



**Aesthetic Influence**

Social Media+ | Growth Consulting

# The Ultimate Guide to Social Media Content Creation

A Guide for Medical Spas, Dentists, Dermatology & Plastic Surgeons

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**Nate Tubbs**, the visionary founder of **Aesthetic Influence**, brings over a decade of experience in **operations, sales, and marketing** within the **medical industry**. As a keynote speaker for the Aesthetic Industry and a proven track record of helping **100+ aesthetic practices** achieve exceptional profit improvement.

Nathaniel is dedicated to **empowering practice owners** with the tools they need to excel. Under his leadership, Aesthetic Influence has ventured into new territory becoming the **industry's first quadruple threat** – ***growth consulting, social media management, influencer marketing*** and ***aesthetic recruiting***.

Enjoy this social media guide that has the foundational elements for their proven strategy to unlock social media growth in the aesthetic and dental niches.



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## Why are your social channels important?

In today's digital age, having a **robust social media presence** is crucial for the success of any business, especially in the **healthcare and aesthetic industries**. Social media platforms offer **unparalleled opportunities** to connect with potential clients, showcase your expertise, and build trust.

This e-book will guide you through creating compelling content that resonates with your audience and helps grow your practice.

- **3.6 billion people** use social media worldwide, a number projected to reach 4.41 billion by 2025.
- **73% of marketers** believe that social media marketing has been "**somewhat effective**" or "**very effective**" for their business.
- **54% of social media users** research products and services on these platforms.

These numbers highlight the importance of being active and engaging on social media. This e-book will guide you through creating compelling content that resonates with your audience and helps grow your practice.

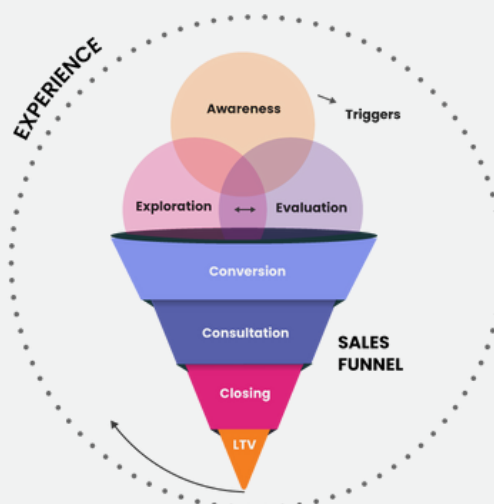
We'll focus on five key content categories: **Provider Segment, Treatment Highlight, Before and After Transformations, Client Testimonials, and Fun Reels.**



# 81%

The percentage of patients whose buying decisions were **influenced by Social Media**

## Purchase Journey of the Patient







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## Why Social Media Presence is Important

Before diving into the content categories, let's discuss why maintaining a strong social media presence is essential for businesses, including those in the medical and aesthetic fields. Here are several reasons why:



### Increased Visibility

Social media platforms have billions of active users. By establishing a presence, you can reach a wider audience and increase your brand visibility.



### Building Trust and Credibility

Consistently sharing valuable content helps position you as an expert in your field. This builds trust and credibility with your audience.



### Engagement and Interaction

Social media allows for direct communication with your audience. This interaction helps build relationships and fosters a sense of community.



### Showcasing Results

Visual content, such as before and after photos, can effectively demonstrate the quality of your work and the results clients can expect.



### Driving Traffic

Effective social media strategies can drive traffic to your website, leading to more consultations and appointments.

# Content Categories

### Provider Segment

**Objective:** Showcase the expertise and personality of your providers to build trust and familiarity.

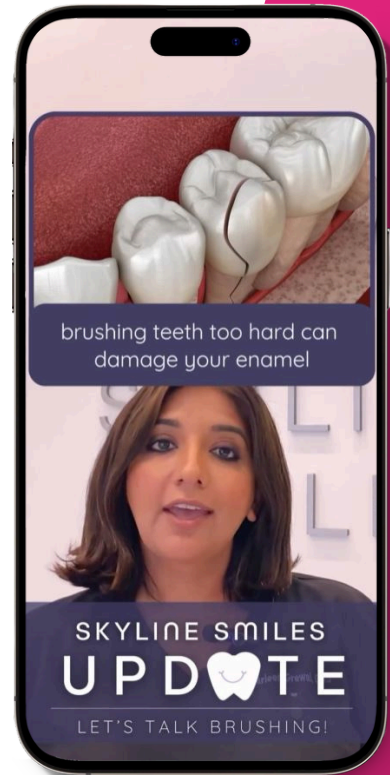
#### Content Ideas:

- **Educational Videos:** Providers explain various treatments, procedures, and their benefits.
- **Q&A Sessions:** Address common questions and concerns from potential clients.
- **Behind-the-Scenes:** Show providers in action, giving a glimpse into your practice's daily operations.

#### Tips:

- Keep videos short and engaging.
- Use a conversational tone to make the content relatable.
- Highlight the providers' qualifications and experience.

Tools you can use to do this:



### Treatment Highlight

**Objective:** Focus on specific treatments and the technology used to provide them.

#### Content Ideas:

- **Procedure Walkthroughs:** Step-by-step videos or posts explaining how a treatment is performed.
- **Equipment Spotlight:** Highlight the advanced technology and equipment used in your practice.
- **Benefits and Results:** Share the benefits of specific treatments and the expected results.

#### Tips:

- Use high-quality visuals to showcase the treatments.
- Provide clear and concise information to avoid overwhelming the audience.

