

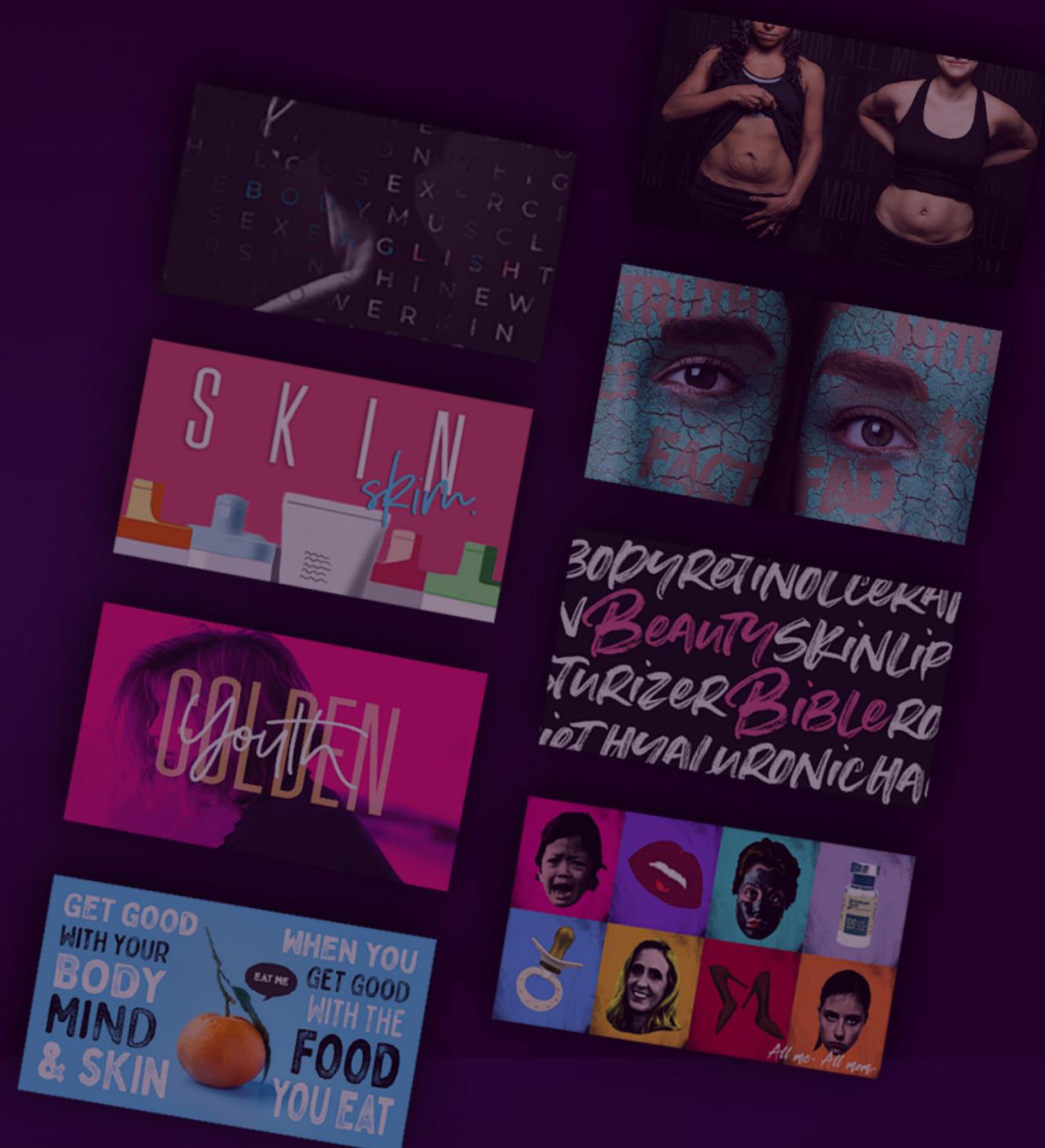


Out of Reach

An evidence-based, science-backed presentation of the problem we're aiming to solve with Serials™ and why it will put more profit in your pocket (in 10 or so colorful slides).



