

BIOPHORA, Science Made Simple –

Cost-effective Promotions

Public Relations and Marketing Strategies for Your Practice, Products and Services

(Highlights of the BIOPHORA Marketing Manual)

- **Identify and contact your public through:**
 - **Social Media, Instagram, Facebook, and LinkedIn**
 - **Director of human resources for business with large female cohort**
 - **Women's groups and clubs**
Teachers and nurse's associations
 - **Editors of lifestyle, health and beauty magazines or sections of the newspapers**
 - **Producers of TV and radio shows with lifestyle, health and beauty themes**

- **Make yourself known to your public through:**
 - **Social Media**
 - **Your logo, business cards, brochures, gift certificates, price cards, invitations, info cards, web site and newsletters**
 - **Educational events, seminars, speeches and tradeshow**
 - **Newspaper and Media contacts via TV appearances and editorial articles**
 - **Advertising**

- **Know your marketing objectives:**
 - **State clear messages about the features and benefits of BIOPHORA products and services**
 - **Get your public's attention**
 - **Invite them to your clinic**
 - **Educate them so that they buy products & services**
 - **Motivate them to return**

- **Plan & budget**
 - **Spend 5-10% of the total sales of your practice on marketing (10%-15% for a new practice)**
 - **As much as 80% of those marketing dollars should be spent on your present client base**

- Spend 10% on generating business within a radius of approx. 5 miles of your practice
- Spend 10% on a targeted ideal audience

Promote BIOPHORA products and peels through:

- Providing excellent customer service that perpetuates word of mouth
 - Contacting your market with special promotions and incentives
 - Open houses commemorating anniversaries or new product or service launches
 - In-office doctor's speeches and bring a friend educational seminars, demonstrations and lunch 'n Learn sessions ☺
Tradeshows and health fairs
- **Learn effective educational and sales techniques once your client come in the door:**
 - Complimentary skin consultations
 - Show the effectiveness of BIOPHORA products and services – demonstrate with peels / provide samples
 - Clinic's physician endorses BIOPHORA products and services
 - Point out BIOPHORA's special features and result-oriented protocols
 - Provide special package prices for multiple treatments and product purchases
 - **Create client / patient loyalty and return business through:**
 - BIOPHORA promotional campaigns and communication ideas that:
 1. welcome patients for choosing your clinic after 1st visit
 2. thank clients / patients and show you appreciate their on-going patronage
 3. express that you haven't seen your client / patient in awhile
 4. acknowledge your client / patient's birthday
 5. offer a client / patient referred by another, a limited time special gift certificate for a percentage off to come and try a BIOPHORA service
 - Maintaining excellent quality service and rapport