

# Practice Marketing - Strategies For Success

miraDry Q2 Webinar

June 22<sup>nd</sup>



# Intro

---



**PHIL IRVINE**

*SPECIAL GUEST SPEAKER*

An accomplished marketing executive with 15+ years of expertise in data-driven decision making, customer centric marketing and brand growth with brands Allergan, Beachbody, Johnson & Johnson and more.



**JILL WASSIL**

*miraDry Vice President  
Global Marketing*



**BREEAN CARTER**

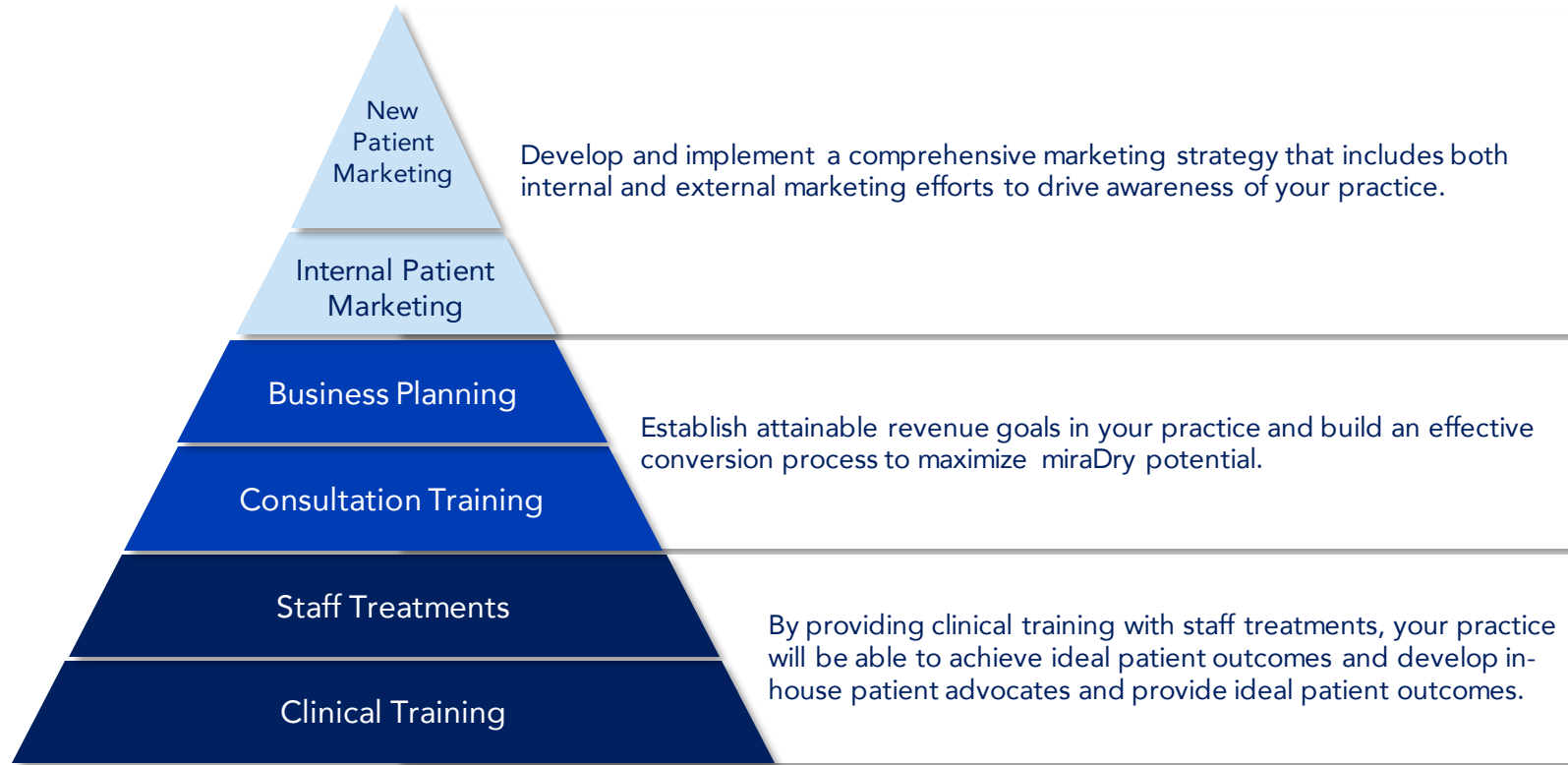
*miraDry Manager Patient  
Care*

# Agenda

---

- 1 **Audience, Acquisition, and Retention**
- 2 **miraDry Marketing Best Practices**
- 3 **Patient Care**
- 4 **Q&A**

# The miraDry Method Builds a Strong Foundation for Long-Term Success



# Phil Irvine

## *Head of eCommerce and Growth Marketing @ Mojo*

Phil is a marketing executive with vast experience from a brand and agency perspective with responsibilities managing direct to consumer programs with an emphasis on driving audience and customer centric focus at scale. Phil also has a track record managing marketing, operations, and customer experience activities geared to driving efficient growth for eCommerce businesses. Phil has also been a keynote speaker representing various organizations at digital marketing conferences to exhibit thought leadership in the space.