DREW@PATIENTNECTAR.COM • [PATIENTNECTAR.COM/EMAIL-SERIALS](https://patientnectar.com/email-series)



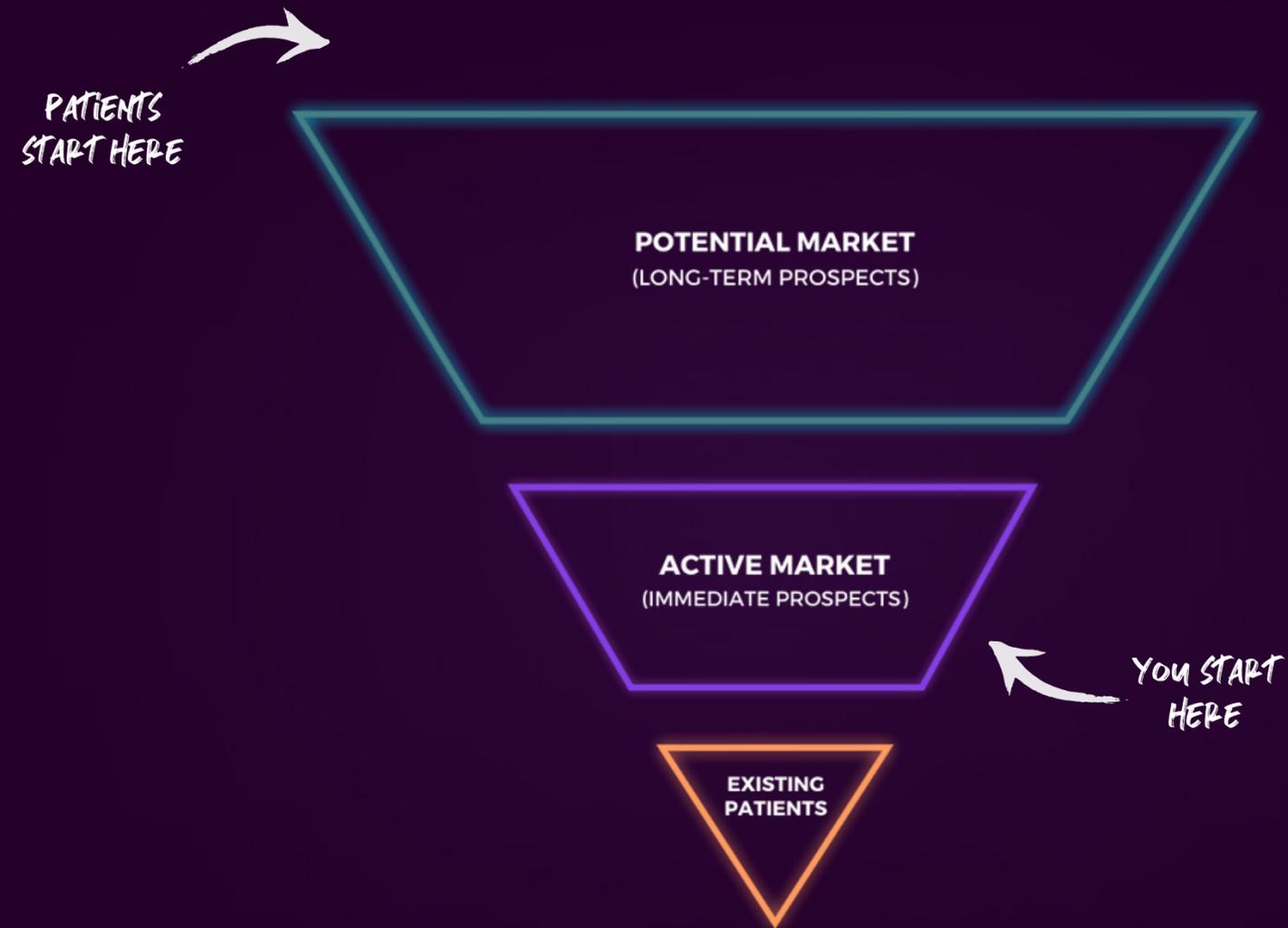
There's a universe of future patients just out of your reach.

It's called the potential market: people who haven't entered the market yet but are likely to enter in the future.

Every future patient starts here: before they know they have a problem you can solve, before they're interested in treatments or procedures, before they ever buy from you or the category.

Think of the potential market as *tomorrow's* patients. It's a bigger, colder audience, further from conversion. But reaching and influencing people this early in their journey delivers the biggest, most profitable long-term paybacks for your practice. Only right now, the potential market is a ghost town.

Let's explore.



