

# Maximising Clinic Revenue: 4 Practical Strategies from High-Performing Brands



The medical aesthetics industry is rapidly changing: Clients are more likely than ever to speak openly about services and share their experiences with others. What was once whispered about is now mainstream – the result is the current boom in the industry.



“ Most important thing in the medspa industry? It's become more widely adopted - services aren't taboo anymore. I often say that anybody 45 and older used to talk about medspa services in the corner with friends at a party.

**Now, they throw parties about it. ”**

- **Ryan Rose**, CEO, VIO Med Spa  
38-locations, 4x growth over two years



To take advantage of this growth opportunity and stay competitive, clinics are embracing innovative strategies to attract and retain clients.

This whitepaper delves into four proven revenue-boosting strategies used successfully throughout the industry.



Strategy 1: Using **gift cards** to increase revenue by encouraging clients to spend more during their visit.



Strategy 2: Implementing **membership programs** that offer exclusive benefits and incentivise clients to remain loyal.



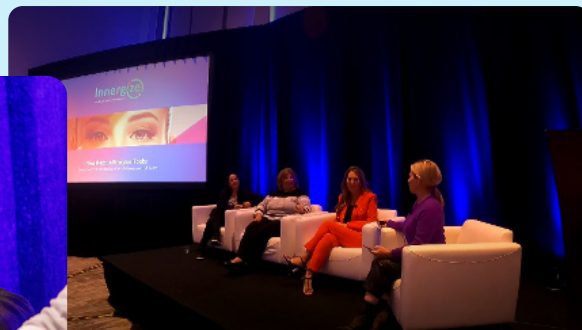
Strategy 3: Leveraging **client referrals**, a cost-effective way to attract new clients.



Strategy 4: Offering **package deals**, which combine multiple treatments or services to entice clients to spend more.

These proven strategies can help any clinic build a loyal client base, encourage repeat business, and stimulate consistent growth.

While these are standard at many practices, we recently sat down with a panel of clinic CEOs to discuss their go-to strategies. Their brands ranged in size from two locations to 16 - but their strategies can be applied at any medical aesthetics clinic.



Clinic CEOs at Innergize, where 600 beauty and wellness leaders convened to shape what's next in September 2023.

## Introduction

Clinic leaders identified how they are innovating key strategies to boost revenue. The following covers those strategies, and combines them with insights that Zenoti has gained from analysing best practices of the highest-performing clinics in its portfolio of over 25,000 businesses.

The goal? Provide you with 2-3 ideas you can implement today – ahead of the festive season.