Tools you can use to do this:



## Aesthetic Influence

# Content Categories

### Before and After Transformations

**Objective:** Demonstrate the effectiveness of your treatments through visual evidence.

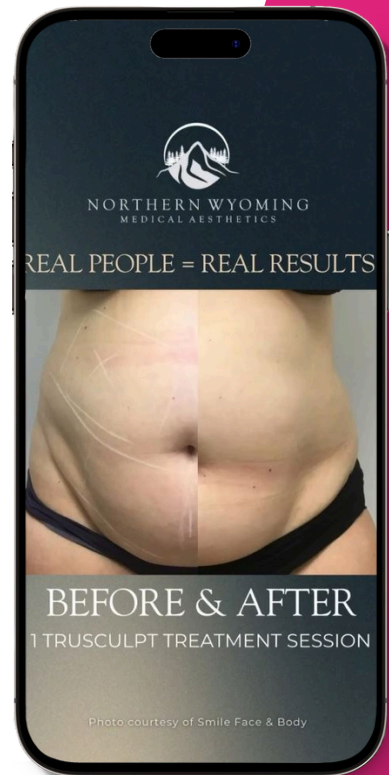
#### Content Ideas:

- **Transformation Stories:** Share detailed stories of clients' journeys, including their goals, the treatments they received, and the results.
- **Comparison Posts:** Side-by-side before and after photos highlighting the dramatic changes.

#### Tips:

- Obtain proper consent from clients before sharing their photos.
- Ensure the photos are taken under consistent lighting and angles for authenticity.
- Highlight a variety of treatments to showcase your practice's versatility.

Tools you can use to do this:



### Client Testimonials

**Objective:** Build credibility and trust through positive client feedback.

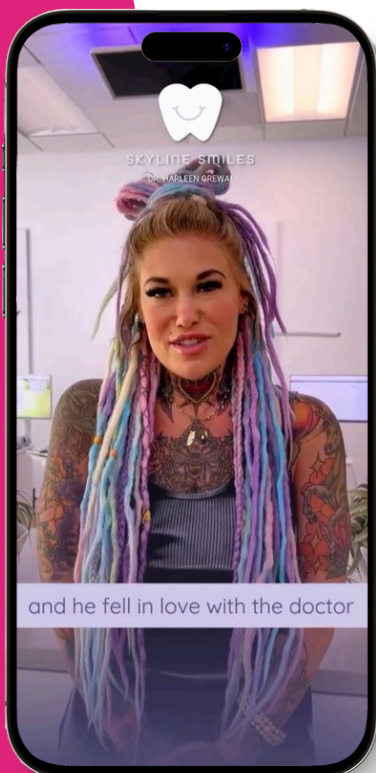
#### Content Ideas:

- **Video Testimonials:** Step-by-step videos or posts explaining how a treatment is performed.
- **Written Reviews:** Share snippets of glowing reviews from review sites or feedback forms.
- **Success Stories:** Detailed posts featuring a client's background, treatment journey, and outcomes.

#### Tips:

- Encourage clients to share their honest experiences
- Highlight different demographics to show that your practice caters to a diverse clientele.
- Respond to testimonials with gratitude to show appreciation.

Tools you can use to do this:





# Content Categories

### Fun Reels

**Objective:** Humanize your practice and engage your audience with lighthearted content.

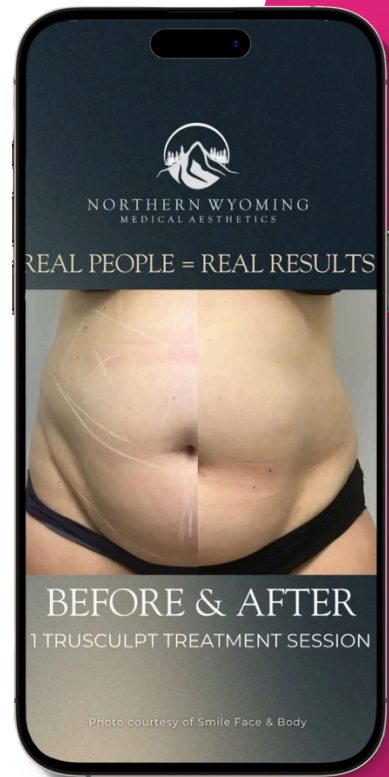
#### Content Ideas:

- **Behind-the-Scenes Fun:** Show the lighter side of your practice with candid moments.
- **Trendy Challenges:** Participate in popular social media challenges related to your field.
- **Humorous Skits:** Create funny skits that are relevant to your services or common client experiences.

#### Tips:

- Keep the content appropriate and professional while still being entertaining.
- Use trending music and hashtags to increase visibility.
- Encourage team participation to showcase your practice's culture.

Tools you can use to do this:



## Conclusion

Creating engaging and informative content for social media is **crucial for attracting and retaining clients** in the medical spa, dentistry, plastic surgery, and dermatology fields. By focusing on **these five content categories**, you can **build a strong online presence, establish credibility, and connect with your audience on a deeper level.**

However, we understand that **consistently creating high-quality content can be time-consuming.** If you find yourself struggling to keep up with your social media needs, consider hiring our **expert team.** We specialize in **crafting compelling content that drives results, allowing you to focus on providing exceptional care to your clients.**

Thank you for reading this guide. We hope it provides you with valuable insights and inspiration for your social media content creation efforts. ***Remember, a strong social media presence is not just an option—it's a necessity in today's digital world.***

If you have any questions before moving forward, please don't hesitate to contact us at **nate@aestheticinfluence.co** or by phone at **(317) 362 - 9812.**