
Build your Business with Pabau: 10 Steps to Strategic Marketing

Build your Business in **10 weeks** with Pabau



Meet Our Hosts

- **Natalie Dryden**, Business Consultant
- **Thea**, Senior Customer Success Specialist





Session 8 Outline

Duration: 30 - 40 minutes

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Part 1

Guest content

- Find your best 3-5 avenues for attracting new patients
- Define your ideal patient profile
- Create high value packages over one-off services
- Avoid discounting, and add value instead
- Segment your patients by last treatment type to facilitate effective marketing
- Automate patient follow-up to increase frequency of outreach
- Leverage both SMS and email marketing
- Consider a rewards or membership program
- Remember that new patients are on a journey and want different marketing in each phase
- Remember that marketing is an ongoing activity - even when you have a full diary of patients!

Part 2

Pabau features

- Newsletter Manager
- SMS Campaign
- Loyalty
- Recalls
- Special Offer Services



10 Steps to Strategic Marketing

— With Adam Haroun,
Founder of Aesthetic Altitude



Find your best 3-5
avenues for **attracting**
new patients



Define your **ideal** **patient profile**





Create high value
packages over
one-off services

**Avoid discounting,
and add value instead**

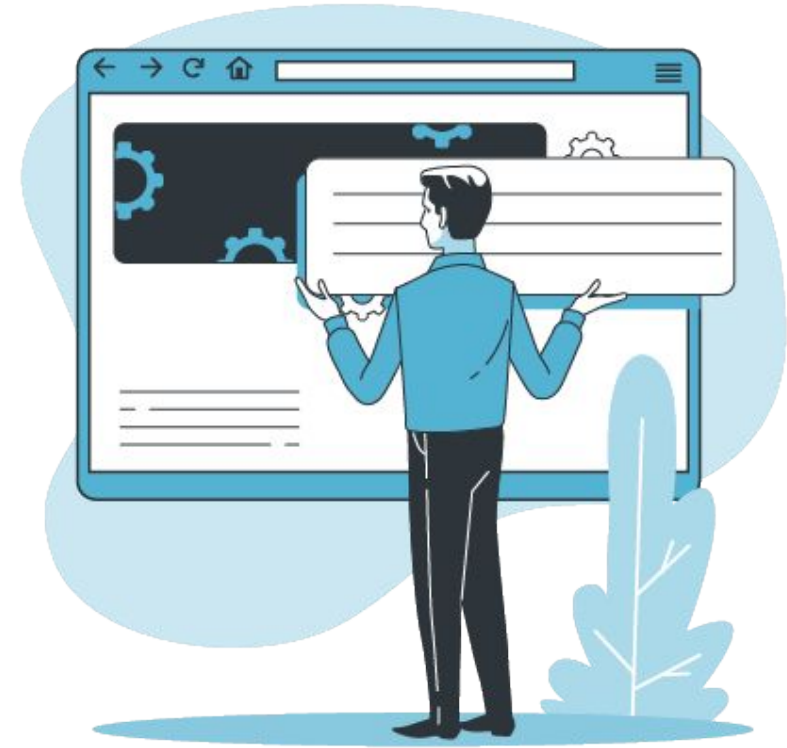




Segment your patients
by last treatment type
to **facilitate effective
marketing**



Automate patient follow-up to increase frequency of outreach





Leverage both **SMS**
and **email marketing**

Consider a rewards or membership program





Remember that **new patients** are on a journey and want **different marketing** in each phase

Remember that marketing
is an ongoing activity -
even when you have a full
diary of patients!

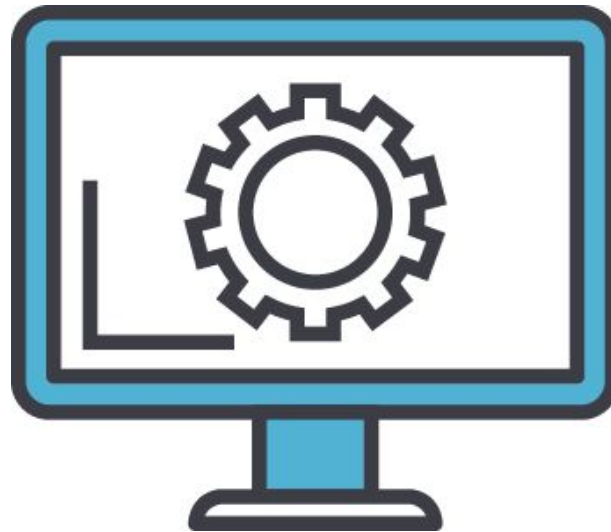




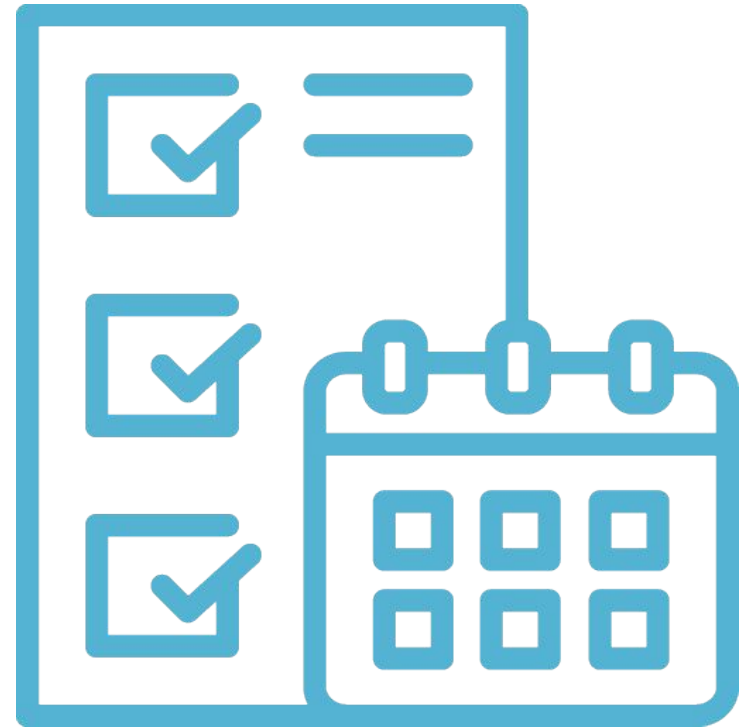
Learn More
UpscalePatientAttraction.com



Pabau Tools For Marketing Activities



Newsletter Manager



SMS Campaign



Loyalty



Recalls



Special Offer Services (Online Booking)





Thank You

