


Our Secret Marketing Process to Make your Event a Success

Med Spa Accelerator Podcast



Events for your practice can be your number 1 revenue generator!

In episode 36 and 37 of the MedSpa Accelerator Podcast, we talk all about events for your medspa. We know the importance of hosting events, and how it can help your practice generate revenue and expand your brand, which is why making it a success is crucial.

When it comes to strategy for your event, you must think about all the things you need to have in order to attract the right people. Not only to RSVP, but actually to come to your event to purchase a service from you. We've outlined a very simple document that you can download and print out to start this strategic process.

PLUS, we have a check-list that outlines a very simple process to promote your event and ensure it is a success. Having the right strategies and tactics in place when it comes to planning your event will give you the head-start you need.

REMEMBER

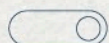
We recommend you have everything at least 4 weeks prior to the event and start teasing and advertising at least 3 weeks in advance.

WHEN CREATING AN EVENT

An event must have the following:

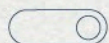
- **Name of Event:**
- **Describe the Event:**
This will help with how you present your event to the world.
- **Date:**
- **Times:**
- **Activities:**
Live Demos, presentations, consultations, etc.
- **Schedule:**
- **Goal:**
 - Attendees:
 - Revenue:
 - Consultations:
- **Main Offer:**
- **Raffle:**
- **Incentives:**
(Gift Bags, Door Prizes, Coupons, etc)
- **CTA:**
(RSVP, Call in or online)
- **Phone Number:**
(Tracking Phone Number)

SUCCESSFUL EVENT MARKETING PROCESS CHECKLIST



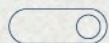
Create goals for the event

4-5 weeks prior to event



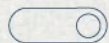
Fill out information above

4-5 weeks prior to event



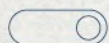
Create Graphics

3-4 weeks prior to event



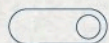
Make Promotional Video or Live Video

3-4 weeks prior to event



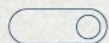
Create Landing Page

3-4 weeks prior to event



Create Facebook Event

3-4 weeks prior to event

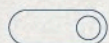


Create Social Posts

2-3 weeks prior to event and schedule to be posted

Series of social posts

- **Date:** Invite to the event + details
- **Date:** Invite to the event + raffle
- **Date:** Invite to the event + main offer
- **Date:** Have you RSVP'd yet? + raffle
- **Date:** Today is the day + main offer
- **Date:** Thank You for coming!

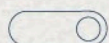


Create Email Sequence

3 weeks prior to event

Check your best day and time for open rates. We recommend Tuesdays at 9 am.

- **Sequence for inviting**
- **At least 3 emails**



Create Texting Feature

Start sending text messages 2 weeks prior to event

We recommend utilizing PatientGem for your two-way texting.

For more information visit gopatientgem.com and get a FREE 2-Week Trial.

- **Inviting Sequence**
- **Follow Up Sequence**