### *How do leading clinics stand out and grow faster?*

#### 4 key strategies



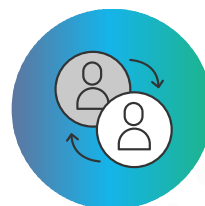
Gift cards



Memberships



Packages

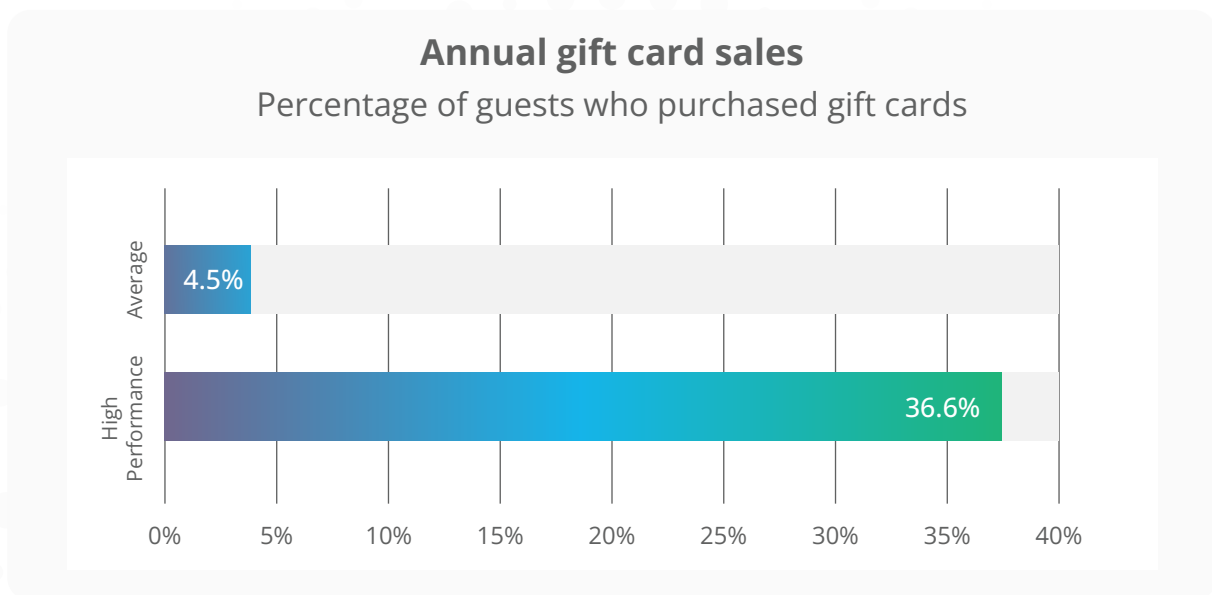


Referrals

## Strategy 1: Gift Cards

Gift cards are a powerful tool for clinics to increase their revenue. A 2022 consumer study revealed that 60% of individuals receiving a £100 gift card spent an additional amount during their visit, an extra £74, on average. This presents a significant opportunity for clinics to maximise their revenue.

### Revenue driver: gift cards



### 4 top-performer tactics

Our panel of clinic CEOs offered perspectives on what works best for their brand - their best practices for implementing successful gift card programs.

- **Strategic Timing:**

Clinics capitalise on gift card promotions during specific times of the year, such as Black Friday, Cyber Monday, Mother's Day, and special events like "12 Days of Christmas." This limited-time approach encourages clients to purchase gift cards as gifts or for themselves.

- **Options for Clients:**

By offering a limited number of options (e.g., Buy £200, Get £50 Free), clinics create a sense of urgency and exclusivity, motivating clients to buy.

### CEO TIP:

“ One of the procedures my injectors dislike is lip flips. Because it's a five minute procedure, it doesn't really bring in that much revenue for them. But that's a gift card I sell at a higher amount than if they just purchased it. When those clients redeem it, they add on services like Botox for A, B, and C. So you can use gift card sales as a promoter for other areas of your business. ”

- **Managing Liabilities:**

To avoid expired gift cards, clinics actively monitor expiration dates, and reach out to clients a month before cards expire to ensure utilisation. One CEO says this provides the clinic an opportunity to reach out to the client and possibly sell additional services.

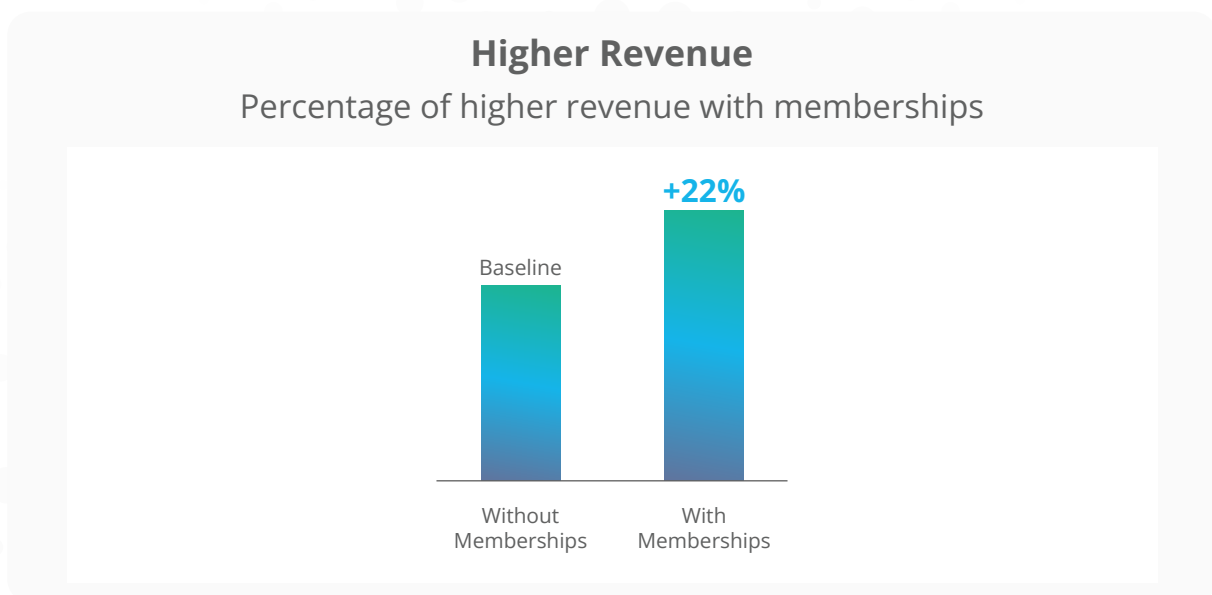
- **Urgency through Promotional Value:**