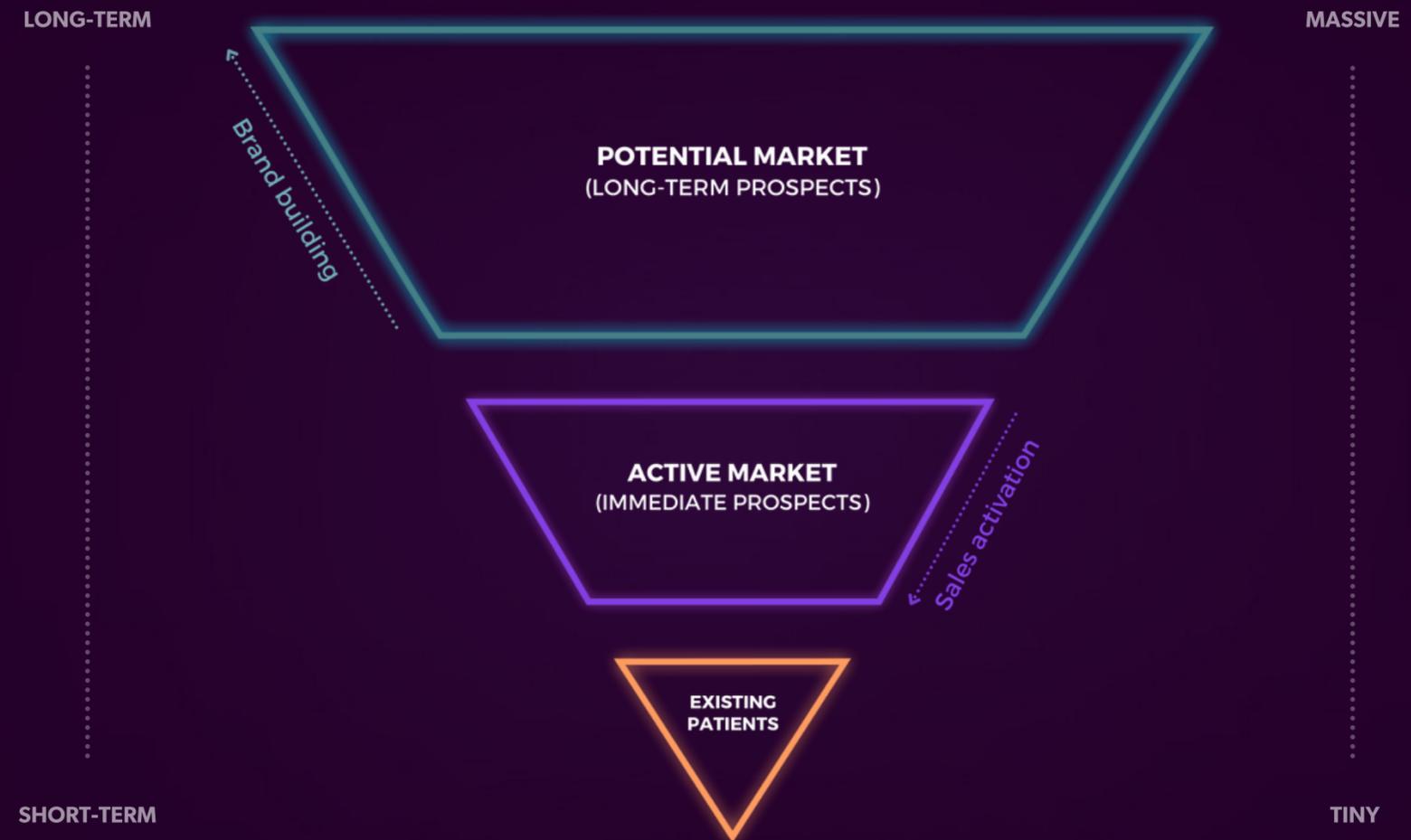
Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

Potential vs. active. Brand vs. activation.

First, marketing works in two very different ways: Long-term vs. short-term, big vs. small, brand vs. activation, potential vs. active.

Unlike the potential market, the active market is actively seeking treatments and procedures today. Any rational piece of information designed to influence these immediate prospects is called "sales activation." Think: Procedure education, treatment videos, testimonials, promos, discounts, pricing, case studies, B/As, or PPC ads.

Brand building, on the other hand, it all about reaching and influencing the potential market, earning their trust, and priming them to want to choose you in advance of purchase. Think: Thought-leadership or helping people solve problems on their own, without treatments or procedures (since they're not interested yet).



Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

Think of it like watering vs. plucking an apple tree.

If you don't water the tree, then you'll run out of apples to pick.

Sales activation is like picking the low-hanging apples off the tree: instant results and gratification, but it doesn't contribute to future growth. Picking apples doesn't grow apples.

Brand building is like watering the tree: not something that will pay immediate dividends, but over time, it will grow a bigger tree with more apples to pick. And under the weight of the tree, some apples will even fall off on their own.



