MERZ AESTHETICS®

SOCIAL MEDIA CAMPAIGN GUIDE

ADVANCING MEDICINE IN AESTHETICS

CONTENTS

INTRODUCTION

This Social Media Campaign Guide has been created to help you with the concepts and processes required to effectively engage with both existing and potential new patients through a variety of social media and digital marketing technologies and channels.

We believe that successful engagement with your audience can only come from understanding what information, reassurance and guidance they truly want to gain from their online environment at critical points in their knowledge exploration and decision-making journey.

We have shared the BELOTERO® patient persona that we have developed to help bring your social media and digital marketing activities to life and have laid out some clear, easy to implement tactics that you can use for your own campaigns.

These may correspond to and support activities that you are already undertaking and hopefully present some that are new to you. We cannot hope to cover every possible avenue, we are confident these ideas will resonate with your audience and will help you build new relationships and strengthen existing ones.

The Merz Aesthetics Team UK & Ireland

THE BELOTERO® PATIENT PERSONA

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Personas are commonly used in marketing to help shape campaigns based on the aggregation of characteristics for a semi-fictional representation of a typical customer.

The patient persona for BELOTERO is Susanne.

Susanne is very discerning, doesn't want to look overdone or want everyone to know what treatments she has had, and she doesn't want to change who she is. She feels happy to look her age, but quite simply wants to look amazing for it.

In her search for rejuvenation which is the most motivational driver for her, she may be influenced by her friends, magazines, celebrities, influencers and television. Digital and social media platforms are a great way of reaching her.

How Consumers Discover Brands

32%
Recommendations/
comments on social media

27%
Ads seen on mobile or
tablet apps

22%
Updates on brands' social
media pages

23%
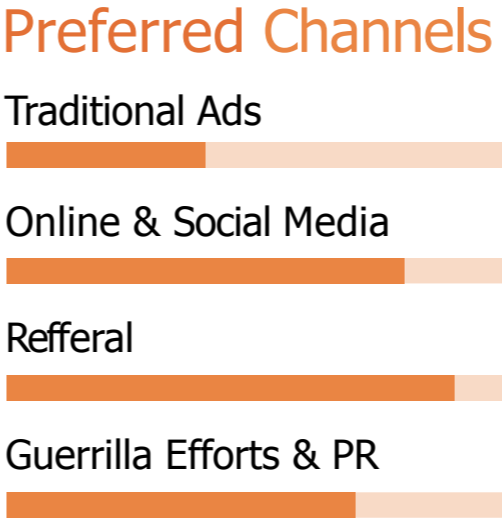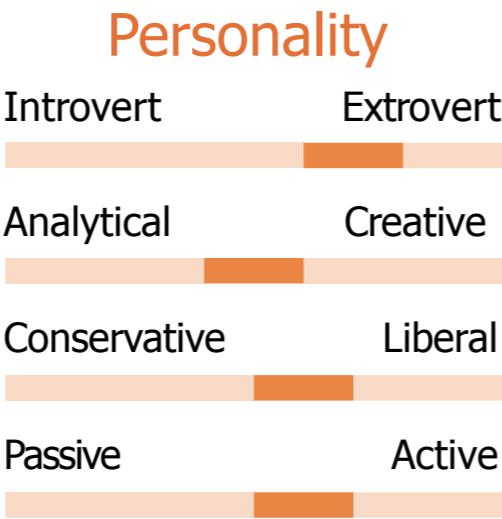Ads seen before online
videos or TV shows start to play

Reference
1. https://www.digitalmarketingcommunity.com/indicators/social-shoppers-discovery-channels-2019/

SUZANNE

Social Networks:

Personality

Introvert — Extrovert

Analytical — Creative

Conservative — Liberal

Passive — Active

Preferred Channels

Traditional Ads

Online & Social Media

Refferal

Guerrilla Efforts & PR

Motivations

Incentive

Fear

Achievement

Growth

"I certainly don't want to look overdone or change who I am, I want to look the age I am but look amazing for it. To me, owning your beauty is about being able to recognise yourself once more. I still want to be able to show the life experiences I've had, as both a makeup artist and a mum, and what makes me interesting and 'me'!"

