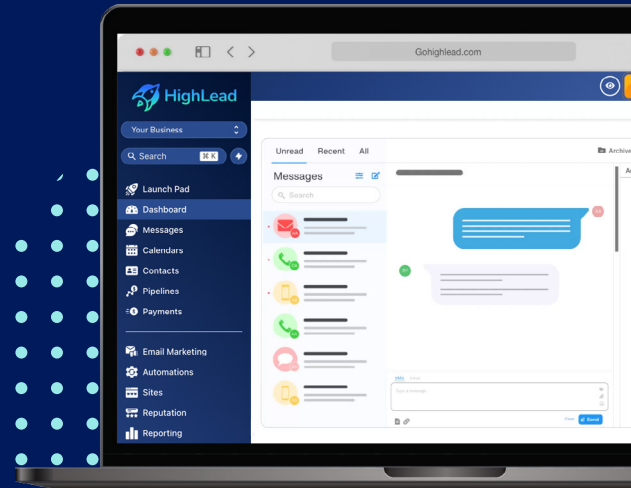


10x YOUR SMP CLINIC BOOKINGS IN 30 DAYS



Our guide outlines 10 quick and easy ways you can turbocharge your SMP clinic bookings in under 30 days. These tips are based on quantifiable data derived from multiple high-performing SMP clinics nationwide.

ARE YOU READY TO 10X YOUR SMP CLINIC BOOKINGS? **LET'S GO!**

PS: Everything we cover below is much easier to implement with HighLead. Book a live demo today and see for yourself!





1. COMMIT TO A SYSTEM



In order to maintain a fully-booked calendar, you will need to be extremely organized and open to radical change within your sales process. Your explosive growth cannot be obtained without putting a system in place to manage every aspect of your business. When it comes to marketing, you'll want to have one centralized place to build rapport with potential clients and returning patrons. Thankfully HighLead has created a cradle-to-grave organic sales system tailored to produce top-quality leads for SMP clinics.

2. GET A CRM SYSTEM



A Customer Relationship Management (CRM) tool, is a must-have if you want to properly track your past, present, and future clients. Think of it as the ultimate database of everyone that crosses paths with your brand. Without a CRM, you'll never be able to keep track of new leads, move current prospects through your pipeline, or reach out to past clients for reviews and follow-up treatments. HighLead is crushing the competition by leading with highly specialized sales and marketing features built around a CRM that is specifically designed for the SMP industry.

3. FOLLOW UP WITH NEW LEADS IMMEDIATELY

Potential new clients are very impatient when they are trying to find the right SMP clinic. Do not give them a reason to explore multiple options. Instead, remind them why your service is a force to be reckoned with and close them on the spot. When you leverage your automated emails, SMS, and phone calls to follow up with each new lead as soon as possible, you dramatically increase your conversion rate. When you allow the system to build rapport, it will give you the freedom to focus on growth.



4. SEND APPOINTMENT REMINDERS



Appointment reminders for new consultations are essential if you want to reduce the number of no-shows you receive. The reminders should be sent at regular intervals to remind the prospect of their scheduled appointment. Always follow up the day before and the day of to ensure all leads are accounted for.