The potential market is a ghost town. No real brands exist.

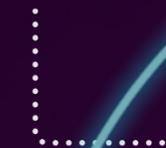
Tight budgets, pressure for immediate sales, and limited access to long-term prospects make it difficult to adopt a future focus.

Instead, you're forced to fight in the same small, active markets as everyone else.

More practices competing for the last-minute attention of fewer prospects who know nothing about you = less effective, more expensive acquisition. It takes tactical brilliance to win this war.

The truth: Most patients and clients will never know you exist. And most marketing communications will go unnoticed- since most people aren't in-market most of the time.

MASSIVE/
NO COMPETITION



POTENTIAL MARKET

ACTIVE
MARKET

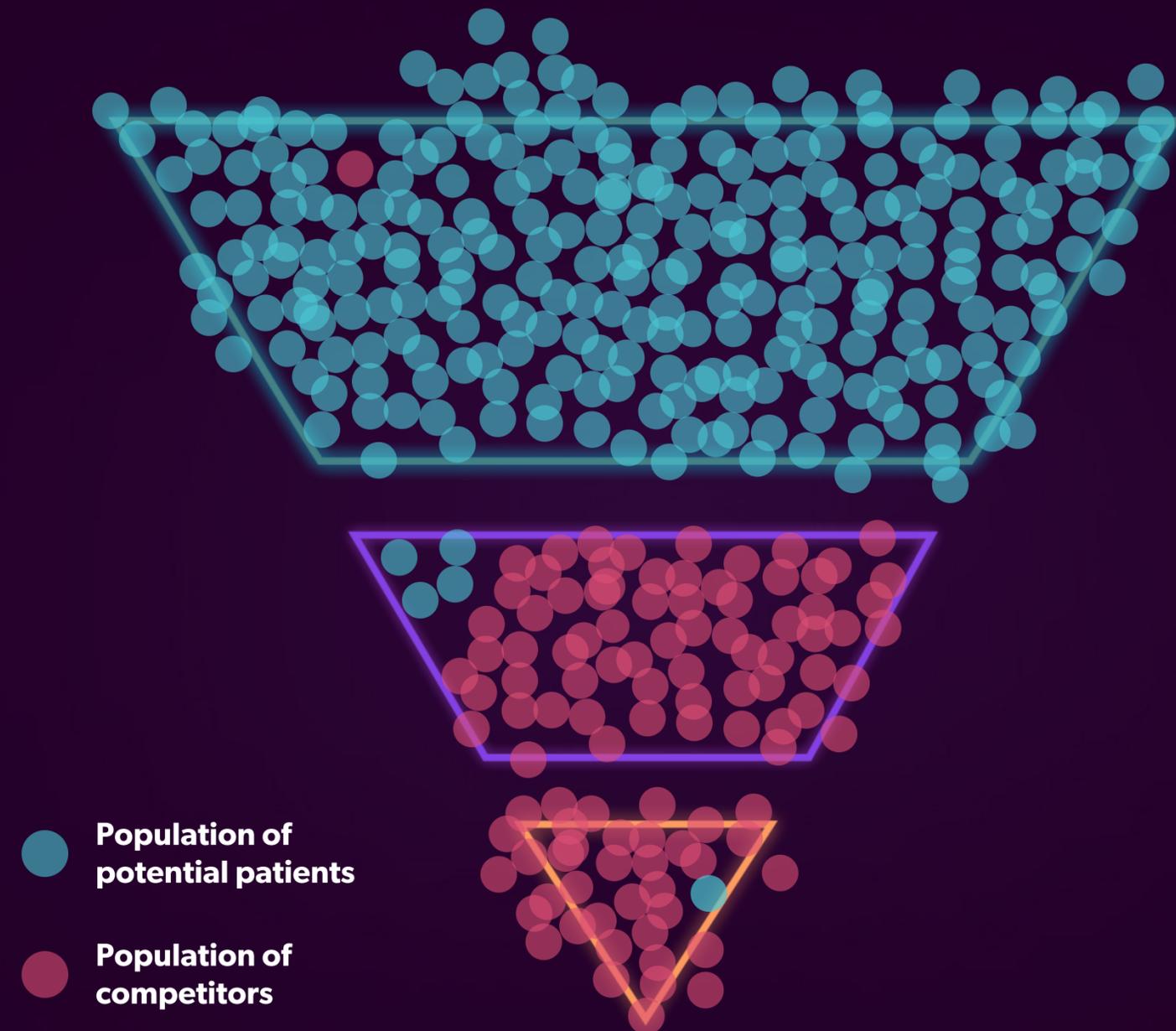
TINY/
COMPETITIVE

The odds are not in your favor.