Currently Phil leads the eCommerce and Growth Marketing practice at Mojo Professional Services Group. Mojo is an emerging digital operating partner for brands of all sizes with an emphasis on guiding creative and operational excellence for growth. He also is an acting head of eCommerce for two emerging non-alcoholic spirits brands, BARE and MXXN.



# Agenda

---

01

Audience

02

Brand Awareness and Acquisition

03

Customer  
Retention

# Knowing Your Current Customer is Critical for a Successful Marketing Plan

---

- ▶ 83% of customers cite good customer service as their *most important* criterion for deciding what to buy<sup>1</sup>
- ▶ 73% of customers expect companies to *understand* their unique needs and expectations<sup>2</sup>
- ▶ 61% of customers would switch to a new brand after *one bad experience*



# Understanding Your Audience Drives A Successful Marketing Plan



## Measurement

In addition to measuring marketing channel level tactics, also measuring through an audience lens



## Marketing Investment

Based on data informing likelihood to meet KPIs, recommendations for spend across all channels



## Creative

Creative and messaging recommendations based on observed behavioral, lifestyle, attitudinal, and purchase motivation traits



## Customer Journeys

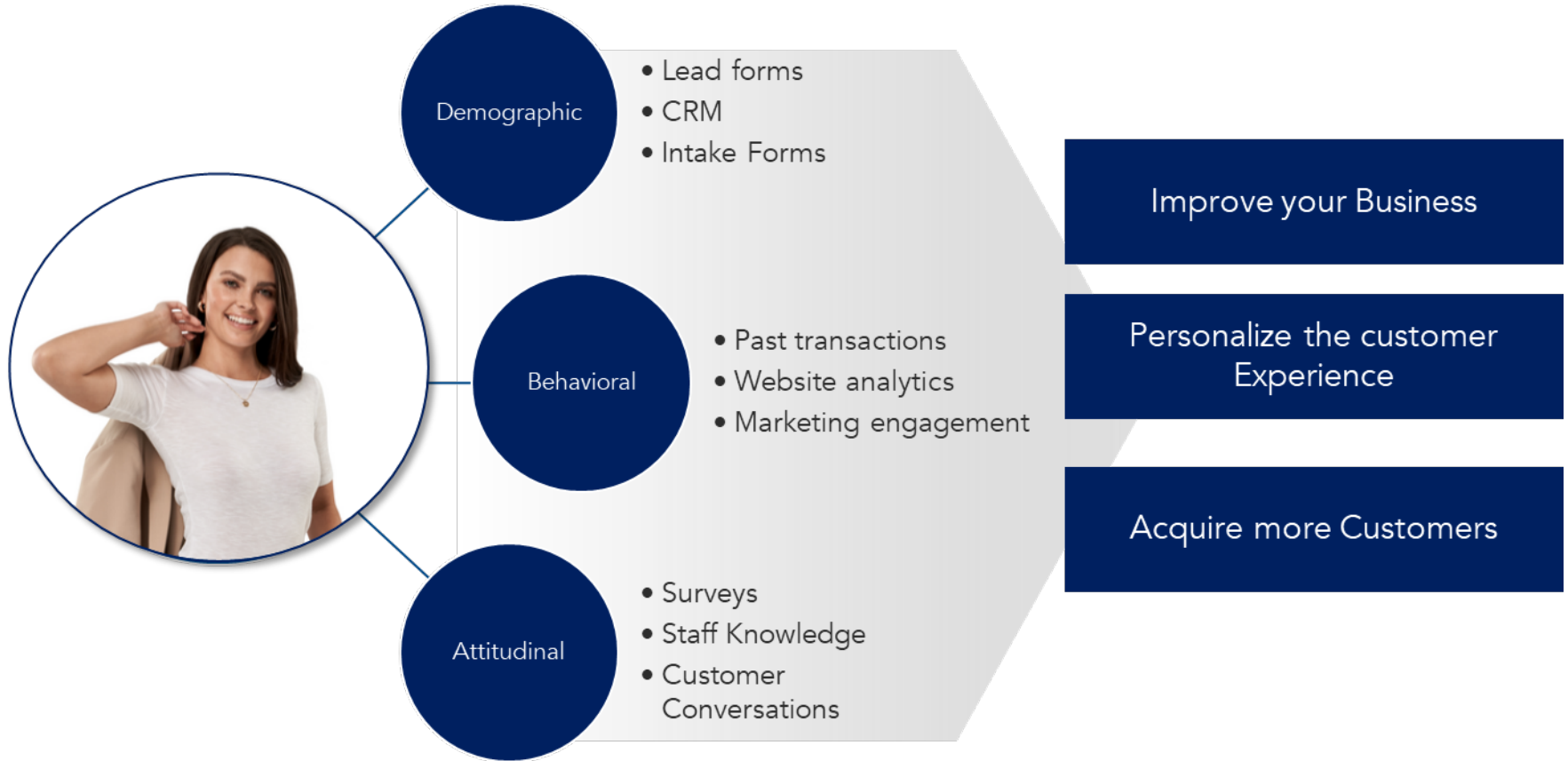
Inform life cycle phase specific communications based on prior behaviors and expected business outcomes