Age: 45
Work: Makeup Artist
Family: Married
Location: Suburbs

Goals:

- Have a better work life balance
- Make the most of any 'ME' time

Frustrations:

- Time pressure
- Managing work and family commitments

THE PATIENT JOURNEY

Our research revealed that women go through several important stages when deciding to undergo facial treatment[1].

Throughout the decision process women are seeking information and are looking for reassurance that having facial treatment is the right thing to do and to overcome any concerns they may have.

The process begins with Consideration, when they initially start thinking about treatment and then progresses through Research, when they are actively seeking information.

The final stage before finally deciding on treatment is Consultation, when they establish direct contact with a practitioner or staff in a clinic.

Once Treatment has taken place, aftercare becomes important along with the opportunity to maintain relationships so they can become a repeat patient.

Reference
1. BELOTERO® Lips Consumer Qual Market Research 2019.

THE PATIENT JOURNEY

	Consideration →	**Research** →	**Consultation** →	**Treatment**
Questions patients ask themselves during their journey:	Is there something I can do to enhance the natural appearance of my face? Are treatments available which can achieve a natural look? Who do I know of who may have had treatment?	Will the treatment hurt? What will I look like after treatment? How long will it last? Where can I get it done?	How much will treatment cost? How much recovery/downtime will I need? How safe is the treatment? What will it feel like having the treatment? How long will the treatment last? Are there any alternative treatments?	Will anyone notice I've had treatment? Will my face still look natural? How do I maintain my new look? What aftercare routine should I follow?
Sources of information and reassurance they may use:	TV, Magazines, Social Media adverts, Relevant websites, Friends	Social Media, Brand websites, Clinic websites, Google search, Youtube, Friends, Online reviews, Clinic open days	Staff, clinic marketing materials	Staff, clinic marketing materials, follow up emails, ongoing social media

THE OPPORTUNITY TO REACH PATIENTS ON FACEBOOK

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Over **8.7** Million

Women 35 - 55 use Facebook[1]

98.3%
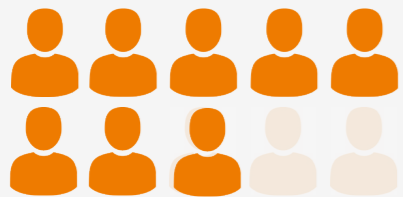
Use their mobile to access[2]

2/3

Of users visit a local business page[3]

Over **34** mins

Users spend per day on Facebook[3]

1.84 Billion

Of users visit every day[4]

11am, 1-2pm

Best times to post[5]

M T W T F S S

Best days to post[5]

⚠ **Important**   Ensure that you have a GDPR compliant privacy policy on your website. Read and accept Facebook's lead ads Terms for your Facebook page and Instagram.

References

1. https://www.statista.com/statistics/1030057/facebook-users-united-kingdom-age-gender
2. https://hootsuite.widen.net/s/zcdrtxwczn/digital2021_globalreport_en
3. https://blog.hootsuite.com/facebook-statistics/
4. https://www.oberlo.co.uk/blog/facebook-statistics
5. https://sproutsocial.com/insights/best-times-to-post-on-social-media/#facebook

THE OPPORTUNITY TO REACH PATIENTS ON INSTAGRAM

Over **8.8** Million
Users ages between 35 - 55 use Instagram[1]

51%
Users are women[2]

81%
Of users research products and services on Instagram[2]

Over **30** mins
Users spend per day on Instagram[2]
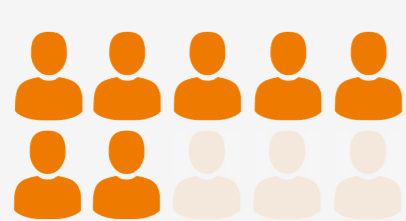
4th
Most used app by users[2]

11am-1pm, 7-9pm
Best times to post[3]

M T W T F S S
Best days to post[4]

💡 Top Tip

The most effective content types are Posts (78%) Stories (73%)[5]