Marketing in the aesthetic industry has turned into a rat race to extract more value from a shrinking pool of customers.

Websites. "Purchase-intent" keyword rankings. B/As. Testimonials. Reviews. Procedure education. Newsletters. Promos. Discounts. PPC ads. Reputation management. Live chat. Events. Consultation software. In-practice marketing. Appointment reminders. Sales training. Loyalty programs. Gaaaasp.

An entire industry has propped up to support immediate sales from existing patients and in-market prospects. While competition keeps rising and a universe of future patients sits just out of reach.



The truth: Marketing has never been less effective.

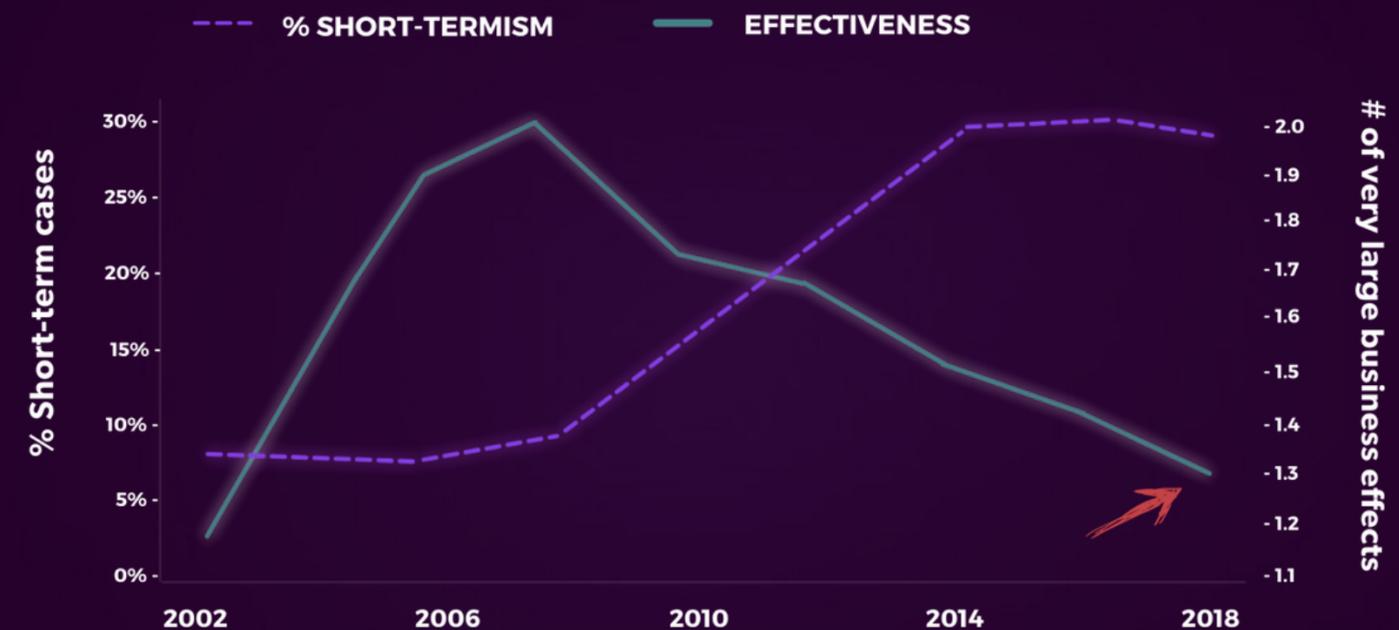
Excessive activation (aka "short-termism") is stunting your practice's growth.

We've traded in long-term effectiveness for short-term efficiency.

Today, not tomorrow. Sales, not brand. Offers, not value. In-market, not future market. Short-term, not long-term. ROI, not profit.

Failing to build brand and generate demand in the passive part of the potential market has led to the decline of marketing effectiveness...

SHORT-TERMISM LEADS TO INEFFECTIVENESS AND IMBALANCE



How is effectiveness measured?

Business effects: Market share, net new customers, sales, price sensitivity, loyalty, profit

Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

It's costing you long-term sales growth.

Short-term, bottom of funnel, treatment and procedure-related marketing cannot deliver long-term growth like brand building.