# Audience

# Audience Data Collection Methods



# Tools in Understanding your Current Customers

## Lead Capture

### Chat



INTERCOM



zendesk



KLAVIYO

- Any time of day
- Common questions
- Customer needs
- Personal information
- Interests

### SMS



OhMD

attentive®

- Typically during office hours
- Personal information
- Interests
- Appointment scheduling

## Customer

### Intake Forms

Lobbie



nexhealth



Phreesia

- Additional treatment interests
- Cross-selling opportunities
- Personalized experiences

### Surveys



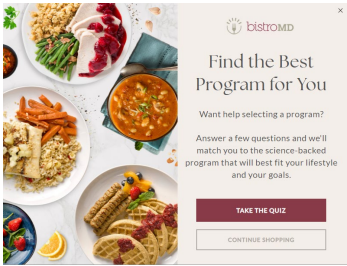
Typeform



SurveyMonkey®

- Customer satisfaction
- Areas of improvement
- New treatment opportunities

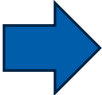
# Quiz Experience – Bistro MD



What is your main health goal?

**Weight Loss**  
I have a specific weight loss goal in mind

**Overall Health**  
I want to take care of myself and make life easier



What's your most important reason for wanting to lose weight?

To have more energy

To feel good in my body

To take fewer medications

To be healthier

For another reason

**J Doe, we found the best program for you!**

Because you're looking for a simple, healthy routine to follow, we think our 7 Day Lunch & Dinners program would work best for you! We also see that you don't mind cooking, our 7 Day Lunch & Dinner program allows you to cook your own breakfast. Not interested in cooking all your own breakfast? You may also like our 5 Day Full program, giving you flexibility to cook on the weekend.

**We recommend our**  
**LUNCH & DINNER (7 DAY)**  
**KETO FLEX PROGRAM**

**ORDER NOW >**

[Not sure if this program is right for you? View other options here.](#)

**EXCLUSIVE OFFER**  
**40% OFF**  
**+ FREE DELIVERY\***  
\*Discount applied at checkout

# The Target Customer

---



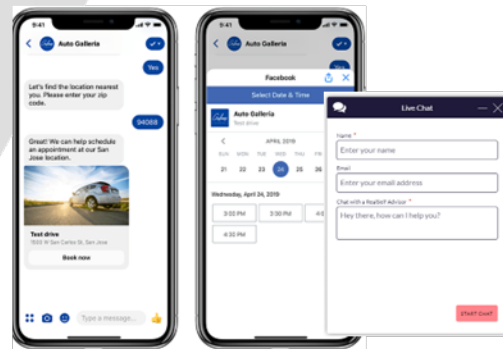
Zoe is a **30-year-old professional** located in San Diego, CA and cares about her health and wellness. She now is starting to explore various solutions to help her feel and look healthy and youthful. After work, she booked a consultation online selecting 2-3 treatments that she was interested in. She stated she discovered the practice on Instagram and opted in for SMS. She is located in a young, fun area of the city and likely influences her peers.



Bridget is a 48-year mom of three located in the suburbs of San Diego. She has been a patient for 4 years and comes in regularly for aesthetic treatments. She takes advantage of specials and is actively engaged with the practice Facebook page. She tends to call to book appointments and responds to email.

