



2023

# Marketing Campaign Guide



# Client Communications

BHRC provides our patients with the highest quality treatments provided by award-winning practitioners.

Client communications should visually match the look/feeling of our Red Carpet/VIP treatments as well as the overall branding of BHRC.

# MONTHLY COMMUNICATIONS

## CLIENT COMMUNICATION CHECKLIST

### Monthly Newsletter

- Suggested to include:
  - Call-to-action (CTA) or specials
  - Featured staff member
  - Featured treatment or service (to match CTA or seasonality)
  - Educational video about BHRC or vendor
- Distribution Method: email, social media

### Call-to-action (CTA) or Specials

- Suggested to include:
  - Vendor promotions
  - Seasonal promotions
  - Bundled treatment packages
  - Staff or inventory-based specials
- Distribution Method: email, text, print (8.5x11 at front desk and through out client, 24x36 poster as needed)

### Flash Sales – *as needed*

- Suggested use:
  - Staff or inventory-based specials
  - Vendor supported offers
  - Slow/low appointment schedules
- Optional: Promote as a holiday special
- Distribution Method: email, text and social media

### Social Media (*organic*)

- Suggested to include:
  - Promotions
  - Staff features
  - Before/After images
  - Educational videos or images about treatments/service
  - Social Media trends
- Distribution Method: Facebook, Instagram, TikTok

# QUARTERLY COMMUNICATIONS

## CLIENT COMMUNICATION CHECKLIST

### Client Event

- Suggested to include:
  - All clients
  - Vendor Supported
  - One-night only specials
- Distribution Method: email, social media

### Member/VIP Event or Giveaway

- Suggested to include:
  - Vendor supported
  - Exclusive to members VIP
  - Event, giveaway or open house
- Distribution Method: email, social media

### Media Event

- Suggested use:
  - For new treatments or services
  - For a newsworthy mention
- Distribution Method: email phone call

### Business-2-Business

- Suggested to include:
  - Local outreach to other businesses/trade/promote
  - Vendor events
- Distribution Method: email, social media

# MONTHLY COMMUNICATIONS BEST PRACTICES

## EMAIL

- Frequency:
  - 1-3x per month
- Send at most optimal time of day per your database
- Resend to non-openers with a different subject line 24-hours after the first drop
- Create exciting subject lines that will entice more opens
- Build your list with quality contact (segment leads/clients and update often)
- Track response/ROI

## SOCIAL MEDIA (organic)

- Frequency:
  - 3-5 posts per week
  - Daily Stories
- Research your audience
- Schedule content in advance/use posting tools for most optimize response
- Delete all specials or offers one expired or at the end of each month
- Format dimensions correctly
- Answer DMs and respond to comments
- Track response/ROI

## SMS/TEXT

- Frequency:
  - 3-4x MAX per month
- Double check grammar and spelling.
- Keep emojis relevant and use them sparingly only in messages that require them.
- Ask customers to opt in to receive messages.
- Identify yourself in images and text
- Offer immediate value.
- Provide an opportunity to unsubscribe.
- Respect privacy and security concerns.
- Time your messages accordingly/only send during open hours.
- Use texts for real-time updates

*The Federal Trade Commission regulates all communications in advertising and marketing. Health and wellness is highly scrutinized. Be sure you, your marketing team and anyone with client communications is aware of any/all guidelines and restrictions for all forms of marketing including digital, print and internet.*

# Client Communications

**CAMPAIGN SUMMARY**

**Q1 2023**

**January – March 2023**

# CAMPAIGN SUMMARY

## Q1 2023



### January

**Theme:** Rejuvenation/  
New Year-New You

**Suggestion to include:**

- Health/Wellness
- Weight Loss
- Aging skin regeneration



### February

**Theme:** Self Love

**Suggestion to include:**

- Laser treatments
- Lip Filler



### March

**Theme:** Body

**Suggestion to include:**

- Body Sculpting
- Laser Treatments

January – March 2023

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# CAMPAIGN SUMMARY

## Q1 2023 – *Holiday and Resources*

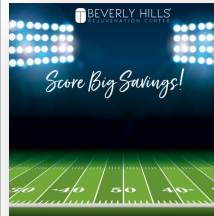
### January



#### Holidays:

- New Years

### February



#### Holidays:

- Super Bowl
- Valentine's Day
- President's Day

### March



#### Holidays:

- Daylight Savings
- St. Patrick's Day



# CAMPAIGN SUMMARY

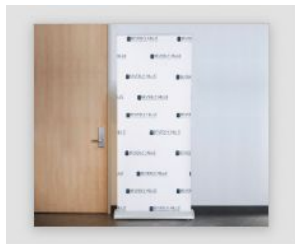
## Q1 2023 – Event & Client Communication Resources

### Events 'Must Haves':



TABLECLOTH - DARK BLUE LO...