Sales activation delivers short-term sales. And it's necessary. But since long-term prospects (potential market) aren't in market yet, content about treatments and procedures is unlikely to be very memorable, so the effects don't last long and do little to foster long-term growth. Brand preference remains unchanged for long-term prospect. And excessive activation fails to recruit more people to the brand, reduce price sensitivity, or grow the base of sales over time. (*)

Brand building, on the other hand, works on an emotional level to build trust and create long-term memories and associations that continue to influence sales long after any ad, or offer or piece of treatment/procedure information runs. It's a bigger task, which requires a broader reach (potential market) and repetition, but it's more effective because the effects last longer and accumulate over time.



(*) What does "base sales" mean?

Base sales are the number of sales that come through your door *without* the support of promotions, advertising or marketing communications. Brand building lifts your base; sales activation does not.

Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

It's costing you profit and cashflow.

Brand building not only helps you sell more, more often, but it also makes you more resilient to competitive pricing, enabling you to deliver future cash flows at higher margins.

To increase revenue, you must sell more goods or sell those goods for more. While the former may seem like a more intuitive way of achieving this, at a profit margin of 20%, maintaining sales following a price increase of 1% delivers 5x more profit than a 1% rise in volume. For this reason, marketing communications designed to reduce price sensitivity is frequently more profitable than activity which aims to drive sales.

Brand building recruits an army of future patients who choose you over price, which allows you to maintain profit growth by charging higher prices, in many cases, for functionally identical or undifferentiated treatments and procedures.

SHORT-TERM BOOST ROI, BUT LONG-TERM BOOSTS PROFIT GROWTH



Source: The Long and Short of It (Binet/Fields)

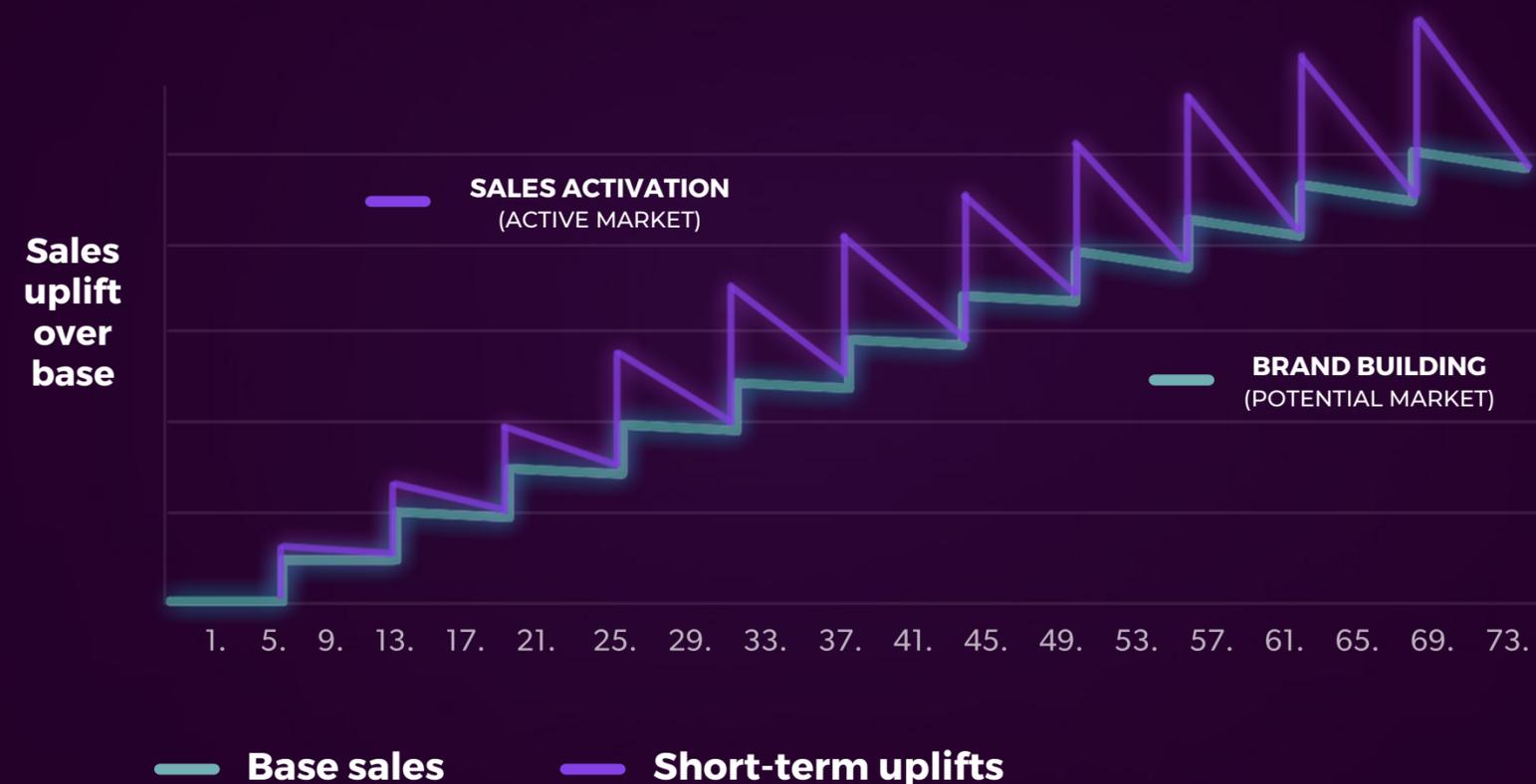
So what's the solution? Balance.