# Acquisition

# Acquisition Phases



# Use Case: Driving a Consultation Visit

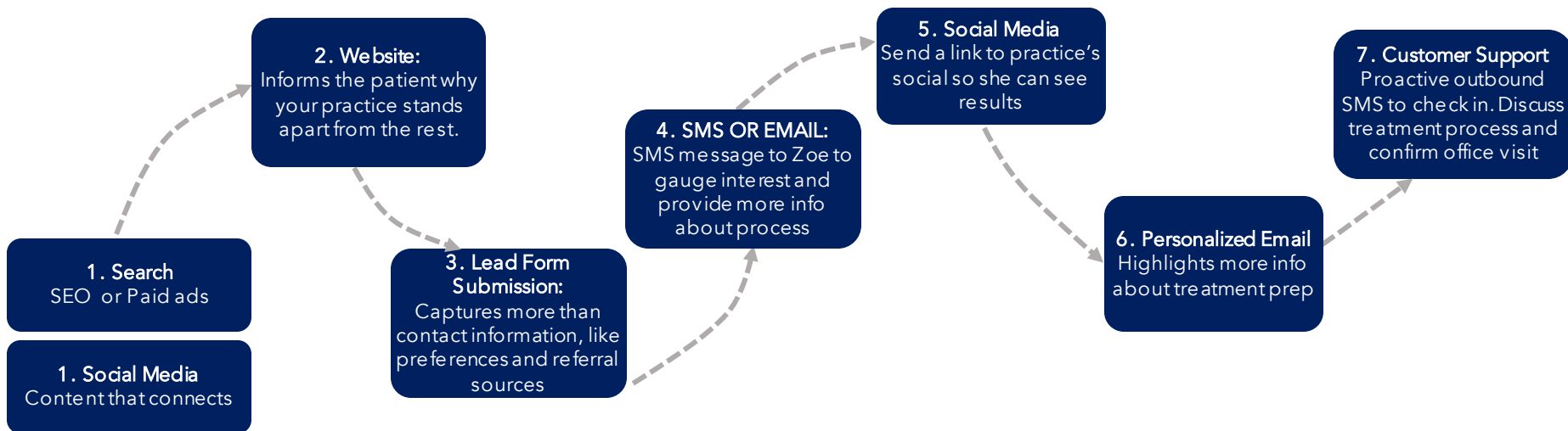


Zoe is a 30-year-old professional located in San Diego, CA and cares about her health and wellness. She now is starting to explore various solutions to help her feel and look healthy and youthful. After work, she booked a consultation online selecting 2-3 treatments that she was interested in. She stated she discovered the practice on Instagram and opted in for SMS. She is located in a young, fun area of the city and likely influences her peers.

Brand Awareness

Consideration

Acquisition





# Use Case: Understanding What “Good” Looks Like

Measuring your marketing performance helps improve ROI, drives better results. Establish Key Performance Indicators (KPIs) to help inform your teams how marketing is performing.