References

1. https://www.statista.com/statistics/1018012/instagram-users-united-kingdom/
2. https://blog.hootsuite.com/instagram-statistics/
3. https://later.com/blog/best-time-to-post-on-instagram/#:~:text=%235%3A%20Post%20More%20During%20Off,evenings%20(7%2D9pm).
4. https://influencermarketinghub.com/best-time-to-post-on-instagram/
5. https://sproutsocial.com/insights/social-media-statistics/

GOALS & OBJECTIVES

The goals you set for your social media activity should reflect the suitability of these channels for meeting your overall business objectives. Broadly speaking goals will reflect your campaign strategy and the objectives specific, shorter term and measurable ways to support your goals.

We have identified three goals that you may find support your business and have suggested some objectives that will underpin each of these.

GOALS & OBJECTIVES

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Increase awareness

- Reconnect with existing patients to introduce BELOTERO® as a treatment option.

- Use targeted advertising to reach potential new patients who may be interested in facial treatments and start to build a relationship.

Engage with patients

- Provide relevant information to educate patients about BELOTERO® and facial treatments.

- Provide reassurance on areas of common concern to patients:

- How their desire for a 'natural' look can be achieved
- Ease fears surrounding the treatment procedure and whether it will be painful
- Address concerns over infection and other side effects.

- Reinforce your position as a professional and trusted practitioner who is seen as an expert in the field.

Support the intent to act

- Provide avenues for existing and potential new patients to make contact and discuss the treatment procedure, risks, outcome and aftercare.

- Encourage existing and potential new patients to make appointments to see a practitioner.

- If possible use your own 'before and after' images and genuine, documented patient testimonials to reassure new patients.

FACEBOOK SET-UP

- Prepare your content in advance and set a schedule for your posts via Facebook Business Suite. You can also link this to Instagram so posts go out on both platforms simultaneously.

- Use the Facebook creative hub to preview posts and ads, then test variations.

- Ensure Facebook tracking is set up correctly and use Facebook analytics to measure the effectiveness of campaigns. Test that pixels are firing and goals/conversions are being reported.

- Check the Facebook page insights tab for information about your fans and followers.

- Set up a BELOTERO® landing page, preferably with a booking/enquiry form and before and after images.

- Test booking form and ensure that it works on mobile and takes no more than 3 seconds to load.

- Review ad and campaign performance every week.

- Install the Facebook base pixel on every page of your website.

- Create custom conversions or separate conversion tags to track and measure actions on your website such as consultation bookings and enquiries.

- Test that the pixel is firing and conversions are being tracked.

- Activate your campaigns.

FACEBOOK SET-UP

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Decide on your objective and pick
a suitable campaign name.

Use separate campaigns for different objectives.

To increase reach and find new customers,
create separate adsets targeting different interests
such as health, lifestyle & wellbeing.

Pick an adset name that reflects your targeting.
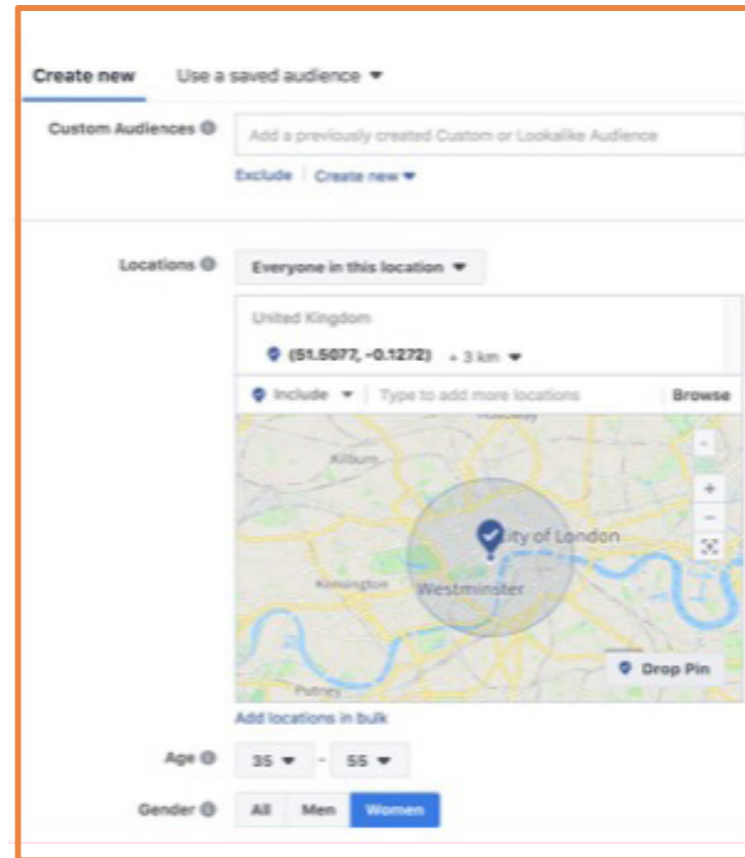
Use the pin drop to target potential
patients close to your location or those who frequently
visit places/areas near you.