To create additional urgency, clinics often set expiration dates for the promotional value of the gift cards, incentivising clients to redeem their cards sooner. The original value of the gift card stays the same, but that extra £50 expires. CEOs recommend setting the expiration date three months after purchase.

## Strategy 2: Memberships

Membership programs are an effective strategy for building a loyal client base and ensuring recurring revenue. With clinics moving toward venture capital and consolidation, this drives business profitability. Overall, businesses see 22% higher revenue using memberships.

### Revenue driver: Memberships



### 7 top-performer tactics

- **Exclusive benefits:**

Clinics offer exclusive benefits to members, such as discounts on services, priority appointments, and access to special events. CEOs choose to price non-member services 15% higher, then offer member prices at the actual rates they would charge. This essentially drives prospects into the membership model.

- **Keep it simple, silly:**

One CEO launched a simple membership quickly and it was popular. When she added complexity to it, the program became too difficult for her staff and clients to manage. Her advice? Keep your memberships simple!

- **Sell memberships online:**

Make it easy for prospects to become clients by selling memberships online.

### CEO TIP:

“ About 10% of our new members sign up online. One of the negatives of that: What if they're not eligible for the treatment? Well, if they're medically not eligible, then we refund it. You might refund one out of a hundred. If you're online, there are 99 people you're getting that you may not have gotten. ”

- **Tiered memberships:**

Some clinics offer tiered membership options, allowing clients to choose the level of benefits that suits their preferences and budget.

- **Auto renewal:**

To maintain consistent revenue, memberships often come with auto-renewal options, ensuring ongoing participation.

- **Customisation:**

Clinics may offer customisable membership packages tailored to individual client needs and treatment plans.

