



**CloudMedspas**

# **Patient Acquisition Playbook**

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# Target Audience

01

**Friends & Family**

02

**Co-Workers**

03

**Beauty referrals: haircare/  
beauticians/estheticians**

04

**Social Media: new engagements**





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# Networking

Engage with other providers

**Attend local  
aesthetic  
conferences**

**Reach out to  
other CMS  
providers**

**Connect with  
product reps**

**Attend training/  
education  
workshops**

**Follow aesthetic  
influencers**





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# Message

01

Receive your procedures in a beautiful space with access to multiple services

02

A Provider with Best Practices: CMS location cultivates training and education - providers that are well educated in the latest techniques and devices

03

Flexibility - patients get access to more time availability

04

Competitive rates & referral rewards

05

Multiple procedures/device access

06

Referrals & accessibility to other specialities/procedures (eliminates competitive co-working)



# Patient acquisition channels

01

**Friends & Family**

02

**Open House/  
Botox Parties**

03

**Direct marketing  
channels**

Social media (IG, FB, YT, LI); both paid and free (aggressive quality posting) to drive awareness and information

04

**Expert referral:  
JCP Marketing  
Group**

05

**Expert referral:  
MyAdvice**





# LL Aesthetics-Vansanity: Patient Acquisition Case Study



## Provider Acquisition

Lisa is offering training to new aesthetic providers and is focusing her product offering with Merz and Galderma products. Lisa is considering including a laser hair removal device in a few months.