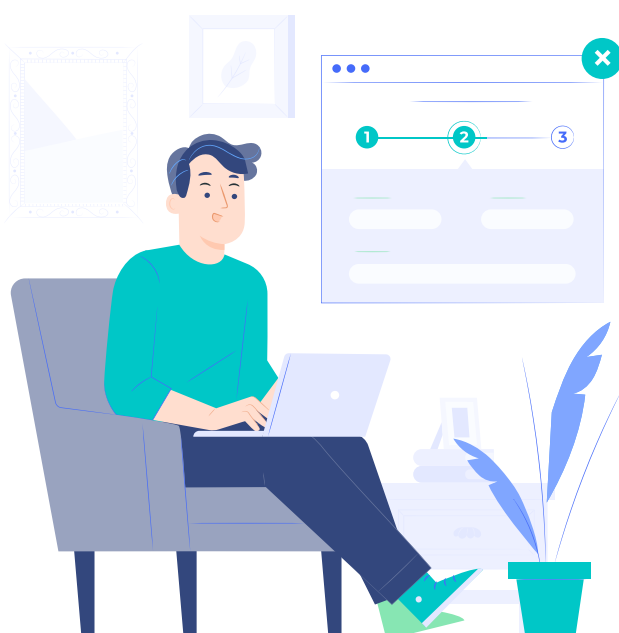
5. LEVERAGE THE POWER OF SMS

Text messages (SMS) are some of the most effective marketing and communication channels available to an SMP clinic owner. SMS allows you to quickly establish dominance in your field by mastering pain points with short and responsive replies. In the past, SMS platforms were expensive and difficult to manage, but HighLead gives you a fully-featured SMS messenger and inbox that is built on Twilio, the world's leading communications API.

6. TRACK WHERE YOU SPEND YOUR MARKETING DOLLARS



If you don't track your marketing budget, then you won't know where to invest in order to keep scaling your business. For example, if Google Ads gives you a 5x return on your ad spend and Facebook Ads gives you a 2x, obviously you'll want to spend more on Google and less on Facebook—assuming you'll get the same total number of leads. HighLead gives you a unified dashboard to see all of these metrics at a glance.





7. GET MORE REVIEWS



Reviews are the lifeblood of any local SMP business. Building social proof with verified reviews on Google, Facebook, and other platforms is easy with Hi-ghLead thanks to our review management system and automated review request workflows. Putting your process for collecting new reviews on autopilot will show potential clients you mean business while freeing up your time.

8. USE HIGH-CONVERTING LANDING PAGES

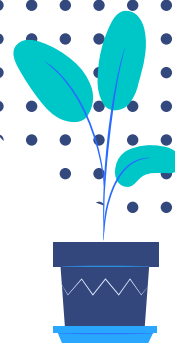


A landing page is a highly-focused webpage that helps direct the visitor to take a specific action, such as downloading a guide (like this one) or booking a consultation. Rather than send your ad traffic to a cluttered homepage, you should use conversion-optimized landing pages to give them an experience that will answer all of their questions and drive them towards that close!

9. CREATE LEAD MAGNETS



A lead magnet is some kind of downloadable guide, checklist, ebook, or another asset that you offer for free in exchange for permission to contact whoever requested it. Let's face it; not everyone is ready to buy or even ready to request a consultation. If "schedule a consultation" or "buy now" are the only offers you have, then you're missing out on a huge opportunity. One of the best offers we recommend for SMP clinics is a downloadable pricing guide, which allows you to capture that lead and follow up via automated SMS and email outreach.



10. REACTIVATE YOUR DATABASE



If you've been in the business for a while, then you have probably built up a database of past clients, potential clients, and people you've met. Why not regularly reach out to them and see if anyone is in need of treatment? That's the idea behind database reactivation. You gather your list, make them an offer, and watch the appointment bookings roll in! You probably already know this by now, but HighLead makes this process very easy since we offer a step-by-step database reactivation workflow.

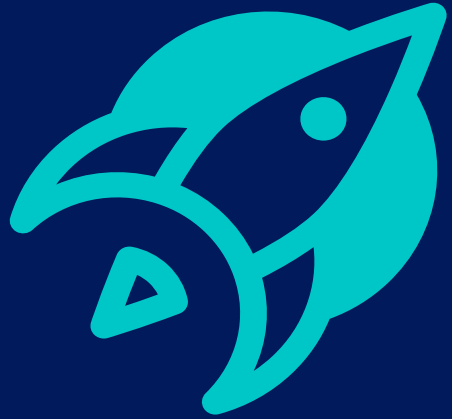


THANKS FOR READING!

We hope you found these tips useful! If so, please consider watching the HighLead demo video, or booking a call with us so we can answer any further questions you have about our #1 SMP growth system. We're here to help you grow your clinic with ease using an all-in-one platform that makes implementing virtually all 10 of these tips much easier than trying to figure it all out on your own.

Thanks for reading and we wish you and your clinic much success in the months ahead!

READY TO TRY HIGHLEAD?



We have the winning
formula for success. Our
system is designed by SMP
artists for SMP artists.

SCHEDULE A LIVE
DEMO TODAY AND
SEE HOW EASY IT
IS TO 10X YOUR
BOOKINGS!

WATCH IN ACTION

BOOK LIVE DEMO