## Brand Awareness

Search

Social

KPIs

Clicks  
Views  
Cost per click

## Consideration

Website

SMS and Email

KPIs

Visits  
Open rates  
Response rates  
Interactions  
Clicks

## Acquisition

Email

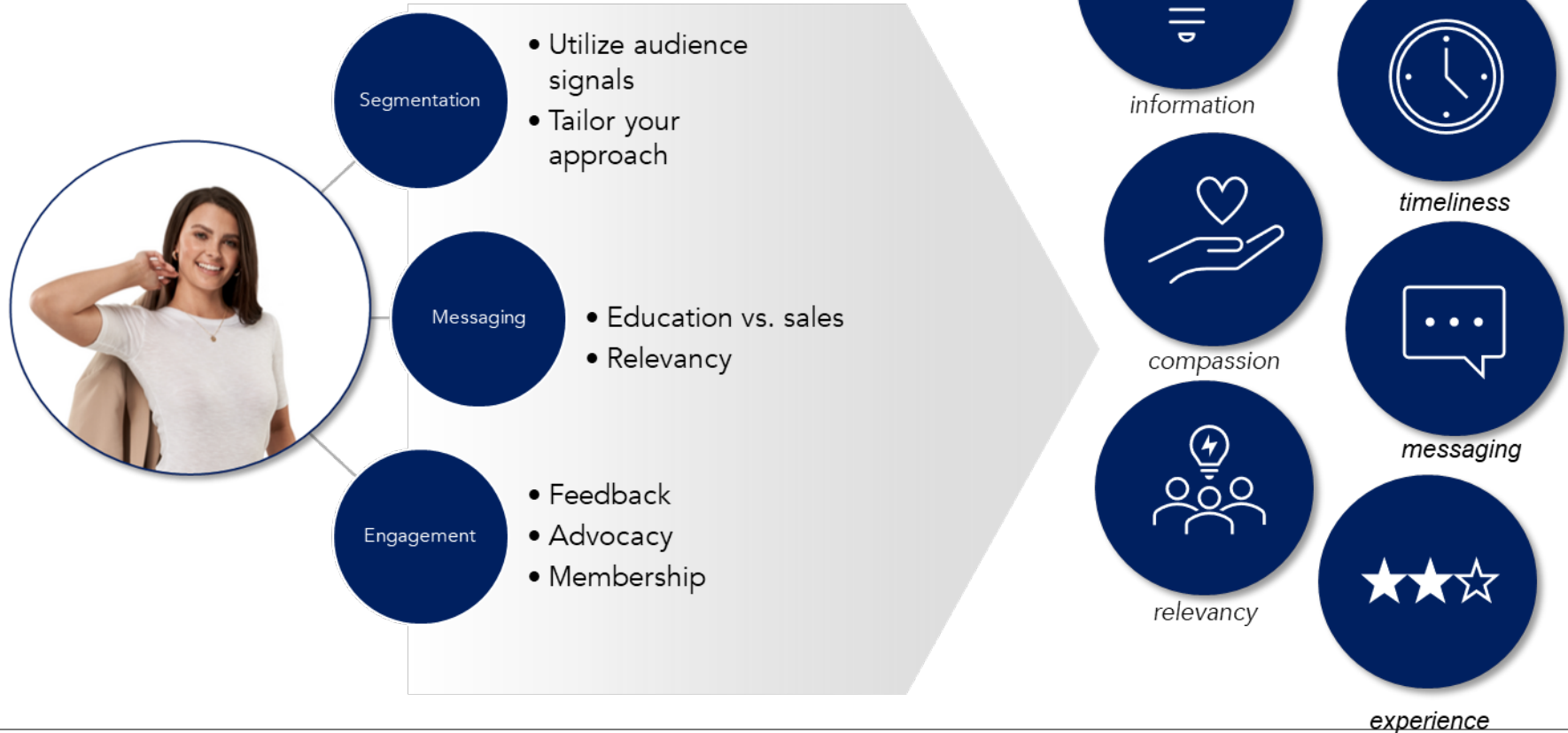
Customer Support

KPIs

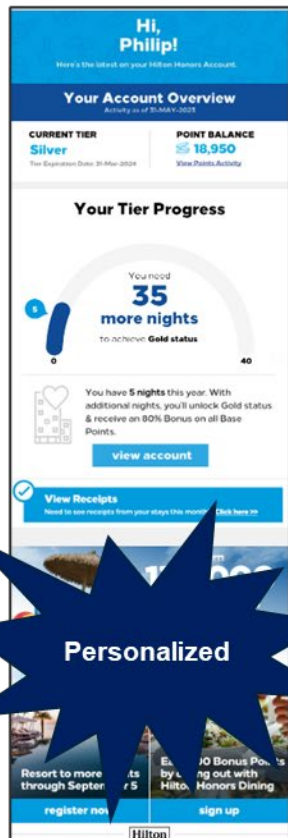
Open rates  
Reviews  
Survey Results  
Patients