- **Staff membership KPIs:**

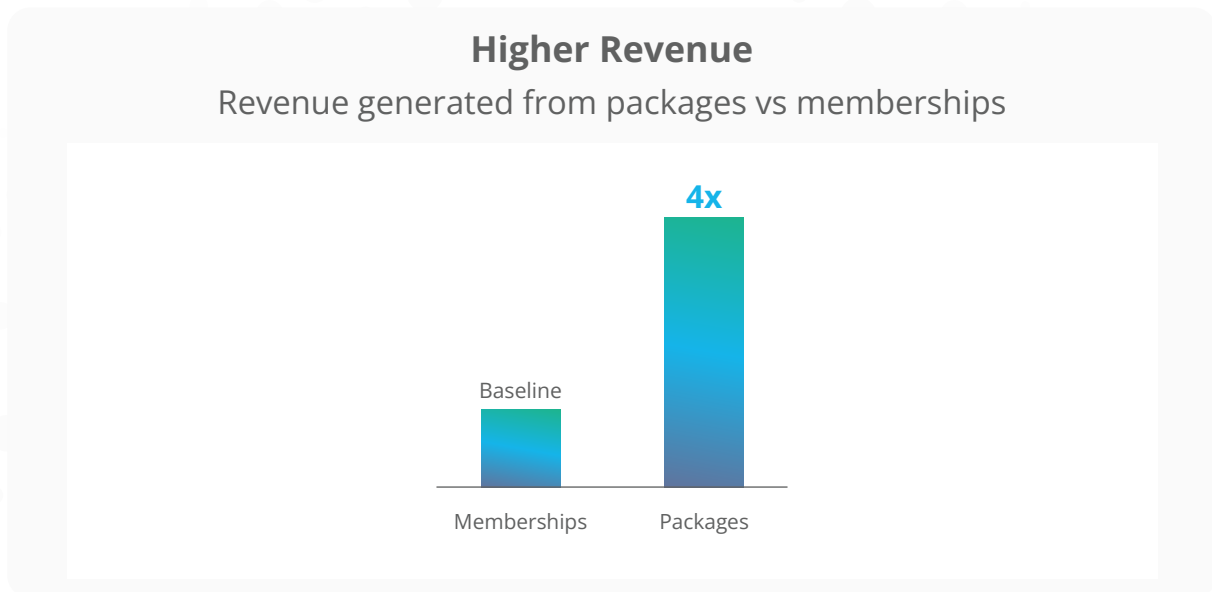
CEOs commission staff higher on membership sales. The rationale? You'll pay a one-time commission, and then receive recurring monthly revenue. Your aestheticians are your sales team, so you have to reward them and get them to love the program.

## Strategy 3: Packages



While memberships are gaining in popularity across the globe, many high-performing businesses fall back on an age-old tactic: Packages. Across the Zenoti database, we find that packages are driving four times more revenue than memberships. Package deals - combining multiple treatments or services - entice clients to spend more.

### Revenue driver: Packages



### The power of packages

- **Create Custom Packages:**

One CEO claims her business has increased 800% through the use of customised packages. She has created a questionnaire used during the first consultation that essentially drives the conversation and creates a personalised treatment plan. The provider never feels she's selling anything - she's creating a comprehensive care plan.

**CEO TIP:**

“ My business has grown by over 800% because of this customised package program alone. I actually prefer for [clients] to finance because that's residual income for me every month. We allow them to put 25% down and finance the rest at 0% interest for 11 months. ”

**● Offer Financing:**

Once a comprehensive plan is developed, the CEO allows the client to pay monthly. Even though clients sign up for packages as large as £25,000, her clients rarely default on their financing.

**● Bundle Discounts:**

To maintain consistent revenue, memberships often come with auto-renewal options, ensuring ongoing participation.

**● Customisation:**

Clinics create attractive package deals by offering bundled treatments at a reduced overall price, encouraging clients to explore various services. One CEO explains how this has proven immensely successful in their own business, shedding light on how this approach not only increases revenue, but also enhances the client experience.

**● Upselling Opportunities:**

Packages can lead to upselling, as clients may choose additional treatments or services during their visit. When clients invest in packages, they often come in for multiple sessions, at which clinics have several opportunities to enhance their experience. Since packages are pre-paid, CEOs note that clients feel that they're already "free" and don't hesitate to add on services and products during the appointment.