Select your age range and gender criteria.

Choose how much you would like to
spend on the campaign.
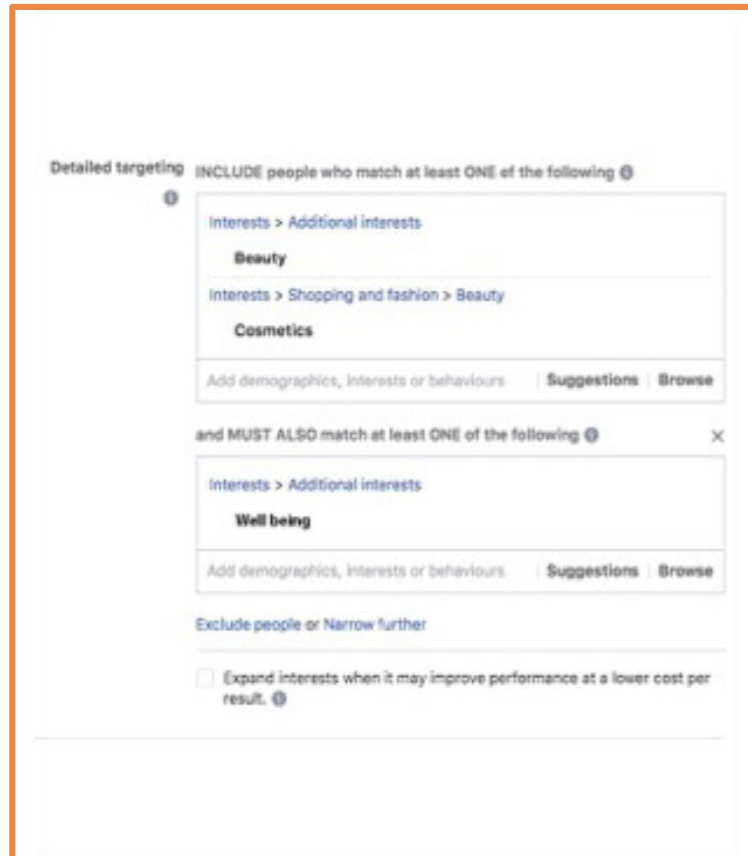
Select an end date, particularly
if it's a time sensitive promotion.

TOP TIP - Once campaigns are set up, you can simply duplicate the settings
and change them without having to create them from scratch

FACEBOOK SET-UP

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Choose your targeting criteria based
on the BELOTERO® patient persona.