[Order](#)



2-SIDED BANNER (RETRACTAB...

[Order](#)

### Print: In Office



"TONY ROBBINS" - CLINIC PO...

[Order](#)



"HRT" - CLINIC POSTER

[Order](#)



NONEDITABLE Hormone Tri-F...

[Order](#)

### Misc:



7 DAY PILL CASE - CLEAR

[Order](#)



50" x 60" FLEECE BLANKET - W...

[Order](#)



ADIDAS LADIES' 'CLIMALITE' 3-...

[Order](#)



LADIES FLEECE JOGGER - BLACK

[Order](#)

January – March 2023

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# Client Communications

**CAMPAIGN SUMMARY**

**Q2 2023**

**April – June 2023**

# CAMPAIGN SUMMARY

## Q2 2023

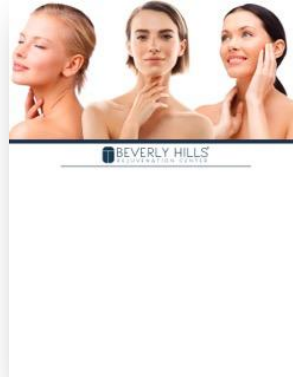


**April**

**Theme:** Facial Services

**Suggestion to include:**

- Hydration Facials
- Chemical Peels
- Regeneration

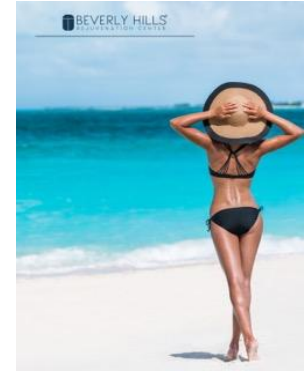


**May**

**Theme:** Injectables

**Suggestion to include:**

- Fillers
- Regenerative
- Neurotoxin



**June**

**Theme:** Body Contouring

**Suggestion to include:**

- BHRC Butt Lift
- CoolSculpting
- Morpheus8
- Qwo

**April – June 2023**

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# CAMPAIGN SUMMARY

## Q2 2023 – *Holiday and Resources*

### April



#### Holidays:

- Easter
- Tax Day

### May



#### Holidays:

- Cinco De Mayo
- Mother's Day
- Memorial Day

### June



**\*\* Use your CoolSculpting Rewards\*\***

#### Holidays:

- Father's Day

April – June 2023

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# CAMPAIGN SUMMARY

## Q2 2023 – Event & Client Communication Resources

### Events 'Must Haves':



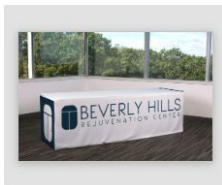
COUGAR BALLPOINT PEN W/B...

[Order](#)



13' FLAG - FEATHER SHAPE, W/...

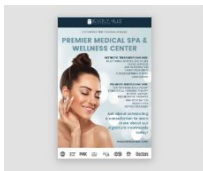
[Order](#)



CUSTOM FITTED TABLECLOTH

[Order](#)

### Print: In Office



NONEDITABLE PREMIER MEDI...

[Order](#)



NONEDITABLE SKIN REJUVEN...

[Order](#)

### Misc:



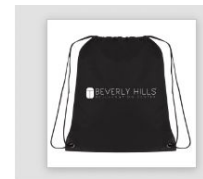
BHRC Basic Men's T-shirt - Whi...

[Order](#)



BASIC MEN'S T-SHIRT - BLACK

[Order](#)



CINCH BACKPACK W/DRAWST...

