AESTHETIC COACH

POTENTIAL OFFERS

SOCIAL MEDIA OFFER

What will you be selling?

- 6 week skin bootcamp
- Trial VIP membership
- Expert e-book
- Flash sale

DELIVERY

How will you be selling?

- Video
- Copywriting
- Landing page vs Lead form
- Static images
- Animated images
- Stories
- EDM's
- In clinic signage

STRATAGISE

What is your fine print?

- Offer details
- Cost (& profit margin)
- Inclusions & exclusions
- Duration offer will run (created urgency by making a limited time offer)

OCCASIONS

- Seasons: Summer, Autumn, Winter, Spring
- New Modality
- New Product
- Mother's Day
- International Women's Day
- Father's Day
- Long Weekends
- Back to school
- Black Friday
- Breast Cancer Awareness Month
- 12 Days of Christmas
- Boxing Day
- Australia Day
- Clinic Birthday or Anniversary
- Valentines Day
- Melbourne Cup