**● Expiration Dates:**

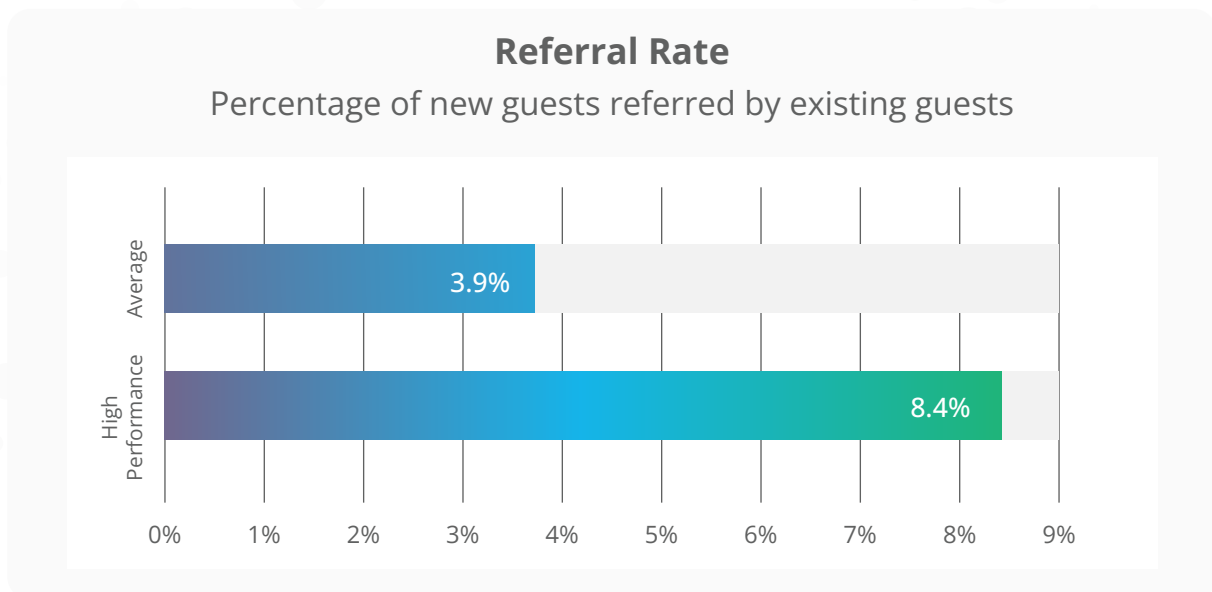
One powerful tool for clinics is the strategic use of expiration dates. Creating package expiration dates for promotional values can drive urgency, you can effectively create a sense of urgency among your clients. This approach has proven to be a game-changer for many successful clinics, allowing them to align promotions with slow periods to optimise their revenue potential.

## Strategy 4: Referrals



An equally impactful strategy is leveraging the influence of client referrals, a cost-effective way to attract new clients and increase revenue. Whenever a contented client refers friends or family members, it effectively reduces per-customer acquisition costs. This financial advantage can accumulate significantly for high-performing clinics, as they demonstrate the capacity to garner more than double the number of referrals of the industry average.

### Revenue driver: referrals



### Putting referrals into action:

- **Referral Programs:**

Clinics incentivise clients to refer friends and family by offering discounts or credits for successful referrals. A satisfied client is your best advocate, and word-of-mouth recommendations can significantly boost a clinic's revenue. As one CEO pointed out, there's enormous potential for referrals to evolve into a potent cost-effective marketing tool. She offers clients 1,000 loyalty points for each referral, a strong incentive.

**CEO TIP:**

“ Our referral program is \$50 for both the referrer and the referee. I know we'll get that back tenfold over. ”

- **Client Education:**

Clinics educate clients about their referral program, encouraging them to spread the word about their positive experiences. By talking with clients about your referral program, and encouraging them to share their experiences with others, you can unlock a potent avenue for revenue growth and long-term success.

- **Mobile Accessibility:**

A significant portion of users rely on mobile devices, so ensuring a mobile-friendly referral process increases the likelihood a referral will be made. Make it easy for a client to refer and they're more likely to. Additionally, mobile accessibility allows clients to refer friends immediately after a service when they are most excited and satisfied, thus increasing the chances of a successful referral.

## Conclusion

The utilisation of gift cards, memberships, packages, and referrals have proven to be effective strategies for these CEOs of high-performing clinics, strategies that are increasing revenue and adding value to the client experience.

Implementing these strategies in a thoughtful manner can lead to a loyal client base, repeat business, and consistent growth. By staying informed on industry trends and refining their approach, clinics can ensure their success in the competitive aesthetics and wellness services industry.



## Want to accelerate your clinic's growth?

Our UK consultants are standing by to answer your questions and offer insights.