

BEST PRACTICES FOR GROWING YOUR AESTHETIC PRACTICE WITH NEW BUSINESS UNITS

ISSUE

HOW DO I MARKET MY MULTI-SPECIALTY AESTHETICS PRACTICE?

RULE

**MANAGE YOUR MARKETING AND PATIENT LIFECYCLE
AS SEPARATE BUT INTEGRATED FUNCTIONS.**

ANALYSIS

- 1.** Plastic Surgery
- 2.** Medical Spa
- 3.** Anti-Aging

SEPARATE

- A.** Revenue/Gross Profits
- B.** Marketing
- C.** Lifecycle

INTEGRATE

- A.** Human Resources
- B.** Branding
- C.** Upsell/Cross-sell