

EMAGE ✦ MEDICAL[®]

6 STEPS TO SUCCESS WORKBOOK

LEARN HOW TO EFFECTIVELY
CONVERT MORE CLIENTS
& INCREASE REVENUE



WELCOME

To Our Valued Customers,

Congratulations on the purchase of your EMAGE MEDICAL® device! As your trusted partner, we are happy to assist you with growing your aesthetic practice to ensure your success. We have developed this “6 Steps to Success Workbook” to provide guidance and marketing best practices to help you convert more clients and increase revenue.

In addition to this workbook, we offer complementary marketing consultations with our experienced team and free social media editing and promotion services to help you get started. Please contact our marketing team, marketing@emagemedical.com, for any marketing-related inquiries.

Warm regards,
The EMAGE MEDICAL® Team

THE 2ND OLDEST
SKIN IMAGING &
MICRONEEDLING
DEVICE COMPANY
IN THE US



EMAGE ♦ MEDICAL®

STEP 1: CLINICAL TRAINING

To better support you and to streamline scheduling, we've officially moved all clinical training bookings to our online scheduling platform, Setmore. Customers with an active warranty may schedule virtual clinical trainings and refreshers at no cost directly through our online scheduling platform. This gives you immediate visibility into available time slots and ensures faster, more efficient booking.

SCHEDULE HERE:

emageclinicaltraining.setmore.com

IMPORTANT BOOKING POLICY (PLEASE READ)

Our clinical trainers reserve dedicated time for every scheduled session. While we completely understand that things happen, multiple no-shows significantly impact our ability to serve all customers effectively.

- Setmore automatically sends email and calendar reminders ahead of your scheduled training.
- If a customer misses more than one scheduled session without notice, future training appointments will require a paid booking prior to being scheduled.

TRAINING OUTSIDE OF WARRANTY

If your device is outside of its warranty period, training is still available. Simply contact us at customerservice@emagemedical.com to arrange payment, and we'll be happy to assist with scheduling.

STEP 2: TREATMENT PRICING

To determine the pricing of any treatments you plan on offering, research the prices of similar services from local competitors.

For our devices specifically, we recommend pricing these common and ongoing revenue-generating treatments accordingly:

MICRONEEDLING WITH CYTOPEN® S2 & NG DEVICES

- Sell microneedling treatments in packages of 3 sessions worth \$1,500 total or \$500 per treatment (space treatments 4 to 6 weeks apart)
- Microneedling requires 3 to 6 sessions depending on skin condition
- Make more money per treatment with our 2-in-1 S2 microneedling and microdermabrasion device by selling additional microdermabrasion treatment priced at \$99 to \$125 before microneedling procedure

HAIR RESTORATION WITH CYTOSERUM® & CYTOPEN® DEVICES

- Sell hair restoration treatments in packages of 3 to 4 sessions worth \$2,550 to \$3,400 total or \$850 per treatment (space treatments 4 to 6 weeks apart)
- Hair restoration with microneedling and hair growth serum like CytoSerum® requires an initial series of 3 to 4 treatments to see results

STEP 3: MEMBERSHIP PACKAGES

To generate consistent revenue, offer membership packages for loyal customers that include free perks and discounts on monthly treatments such as hydradermabrasion facials, microneedling, hair restoration, and more.

Memberships should be offered in 3 tiers ranging from most affordable to most exclusive. Higher tier membership packages should include more generous discounts and perks to entice customers as shown below.

SPA MEMBERSHIP TIER EXAMPLES

SILVER \$150/MONTH	GOLD \$225/month	PLATINUM \$300/month
<p>15% discount on the following treatments:</p> <ul style="list-style-type: none">• CytoPen® S2 Microneedling for face with microdermabrasion included• Cyto-RF® RF Microneedling for face & body• CytoPeel® Hydradermabrasion Facials• CytoSerum® and CytoPen® Hair Restoration	<p>20% discount on the following treatments:</p> <ul style="list-style-type: none">• CytoPen® S2 Microneedling for face with microdermabrasion included• Cyto-RF® RF Microneedling for face & body• CytoPeel® Hydradermabrasion Facials• CytoSerum® and CytoPen® Hair Restoration	<p>25% discount on the following treatments:</p> <ul style="list-style-type: none">• CytoPen® S2 Microneedling for face with microdermabrasion included• Cyto-RF® RF Microneedling for face & body• CytoPeel® Hydradermabrasion Facials• CytoSerum® and CytoPen® Hair Restoration

STEP 4: IN-PERSON MARKETING

REFERRAL MARKETING

Partner with other local businesses with similar clientele that are not direct competitors such as hair and nail salons to hand out each other's business cards and brochures in your offices.