# Retention

# Retention Keys



# Importance of Authentic Content



Personalized



Timely Offer

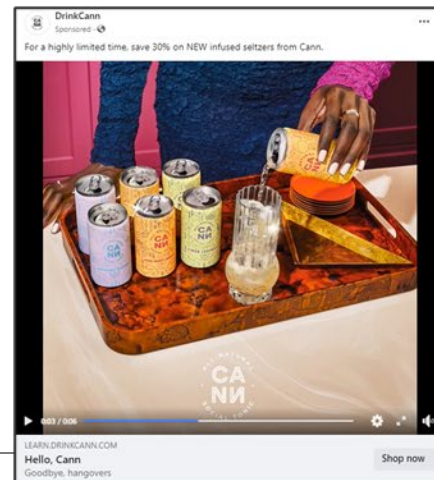


Relevancy



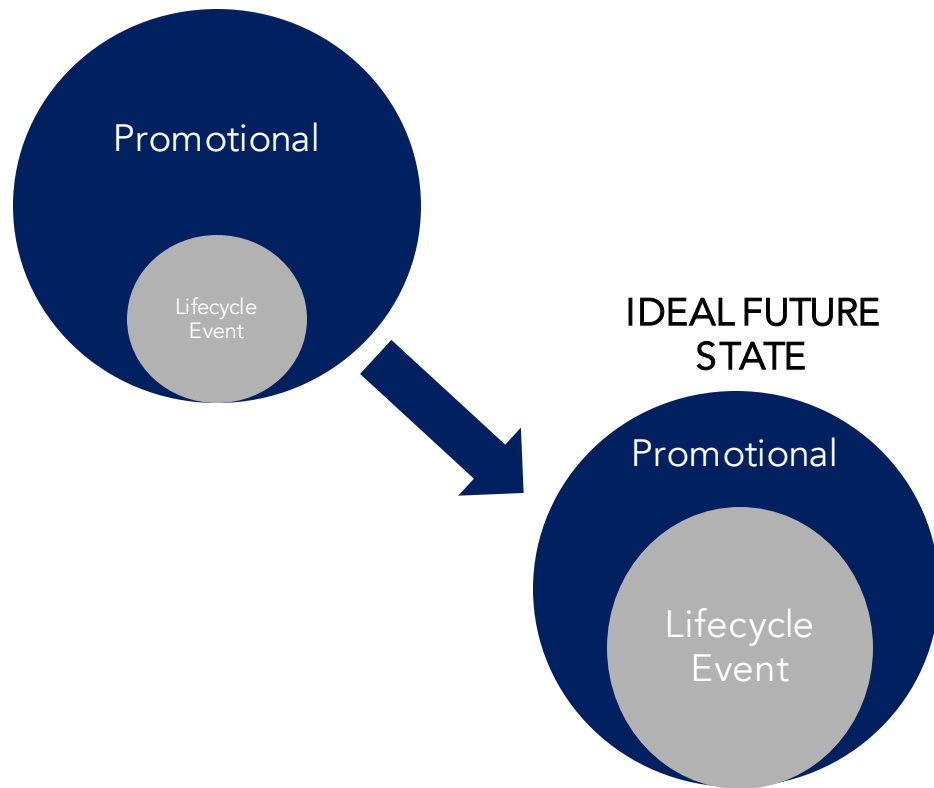
Educational

VS



# Research Supports Investment In Relevant Communications

## TYPICAL CURRENT STATE

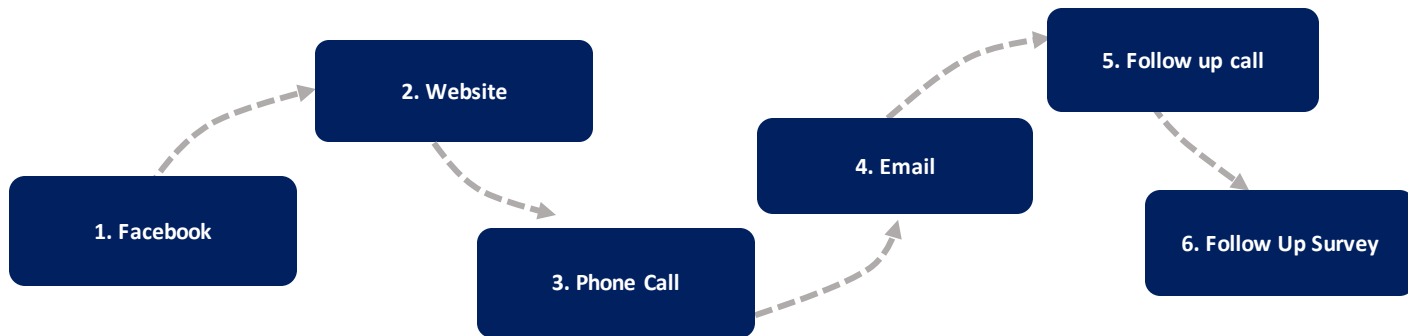
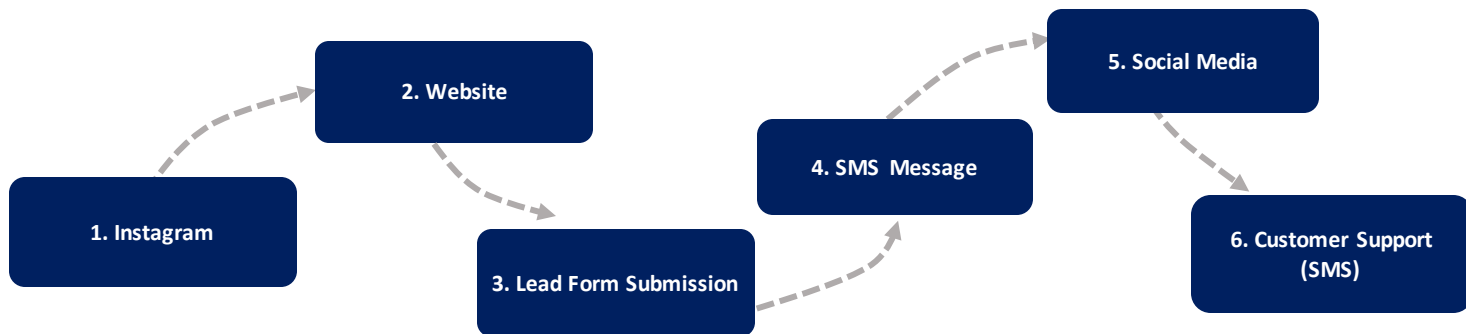


### Average Revenue/Email (Retail Industry)\*

- Promotional: \$.10-\$.20
- Lifecycle: \$.40-\$.80
- Triggered: \$.30 - \$.70
- Transactional: \$.50 - \$.80

*\*Sourced from Cordial: Based on blend of retail industry averages. Individual business conditions (AOV, frequency of purchases, etc) can all significantly affect actuals.*

# Tailoring the Experience



# Final Takeaways

# Final Takeaways

---

- Marketing is more nuanced than just posting content on social platforms
- Take the time to invest in data and efforts to understand your audience
- Invest in the right tools to understand your customer and automate relevant communications to them
- Over time look to understand common themes with your customers' interests, channel preferences, and motivations to develop personas
- Not all customer journeys are alike, slight personalization makes a world of difference





# **miraDry®** **Marketing Best** **Practices**

Jill Wassil

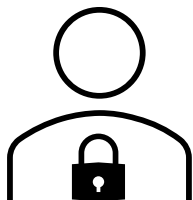
VP Marketing



# Current Patient Marketing is as Critical as New Patient Marketing

---

*Existing Customer*

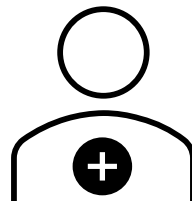


*3x-4x more likely to  
convert to treatment*

*Loyal customers  
become advocates*

*Easier to reach with  
direct marketing*

*New Customer*



*Grows overall customer  
base*

*Offset customers lost  
to attrition*

*Many channels can  
reach new audience*

# Patient Loyalty Drivers in your Practice



Loyalty is Built Over Time

88%

customers who say it takes 3+ purchases to make them brand-loyal  
*more than half of those say 5+ purchases<sup>1</sup>*

Patients are Emotionally Motivated

70%

Look for aesthetic treatments to increase self-confidence<sup>2</sup>

Treatment Results and Trust

In one study, a 10/10 trust rating was directly linked to **89%** or higher treatment satisfaction<sup>3</sup>

# Current Patient Plan for miraDry Summer Push



## Strategic Planning

### Target Audience

Existing patients who follow us, or have opted into email/SMS, who have expressed interest or gotten a treatment for HH (like Botox).

