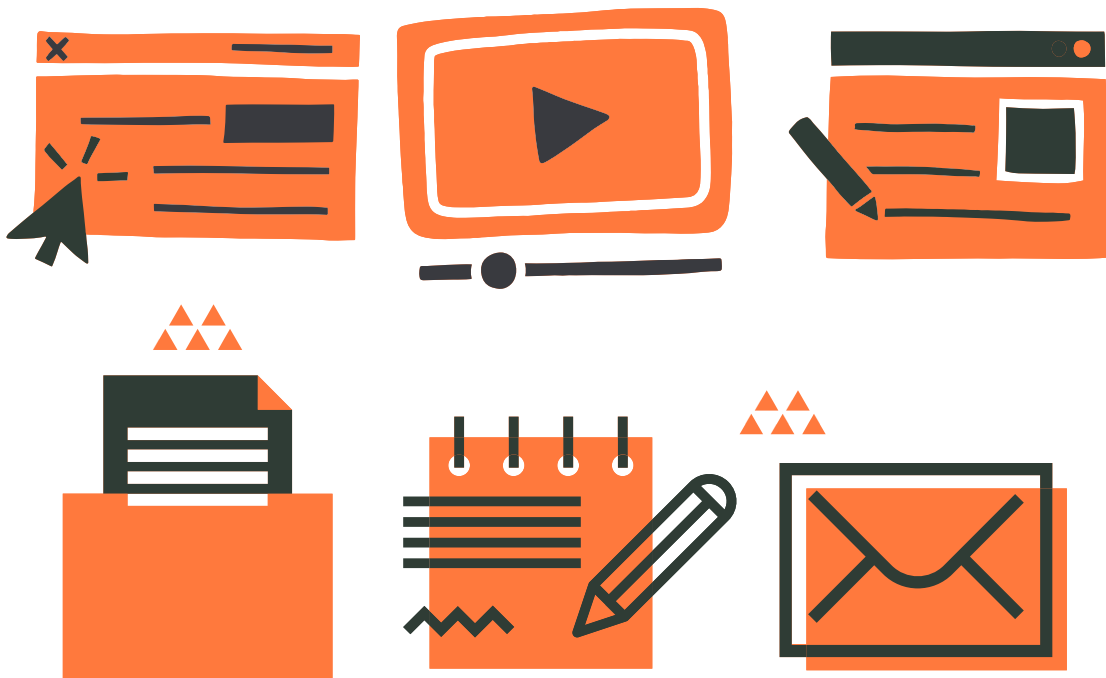
Tell them things they enjoy knowing or tell them an interesting story

03

CTA

What do you want them to do after reading the ad?

This is the general formula to write good ad copy. The question that comes next is, can I write something short and powerful? The answer is yes, but make sure you test the short copy against the long copy and see which one works best for you.





Our limited time offer for you

**15 high-quality
booked appointments
for your beauty
business before any
payment is needed**

Book a FREE DEMO