If you have a limited budget your search can
be narrowed to higher potential groups.
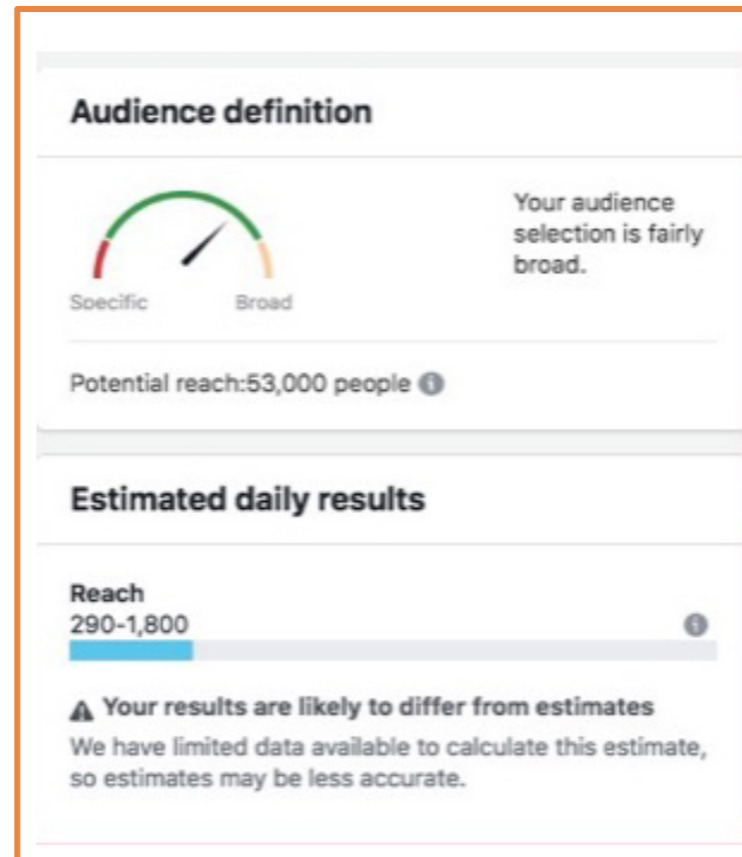
The audience definition graph will give a
good indication of the potential reach
for your campaign.

Facebook allows you to optimise your ads to
try and increase conversions you select, e.g.
number of appointments booked,
enquiries made etc.

Choose optimisation for conversions
if leads/bookings are your main objective.