BUSINESS CARDS WITH INCENTIVES

Business cards should include an enticing welcome offer such as \$100 or more off the first treatment and a 50% discount on the 6th treatment to incentivize clients to book an initial appointment and keep coming back for services.

BUSINESS CARD TEMPLATE INSTRUCTIONS (PLEASE READ)

- Create Canva account then open [template](#)
- Navigate to File > Make a copy (DO NOT EDIT ORIGINAL COPY OF TEMPLATE)
- Edit copy of template (update font, colors, image, logo, contact information, and discount terms if needed)

CLIENT BROCHURES AND BANNERS

We offer free banners and brochures to advertise treatments using our devices to your customers. These materials can be found in the Client Portal on emagemedical.com. Login credentials will be provided after initial purchase of our devices.

STEP 5: WEBSITE MARKETING

WELCOME OFFERS

To incentivize website visitors to book their first appointment, include an enticing pop up welcome offer when they visit the site such as \$100 or more off their first treatment or a fixed percentage discount.

TRANSPARENT PRICING & ONLINE BOOKING

To streamline the appointment booking process, display treatment prices on website and give customers the option to pay for their treatments and book their appointments directly online.

INCLUDE LINKS TO ALL SOCIAL MEDIA PLATFORMS

Icons linking to all of your social media channels should be visible and displayed at the top of the website. This makes it easier for potential customers to view your work on social media. It is highly recommended to post consistently across Instagram, TikTok, Facebook, and YouTube Shorts to build your practice's social media following and gain more clients.

WEBSITE EXAMPLES

nakedmd.com

laseraway.com

theskinagency.com

STEP 6: SOCIAL MEDIA MARKETING

WE OFFER FREE SOCIAL MEDIA EDITING & PROMOTION SERVICES TO OUR CLIENTS ACROSS ALL SOCIAL MEDIA CHANNELS

- Email any photos or videos you would like edited featuring our devices and products directly to our Marketing Manager jelika@emagemedical.com and copy marketing@emagemedical.com
 - Photos and videos submitted for editing must follow the “Social Media Content Submission Guidelines” found on the following page
- For a “Client Spotlight” post, please submit your clinic’s name, logo, a professional headshot, and a quick written testimonial about any of our devices or products
- We will feature and tag your practice across all of our social media platforms - *Follow for updates and tag us in any posts featuring our devices and products*
 - [Instagram](#)
 - [TikTok](#)
 - [Facebook](#)
 - [YouTube](#)
 - [LinkedIn](#)
- You can reuse the photos and videos we edit for you in your print and digital marketing (social media, website, email newsletters, etc.)

SOCIAL MEDIA CONTENT SUBMISSION GUIDELINES

- Email any photos or videos you would like edited featuring our devices and products directly to our Marketing Manager jelika@emagemedical.com and copy marketing@emagemedical.com
- Photos and videos must feature EMAGE MEDICAL® devices and products
- Treatment type and devices & products used must be specified in file name (example: “Hair Restoration - HairPro & CytoSerum”)
- Photos and videos cannot be too graphic (graphic content tends to get censored or removed by all major social media platforms)
- Photos and videos must be captured in high resolution
- Turn off and do not use Smart HDR feature in camera settings
- No filters, watermarks, logos, or audio added to photos and videos
- Before and afters must be captured at the following angles, line up as much as possible, and have the same level of magnification (before photos cannot be zoomed in while after photos are zoomed out or vice versa)
 - Front facing
 - Side facing to left and/or right
 - 45 degrees to left and/or right

EMAGE ✦ MEDICAL®

THANK YOU

EMAGEMEDICAL.COM

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