Just as short-termism isn't the way, neither is long-termism. What you need is equilibrium.

Brand preference makes people more receptive to rational messages, and so amplifies short-term responses (i.e. bigger sales uplifts over time). Sales activation unlocks the short-term sales potential of the brand, converting brand equity more powerfully into sales.

Though brand building is the main driver of long-term growth and profit, together, both brand and activation increase the base of sales long-term AND increase the size of short-term sales uplifts. It's not additive; it's multiplicative: a compound effect, which starts slowly but strengthens over time.

LONG-TERM GROWTH + BIGGER SHORT-TERM SALES UPLIFTS



Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

Create demand. Harvest demand.

Put another way, balance means equal parts demand generation and demand harvesting.

Brand activity creates demand for you and your treatments (fills the top of the funnel); activation converts demand efficiently into revenue (bottom of funnel). When the balance is right, each enhances the other.

Bottom line: Those who invest in brand building experience more sales, more new patients (penetration), reduced prices sensitivity, higher margins, more profit, shorter sales cycles, more efficient short-term sales, and more loyalty. Those that don't grow slower and less profitably.



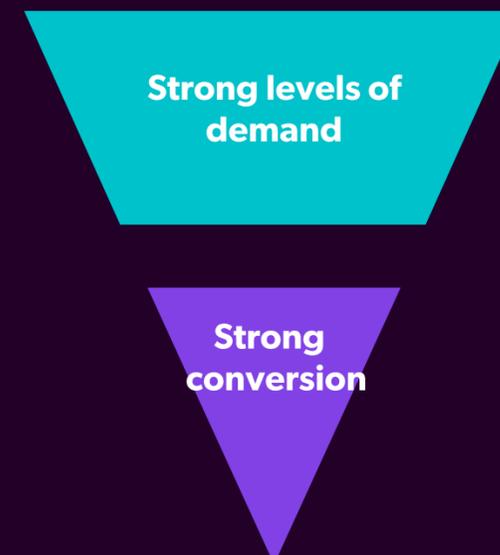
YOU ARE HERE
(SHORT-TERMISM)



Limited long-term growth



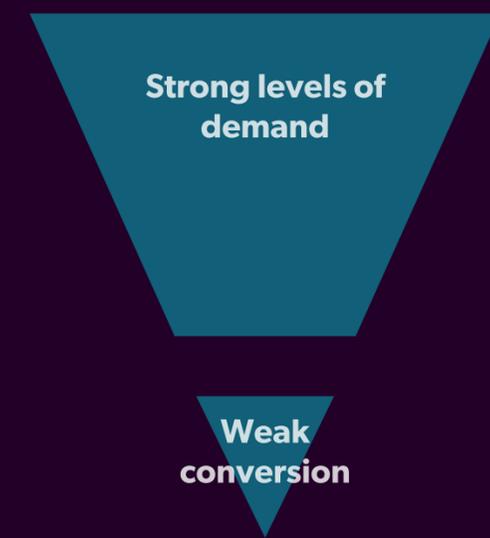
YOU NEED TO GET HERE



Sustainable long-term growth



HERE IS TOO FAR
(LONG-TERMISM)



Limited short-term sales

How much balance do you need?

Believe it or not, we actually have empirical evidence. It's called the 60:40 Rule.

The 60:40 ratio isn't an absolute. But it tends to be the maximum effectiveness ratio. Since brand building is the bigger task, roughly 60% of your budget should go toward brand, 40% toward activation.

If anything, since aesthetic medicine is a competitive category where emotions weigh heavy on decisions, brand building should take even more of your budget.

Are you investing 60% of your budget into earning trust with people before they even enter the market? Or does most of your budget go toward bottom of funnel, short-term sales activation? The answer to that question will determine how big of an impact short-termism is having on your practice.

