



21 IDEAS ON HOW TO
**LEVERAGE VIDEO IN
MARKETING YOUR
AESTHETIC BUSINESS**

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When you create videos for your Instagram account, you're creating videos for the platform. When you create videos for your business and distribute them on your Instagram, you're creating video content that's going to move you closer to your marketing goals. It's a subtle shift but thinking from this lens will not only push you to think more creatively, but it will ultimately make a bigger impact in your marketing efforts.

I've put together 21 unique ideas on how you can leverage the power of video to advance your marketing goals for your aesthetic business. You don't have to implement them all. In fact, I don't suggest doing so because that would be A LOT. Instead, pick an idea that excites you and then distribute that video across one or multiple marketing channels/verticals. Some of the most popular marketing channels/verticals you can consider are your:

Website

YouTube Channel

Instagram

Feed

Reels

Stories

Instagram / Facebook Livestream

*Don't create videos for your Instagram.
Create videos for your business and distribute
them on your Instagram.*



LIGHTS, CAMERA, ACTION!



1. Product Explainer Videos:

If you offer physical products to compliment or enhance your procedures and treatments, make a video explaining the benefits of that product and the results your patients/clients can expect.

2. Thank You Video

Add a more personal touch and stand out from your competition by creating a Thank You Video your patients/clients see after requesting an appointment/consultation on your website.

3. Patient/Client Testimonials

Add a more personal touch and stand out from your competition by creating a Thank You Video your patients/clients see after requesting an appointment/consultation on your website.

4. Email Marketing Videos

Although you can't embed videos directly into your emails, you can simulate a video in 2 ways. 1 – You can take a screenshot of your video on your YouTube (or Vimeo) channel and hyperlink the image to the actual video. Or 2 – you can convert a short clip of your video into an animated Gif using <https://ezgif.com/>. Using a Gif makes your emails more eye catching and unique.

5. Website Background Video

Add an eye-catching video above the fold on your landing page that showcases the vibe/experience your patients and clients can expect during their visit. These videos should be short, and their file size should be as small as possible (without jeopardizing quality) to avoid slowing down your website's speed.

6. About the Business Video

Explain the story behind why you started your business. What was your inspiration? How is your business and the services you provide different from your competition?

7. About You Video

Talk about why you do what you do from the lens of your patients/clients. Remember, your prospects don't care what you do, but rather care what you can do for them.

8. About Your Team/Staff Videos

Put a face to your team and introduce them so your prospective patients/clients get to know them before their visit. Consider asking a personal question in addition to their professional background to connect with your patients/clients. For example, "What's your favorite show on Netflix?"

9. Behind-the-Scenes Videos

Show a glimpse of what goes on behind the curtain. Think of these videos as an exclusive look that only people who follow you get to see.

10. Process/Treatment Videos

Showcase your unique approach and explain what your patients/clients can expect when booking a treatment/procedure.

11. Announcement Videos

Have something newsworthy in your business like an event, new product, or service you've added? Consider making the announcement in a short

12. Interview Videos

TV interviews aren't the only way to increase your visibility. Pitch yourself to industry publications, online groups, or ask your sales reps if their company is open to a Facebook/Instagram Live on what you enjoy about their product (or modality) and how you use it in your business.

13. Day in the Life of Videos

Show what a typical day is like in your business from beginning to end. Showcase some of the highlights and take your followers behind-the-scenes in your business.

14. Promotion Videos

Run a promotion for a season or holiday and create a video about it that you can distribute on social, email and on your website.

15. Before & After Videos

Instead of showing your before and after photos side-by-side, show them in as a video. You can also consider adding a narration explaining what the transformation was like and the results your patient/client achieved.

16. A.I. Videos

Add a layer of automation to your marketing and make it more efficient. One of my favorite tools for this is called, "Video Ask". This technology allows you to embed videos directly onto your website to make it more interactive and create more personal

17. Paid Social Media Video Adverts

Create a series of videos for your paid social media advertisements. Remember these videos should be created with a specific goal in mind such as building your following, signing up for your email newsletter or booking an appointment with you.

18. Office Video Tours

Create a video walk through of your office and show your followers and prospects what they can expect

19. Frequently Asked Questions

Answer your patients/clients most common questions that you receive. You can showcase these videos on a FAQ page on your website and distribute them periodically across your social channels.

20. Video Narrations

Not all videos need to be face-to-camera. Video narrations can be a great option when you're getting started with video or to add some variety to your content. I love to use video narrations for before & after content or for short format videos.

21. Treatment Option Videos:

If you offer multiple treatments/procedures that address the same problem, consider creating a video that explains the difference between each option. For example, if you offer products and several modalities that all help reduce signs of aging, create a video explaining the differences and how to determine which option is right for them.



**Drop Me A Line,
Anytime ;)**

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