Final Step: Creating Your Ads
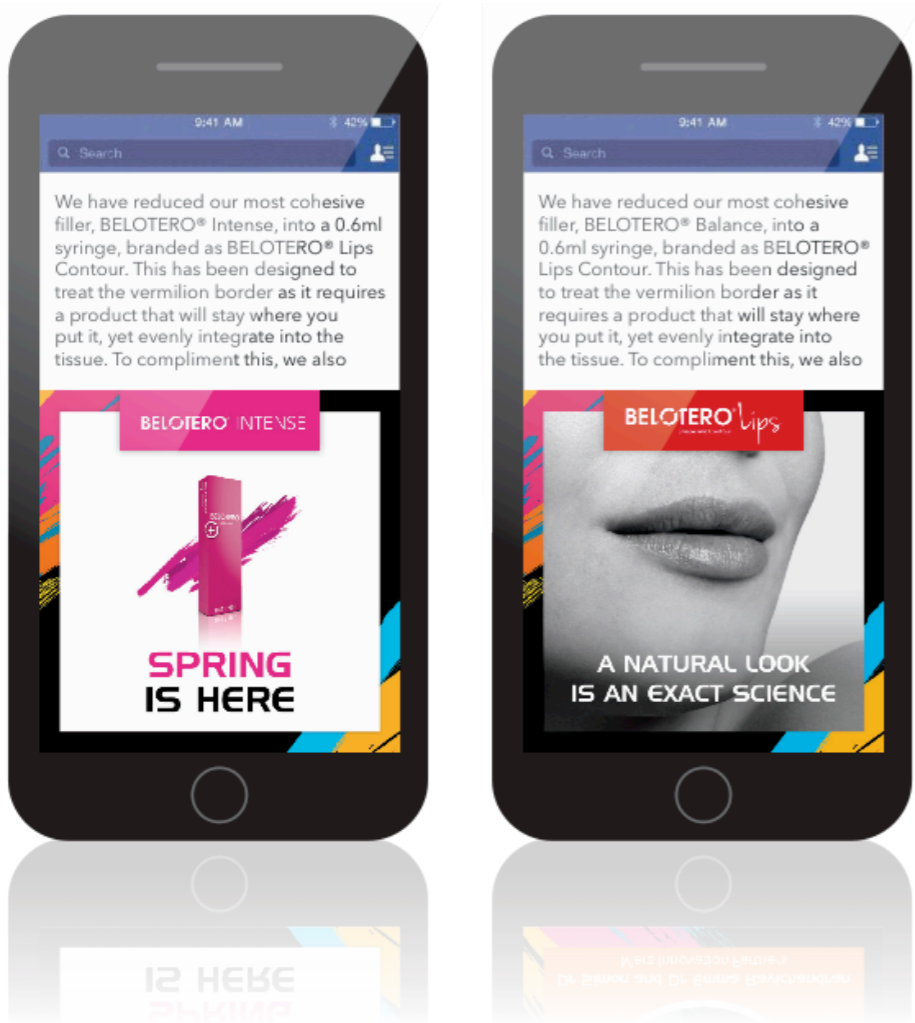
Text

Your promotional copy goes here. Make it compelling. Test variations of text, images and videos........

☐ Edit stories background colours ⓘ

Website URL ⓘ — Preview URL

www.yourclinicname.com

Build a URL parameter

Display link (optional) ⓘ

Enter the link as you want people to see it in your ad

Headline ⓘ

Belotero Lips Treatment Offer

News Feed link description ⓘ

Use this box for any additional information such as t's &c's or promo codes.

3 MONTH TACTICAL PLAN: FACEBOOK

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Month	One	→	Two	→	Three
Increase awareness	Run 'Brand Awareness' campaign using images or video from our social media tool kit. Run 'Reach' campaign to promote Open Evening.				
Engage with patients			Run 'Video Views' campaigns using selected videos from our social media tool kit. Set-up 'Lead generation' campaigns using images and videos. Ensure that all of your leads are being followed up. Staff have to be equipped to sell the procedures and to book clients in for a consultation. Facebook leads need be followed up.		
Support the intent to act					Set-up 'Lead generation' campaigns using images and videos from our social media tool kit. Set-up 'Conversions' campaigns using images and videos. Set-up appointment booking in Facebook Recycle and reuse your data and create lookalikes to help expand your reach for future campaigns.

Social media tool kits can be requested from: **customerservices@merz.com**

KEY METRICS FOR FACEBOOK

Customise your reporting dashboard to give you the following key metrics:

Impressions - How many times your ad was viewed

Clicks - The number of times your ad was clicked

Reach - The number of different individuals who saw your content

Click Through Rate - Clicks divided by impressions. Benchmark for Beauty Industry is approx. 1-2%

CPM - The cost per 1000 impressions

Cost Per Click - Costs divided by clicks

Relevancy Score - This is calculated by how relevant your content is to your audience. 1 being poor and 10 being excellent. Facebook calculation is based on positive and negative feedback

Spend - The amount your campaign/ads have spent

Likes - How many people liked your Facebook page

Engagement - Action taken on your ad, Facebook page, posts such as comments, shares and likes

Results - The number of results based on your campaign settings such as conversions

Cost Per Results - Results divided by ad spend

GOOGLE: QUICK GUIDE

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Step 1   Create an AdWords Account
https://ads.google.com/

Step 2   Choose your Campaign Name and Type
Use 'search' only to start.

Step 3   Choose your campaign goal
We recommend 'leads' followed by website visits.

Step 4   Choose networks
Choose 'search' and deselect 'display'.

Step 5   Targeting and audiences
Select your location. Ideally within 10-20 miles of your clinic location.
Select English as your language or include others depending on your location.

Step 6   Budget and bidding
Enter the average you are willing to spend each day.
Choose standard delivery method.
Choose optimise for conversions but if traffic is slow then change to enhanced Cost-per-click (CPC).

Step 7

Ad scheduling
Show your ads when you expect your customers to be online.
Start off with a broader reach and then narrow your selection.
Once you have enough data using Google reporting.

Step 8

Ad extensions
Add additional information to your ads such as phone number
and internal links to your website such as a contact page.