The 60/40 Rule

Research suggest that the optimum split in investment between brand building (potential market) and sales activation (active market) is, on average, 60% brand and 40% activation.



Source: Media in Focus: Marketing Effectiveness in the Digital Era (Binet/Fields)

Bringing the future within reach.

You bring the activation, we'll bring the brand building.

It's never been easier to reach the active market. And we've gotten quite good at it in the aesthetic industry. The real question: How many of those people already know, like and trust you?

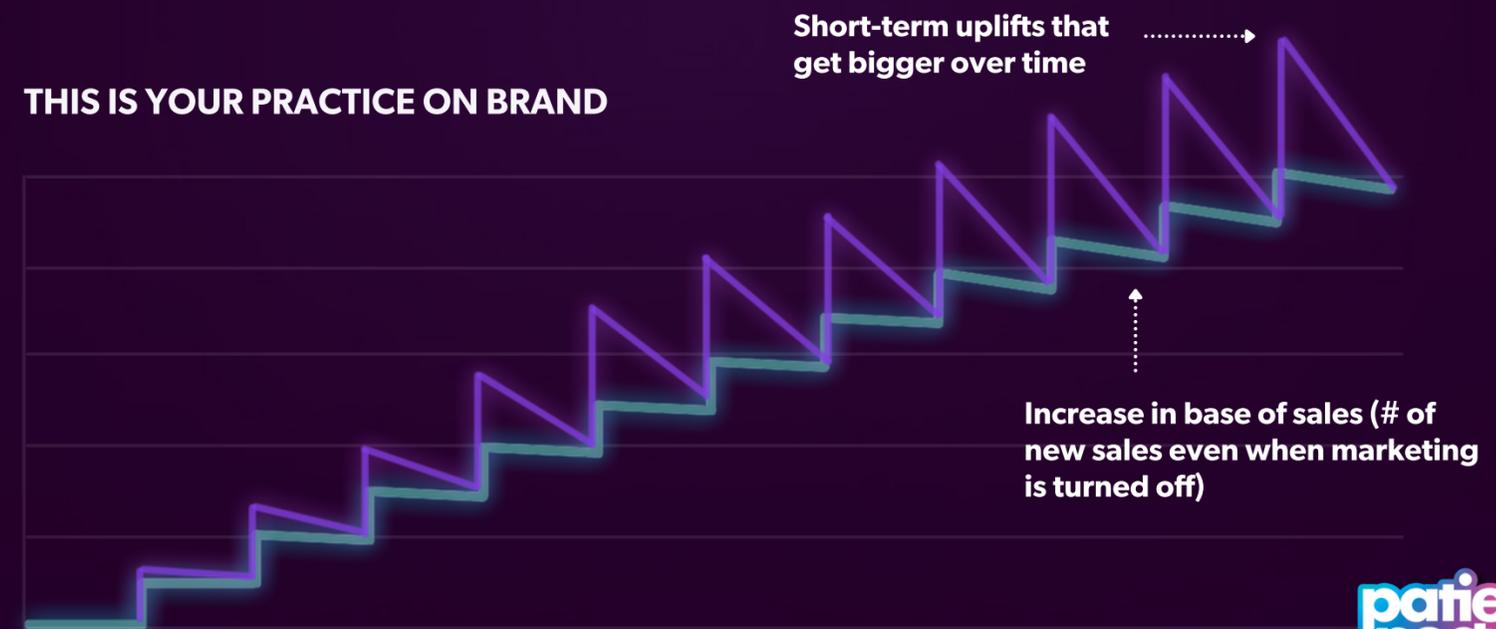
The extent to which a practice ever builds a "brand" today starts and stops in the active market. But if the first time someone encounters your brand is when they start investigating treatments and procedures, you've already lost (see: more practices, fewer prospects, last-minute attention, tactical brilliance).

Real brands are built in the potential market, with people before they become prospects. And for the first time, we're going to help you get there using Serials™.

THIS IS YOUR PRACTICE TODAY



THIS IS YOUR PRACTICE ON BRAND



Break the profit-destroying cycle.

Do it with Serials™: Binge-worthy email publications your dream patients will love.

Serials™ are like fresh-squeezed brand building juice. They explore broader, more universal topics in health and beauty that both buyers and non-buyers, active prospects and potential patients will find relevant. Reach and influence the future market today; drive more sales and profit tomorrow. All without creating a single piece of content.

[How it works](#)

*Market exclusivity. Only 99 sold, ever.



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