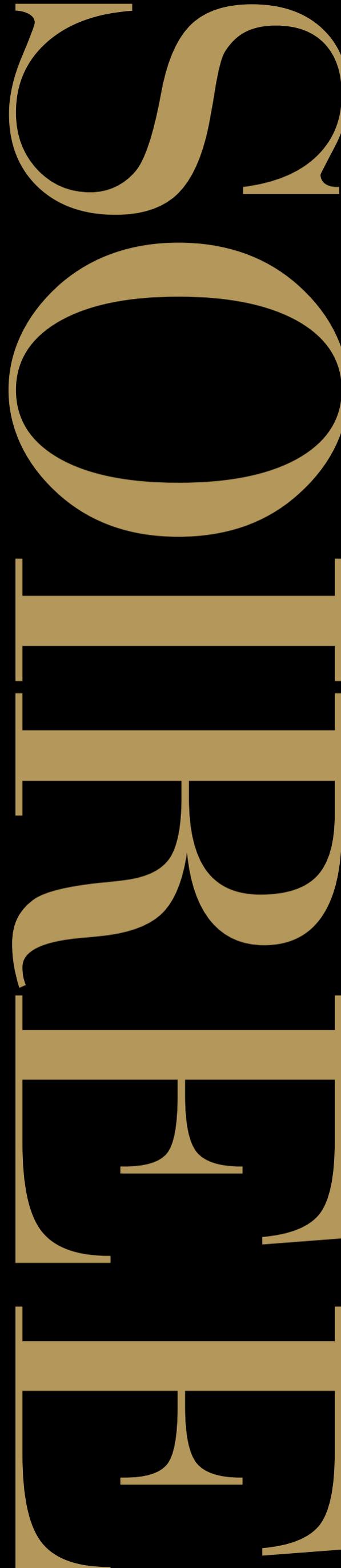




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The Red Lipstick Night

A PATIENT EVENT TO REMEMBER!

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Pucker up for an event that will get your patients talking! The first “Red Lipstick Night” was successfully launched and tested in September of 2010. Producing a waitlist, this sold-out event held at a medical office in Chicago brought 120 women together for a night of aesthetic education and fun.

Booked Thursday evening, this open-house style party promoted “lips”. Particularly focusing on red lipstick, the theme was playfully promoted on the invitations, décor and used for event activities.

Methodology

The New York Times has reported that 80% of women wear lipstick. As such, this topic provided a safe and comfortable icebreaker for guests. Additionally, new patients were less threatened by a pleasant makeup tutorial than a seminar on lasers and injectables.

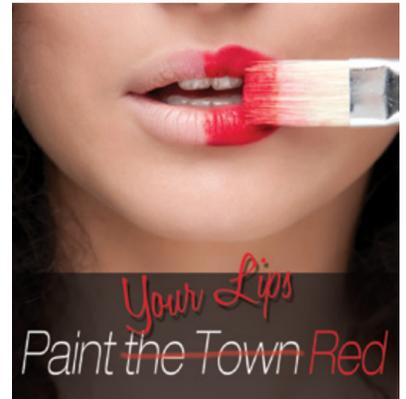
Tickets to the event were sold for \$25 each to help ensure people who RSVP'd would attend. Revenue from ticket sales was donated to a local family to assist with medical bills (a charity is another great option). While the concept of charging for an open-house may seem outlandish, it is a highly effective way to place value on your event as well as assure your staff doesn't spend weeks planning to only have a handful of guests attend. After implementing the charitable cover charge into events nearly five years ago, our patient parties now enjoy a 95% RSVP to attendance ratio.

A cosmetic store, Sephora, was chosen as an event partner and provided sample red lipstick for the women to try on as well as gift bags for the attendees.

Wine was provided by a local wine distributor at no charge as the company was able to sell bottles to the attendees to take home.

Stations and rooms were set up to provide activities for attendees and encourage guest interaction. Designated areas included a Lip Stain Station, Plumping Room, Gloss Bar and Whitening Room (note that medical treatments did not take place during the event; rather it focused on education of treatment options).

A key component to any event is ensuring there are enough activities to keep guests entertained. A “Kiss the Canvas” station was set up to search for the perfect pout among the attendees. For an additional charitable donation, guests could pay to enter the contest where a staff member would chose the “perfect pout” based on a lip impression guests made on the canvas. The winner received a “Day of Beauty” package including a facial, waxing and skin care products. After the event, the canvas was incorporated into the décor of the office.





Method of Promotion

1. SOCIAL MEDIA

Starting four weeks before the event, posts promoting the event were made on the practice's Facebook page as well as each staff member's page.

2. E-MAIL BLASTS

Over the same four week period, e-blasts were sent to current patients through Contactology on Tuesdays (a day that has proven a high open rate). Messages announced updates on the event including raffles and items for gift bags.

3. PRINTED INVITATIONS

Printed through printingforless.com, 6 x 11 postcard-style invitations were hand distributed to hair salons, cosmetic department make-up counters, current patients and to neighboring businesses and malls.

Outcome

All materials for the event promoted limited space and a capacity of 100 guests to further create demand. As such, we took a maximum of 120 paid RSVP's and had 26 women placed on a waitlist for possible cancellations. Six months post event, 15 of the attendees have converted into first-time nonsurgical patients. Total revenue generated from their initial treatments was \$16,500. Additionally traffic to the practice's website doubled the month of the event due to the outreach and buzz.

"The Red Lipstick Night" was a huge success. It brought new patients to the practice as well as strengthened relationships with current ones. "Lips" were playfully used as a theme to tie the event together and serve as an icebreaker for staff to discuss other facial treatment options. Whether for Valentine's Day, Mother's Day or to kick off the summer, a "Red Lipstick Night" might be the perfect way to kiss your slow months goodbye!



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