Step 9

Set up your adgroup
Create your adgroup name.
Keep it relevant to your keywords such as BELOTERO®.
Choose your keywords (no more than 5 – 15 in each ad group).

Step 10

Create your ads
Test at least 3 ad variations.

Step 11

Activate your campaigns.

GOOGLE CAMPAIGN TIPS

Use Google to leverage your Facebook brand awareness campaigns.

Make sure that your ads are visible on Google when users search for BELOTERO® Treatments.

Retarget users who had previously expressed an interest in BELOTERO® (NB it may take up to 6 months for patients to make a decision).

Speak to your developer about implementing the remarketing and any other tracking tags on your site. Create a separate audience list for all users who visit the BELOTERO® branded landing page.

Use a variety of BELOTERO® related search terms such as 'belotero', belotero lips' & 'belotero treatments'.

Ensure that you have a dedicated BELOTERO® branded landing page with a consultation/appointment booking form included.

3 MONTH TACTICAL PLAN: GOOGLE

Month One

- Use Google keyword planner tool and choose a list of keywords that are relevant to BELOTERO® and your clinic name. Prepare your copy first in an excel spreadsheet.

- Create separate campaigns for the clinic and BELOTERO® keywords.

Month Two

- Review and revise your campaign performance.

- Keep your best performing ads running and test some new copy.

- Create separate campaigns for your best performing keywords and give them more budget.

- Add remarketing lists to your search campaigns.

Month Three

- Keep your best performing campaigns/keywords running and start testing new searches (check your search query reports for ideas).

EXAMPLE SOCIAL MEDIA SCHEDULE

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	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Instagram Awareness Campaign	BELOTERO® before & after	An Educational Post	A BELOTERO® client testimonial	BELOTERO® before & after	Run a poll	Share a "Did you know?" post	BELOTERO® before & after	Educational video	Share a quick tip	BELOTERO® before & after	Show a behind the scenes at your clinic	Promote your services
Facebook Brand Awareness Campaign	Educational video	BELOTERO® before & after	Share a BELOTERO® client story/ journey	Q&A video on dermal fillers	BELOTERO® before & after	Myth busting video	Create a mini lesson	BELOTERO® before & after	Share a BELOTERO® client testimonial	Share your team and their expertise	BELOTERO® Before & after	Promote a BELOTERO® product & treatment
Lead Generation Campaign					Run a quiz	Offer an exclusive guide	Q&A video about dermal fillers	Host a give away	Q&A - Answer a customer question	Run an offer	Offer a consultation	Promote latest offers

Top tips

- Set up appointment booking in Facebook
- Create events using Facebook
- Go Live on Facebook & Instagram
- Use hashtags on your post
- Make the most of Instagram Stories & Reels

SOCIAL MEDIA USEFUL TOOLS

Social media management
- Later.com
- Crowdfireapp.com
- Loomly.com

Content Writing
- Copy.ai
- Hemingwayapp.com
- Thesaurus.com

Design & Content Creation
- Canva.com
- Crello.com
- Getstencil.com

Video Creation
- Biteable.com
- Animoto.com
- Fiverr.com

Free stock images
- Unsplash.com
- Pexels.com
- Stocksnap.io

Content Ideas & Inspiration
- Designspiration.com
- Answerthepublic.com
- Trends.google.co.uk

SOCIAL MEDIA SCHEDULE TEMPLATE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Notes
- Add your content ideas
- Short description of the post
- Add your content format/type: image, video, poll, quiz, live, stories, reels

MONITORING AND REPORTING

Your digital and social media platforms should be monitored and Adverse events should be reported. Reporting forms and information for United Kingdom can be found at www.mhra.gov.uk/yellowcard.

Reporting forms and information for Republic of Ireland can be found at https://www.hpra.ie/homepage/about-us/report-an-issue/mdiur.

Adverse events should also be reported to Merz Pharma UK Ltd by email to UKdrugsafety@merz.com or on +44 (0) 333 200 4143.

Merz specifically disclaims all liability for claims or damages that may result from any posting using these resources. Merz accepts no responsibility for the content of any social media posts you do share.

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