Young professional patients who have gotten treatments for health and wellness and expressed interest in other treatments.

### Goals

- Have X virtual consultations for miraDry in the week of July
- Book 3 miraDry patients a week during summer
- Drive \$XX in miraDry Revenue

### Strategy

(Re)- Introduce miraDry to patients in the practice by highlighting ways to feel their best during summer by eliminating sweat and odor. Leverage the summer heat to drive interest in treatment.

## Tactical Execution

### Tools



Email



SMS



Social



Patient  
Coordinators

### Patient Value Messaging

"Hi Sally! Summer is here and it is HOT! Have you heard about Dr. Lee's favorite sweat and odor treatment for summer? miraDry is a permanent treatment and we have had over 200 patients with a X% satisfaction rate. See our testimonials here."

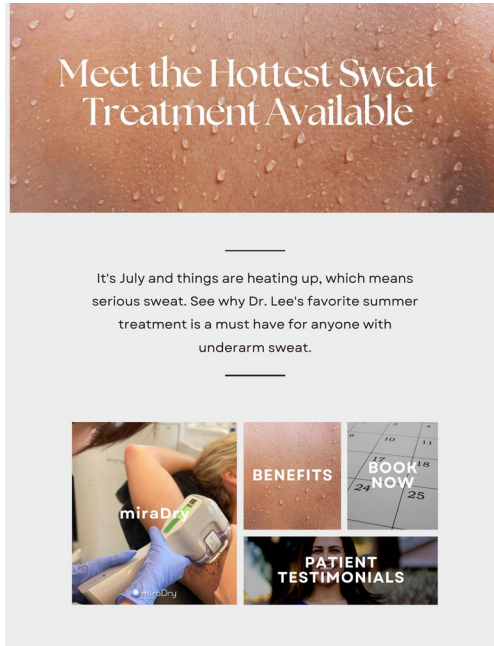
### Plan

- Week 1: Announcement in email, sms, social
- Week 2: Patient Coordinator Outreach to existing HH patients
- Week 3: social media reminder and email resend

# Actionable examples

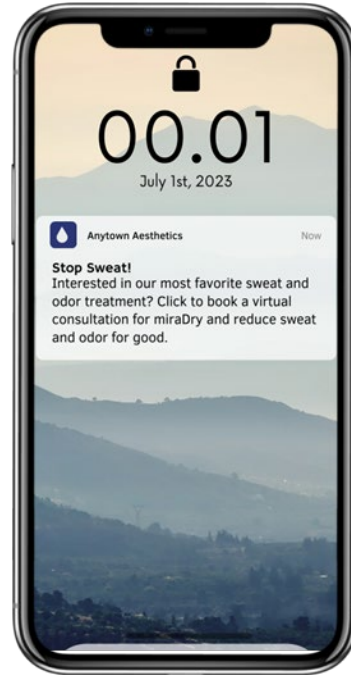
## Emails

Engaging emails to talk about the condition and how patients can benefit.



## SMS

A quick text is easy to read. Let people book a consult easily for a better response.



## In-Office

Drive awareness among patients and staff for seasonal promotions.



# Patient Acquisition Drivers in your Practice



Patients Look for Convenience

68%

More likely to choose a practice if they can manage appointments online

They Seek Credibility

60%

Say they've chosen a physician based on positive reviews.<sup>2</sup>

Patients Want Information

85%

Seek medical information through search.<sup>3</sup>

# Current Patient Plan for miraDry Summer Push



## Strategic Planning

### Target Audience

New patients near any town, USA who are interested in treating sweat or looking to feel their best self this summer.

Who, What, Where

### Goals

- Get X patients to sign up or follow
- Book X new patients this month
- Receive X clicks on paid search or paid social

Why

### Strategy

Introduce miraDry and our practice to prospective patients looking for a sweat solution using paid media to reach a new audience.

How

## Tactical Execution

### Tools

  
Search  
(Paid and Organic)

  
Social



Website



Referral  
Programs

Channels and Tactics

### Patient Value Messaging

"Interested in ditching deodorant and antiperspirant this summer? Say goodbye to sweat stains for good with miraDry at Anytown Aesthetics, a top provider of the #1 permanent treatment for underarm sweat and odor."

