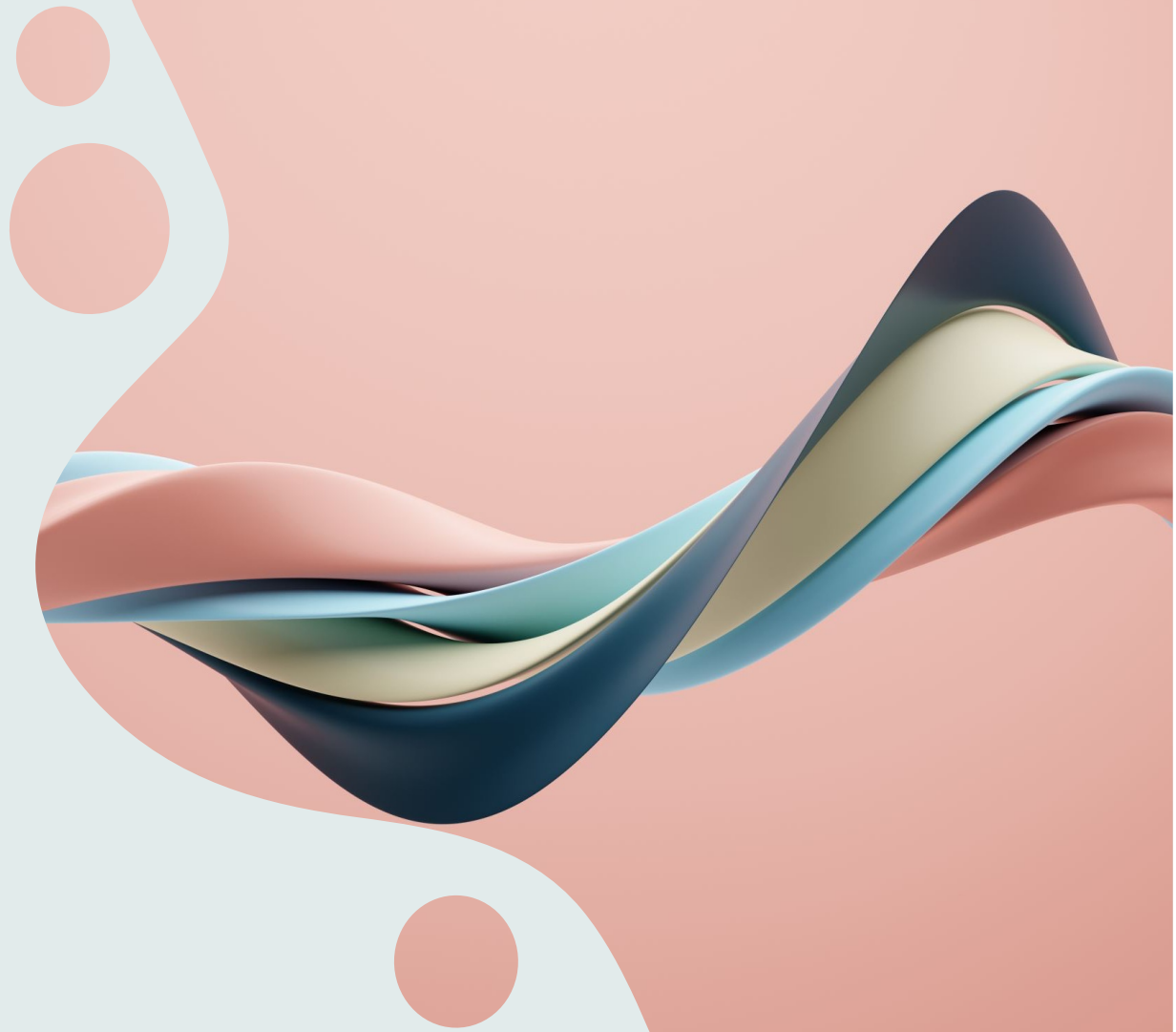# SOHSM

Injector Business Essentials

Course Objectives

By the end of this course, you will:

• Understand core marketing concepts and apply them to your injector business.

• Develop social media management skills to grow your online presence.

• Master the "4 R's of Marketing" – Reach, Reputation, Resell, Retarget.

• Implement AI automation to streamline operations.

• Leverage CRM software (Go High Level) to manage and nurture client relationships.

The Basics of Marketing for Injectors

Marketing 101: How It Applies to Your Injector Business

• **What is Marketing?** A brief overview.

• **Identifying Your Target Audience**: Narrowing down your ideal clients.

• **Creating Your Unique Value Proposition (UVP)**: Why clients should choose you.

• **Effective Communication**: Tailoring your messaging for client attraction.

Social Media Management

Leveraging Social Media for Growth

Why Social Media? How social platforms build your brand and business.

Choosing the Right Platforms: Instagram, Facebook, TikTok—where should you be?

Creating Engaging Content: Posting schedules, content types (before/after photos, client testimonials, behind-the-scenes).

Building Community: How to engage and retain your audience.

Tools for Scheduling and Analytics: Introduction to scheduling tools like Buffer, Hootsuite.

4 R's of Marketing

Reach

- **What It Means**: Expanding your audience.
- **Strategies**: Social media ads, collaborations, influencer partnerships.

Reputation

- **What It Means**: Building trust and credibility.
- **Strategies**: Managing online reviews, client testimonials, and maintaining brand consistency.

Resell

- **What It Means**: Encouraging repeat business.
- **Strategies**: Loyalty programs, personalized follow-ups, exclusive offers.

Retarget

- **What It Means**: Re-engaging interested prospects.
- **Strategies**: Email campaigns, retargeting ads, and promotions for returning clients.

AI Automation

AI Automation: Work Smarter, Not Harder

•**Why Automate?** Save time and focus on client care.

•**AI Tools for Injectors**: How AI can streamline bookings, follow-ups, and client engagement.

•**Email & SMS Automation**: Set up automatic reminders, confirmations, and after-care messages.

•**Chatbots & Client Interaction**: Enhance your website with AI-driven customer service.

•**Workflow Efficiency**: Automating administrative tasks.

Introduction to CRM Go High Level

CRM Essentials: Why You Need Go High Level

What is a CRM? An overview.

Key Features of Go High Level: Client management, automated communication, appointment scheduling.

How a CRM Improves Client Relationships: Track every interaction to build loyalty.

Managing Campaigns & Leads: How to use Go High Level for marketing campaigns.

Dashboard Walkthrough: Overview of the Go High Level interface.

Putting it all Together

Applying What You've Learned

Creating a Marketing Plan: Bringing all elements together.

Setting Realistic Goals: Measure success with key performance indicators (KPIs).

Maintaining Consistency: How to stay on track with your marketing efforts.

Ongoing Education: Why it's important to continue learning as your business grows.

Q&A

Questions & Answers

- Open floor for questions.

- Key takeaways from the course.

Thank you

Thank You & Next Steps

Thank you for attending!

Reminder of next steps:

Implement your strategies.

Explore the tools (Go High Level, AI automation).

Stay connected for ongoing support.