[Order](#)



ECONOMY TOTE - DARK BLUE

[Order](#)

April – June 2023

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# Client Communications

**CAMPAIGN SUMMARY**

**Q3 2023**

**July – September 2023**

# CAMPAIGN SUMMARY

## Q3 2023



**July**

**Theme:** Regeneration Therapies

**Suggestion to include:**

- PRP
- Hair Restoration
- Ultherapy



**August**

**Theme:** Hormone/Wellness

**Suggestion to include:**

- Bio-Identical Hormones
- Women's Health
- Men's Health



**September**

**Theme:** Skin Rejuvenation

**Suggestion to include:**

- IPL
- Microneedling
- Clear + Brilliant
- Facials

**July – September 2023**

[Click to Download](#)

# CAMPAIGN SUMMARY

## Q3 2023 – *Holiday and Resources*

### July



#### Holidays:

- 4<sup>th</sup> of July
- Christmas in July

### August



#### Holidays:

- Back to school

### September



#### Holidays:

- Labor Day
- BHC Day



# CAMPAIGN SUMMARY

## Q3 2023 – Event & Client Communication Resources

### Events 'Must Haves':



BHRC Paper Gift Bag



BREAKAWAY LANYARD W/SWIV...

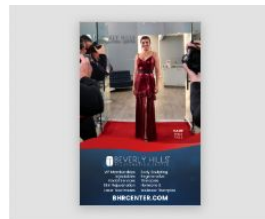


LIP BALM by LANCO - SPF15

### Print: In Office



GIFT CERTIFICATE - VERSION 2



"ALI LANDRY" - CORP POSTER

### Misc:



TANK TOP WHITE - FULL LOGO...



26oz WATER BOTTLE (ALUMIN...



BHRC ICON EMBROIDERED HA...

July – September 2023

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# Client Communications

## CAMPAIGN SUMMARY

**Q4 2023**

October – December 2023

# CAMPAIGN SUMMARY

## Q4 2023



### October

**Theme:** Regeneration Therapies

**Suggestion to include:**

- PRP
- Hair Restoration
- Ultherapy



### November

**Theme:** Holiday Ready

**Suggestion to include:**

- Injectables
- Fillers



### December

**Theme:** BHRC Classics

**Suggestion to include:**

- Gift Cards
- Memberships
- Treatment Packages

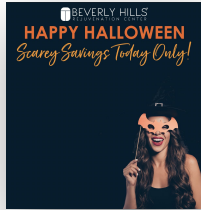
October - December 2023

[Click to Download](#)

# CAMPAIGN SUMMARY

## Q4 2023 – *Holiday and Resources*

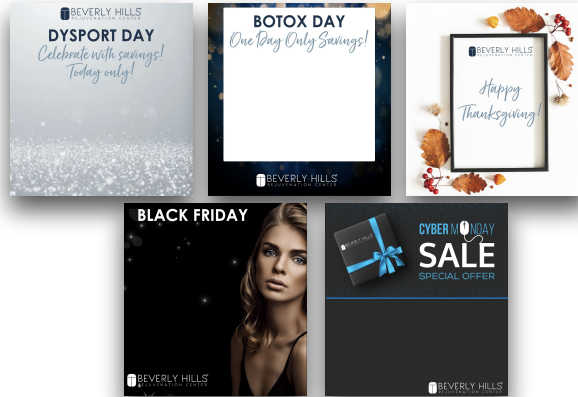
### October



#### Holidays:

- Halloween

### November



#### Holidays:

- Dysport Day
- Botox Day
- Thanksgiving
- Black Friday
- Cyber Monday

### December



**\*\* Use your CoolSculpting Rewards\*\***

#### Holidays:

- Christmas
- New Years

# CAMPAIGN SUMMARY

## Q4 2023 – Event & Client Communication Resources

### Events 'Must Haves':



8PC HAPPY HOLIDAYS TRUFFL...



FLEECE HOME BLANKET - BLACK



12oz INSULATED CUP

### Print: In Office



"HRT" - CORP POSTER



EDITABLE EVOKE/EVOLVE

### Misc:



SPORT-TEK® LADIES' 1/2-ZIP P...



BEANIE, FLEECE LINED - WHITE



UNISEX HOODED PULLOVER S...

October - December 2023

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