Tailored, Relevant, Personal

### Plan

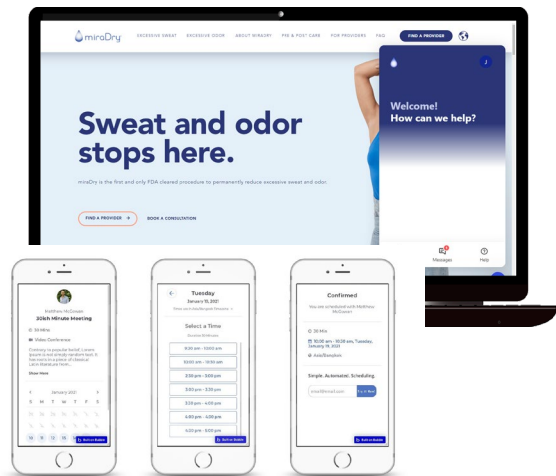
- Week 1: Update website, improve SEO, capture social media content
- Week 2: Post on social media daily with treatment content, paid search
- Week 3: email existing patients about referral program, try paid social

Timing

# Actionable examples

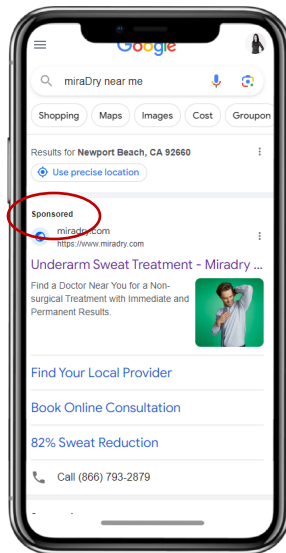
## Convenient Website

Offer condition and treatment information, reviews and online booking.



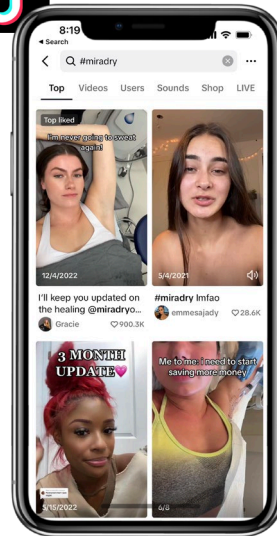
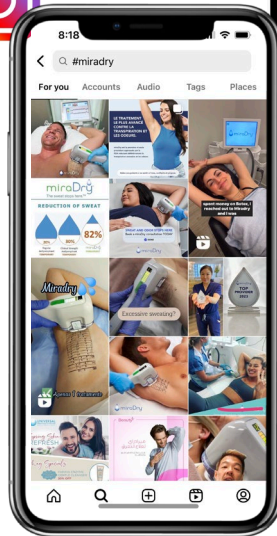
## Search

With strong SEO, your page may rise to the top. If not, try investing in paid search.



## Social

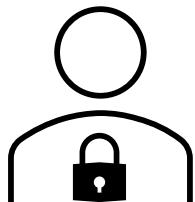
Real content is great content. Looking for ideas? Follow #miraDry and get inspired.





# How miraDry Meets the Needs of Existing and New Customers

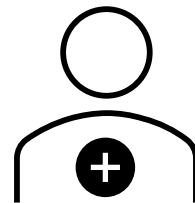
## Existing Customer



- ✓ *novel treatment, often undiscovered*
- ✓ *improves loyalty with high satisfaction*
- ✓ *help them look and feel their best*

- **100%** no longer bothered by sweat<sup>1</sup>
- **89%** no longer bothered by odor<sup>1</sup>

## New Customer



- ✓ *Patients seek new treatments*
- ✓ *Unique setting your practice apart*
- ✓ *Proven efficacy and patient satisfaction*

- **68%** of patients are new to practice<sup>2</sup>
- **77%** of non-surgical patients return<sup>3</sup>

# Patient Care

Breean Carter

Patient Care Manager



# Best Practices with leads-The formula that works

---



# Profiling The miraDry Patient

## How to talk to miraDry patients

### Mom of Patient

- Most concerned about side effects
- Make sure the treatment is worth the time
- Selling to the parent

- Treatment is safe
- Credential yourself
- Non-invasive/low risk

### Young professionals

- May be interested in other treatments
- Will price hunt
- Does not check voicemails
- Needs tech reminders
- Professional, active lifestyle

- Cost
- Recovery time
- Used to technology and like customization

### Middle-aged adult

- Have had hyperhidrosis for years
- Feel a sense of urgency once they discover miraDry
- Used to status quo, hopeful something works

- Efficacy-they've tried everything
- Require quick follow-up-they will go back to suffering
- Care about quick booking

# Closing Strategies

- ▶ Listen
- ▶ Relate
- ▶ Educate
- ▶ Repeat aspirations
- ▶ Convert or Follow-up until they say stop



**BREEAN CARTER**

miraDry Manager  
Patient Care



**ATTEND OUR  
MONTHLY MIRADRY  
WEBINAR!**

**9:00 am PST**

**3RD FRIDAY OF EVERY MONTH  
THROUGH 2023**

# Questions?

