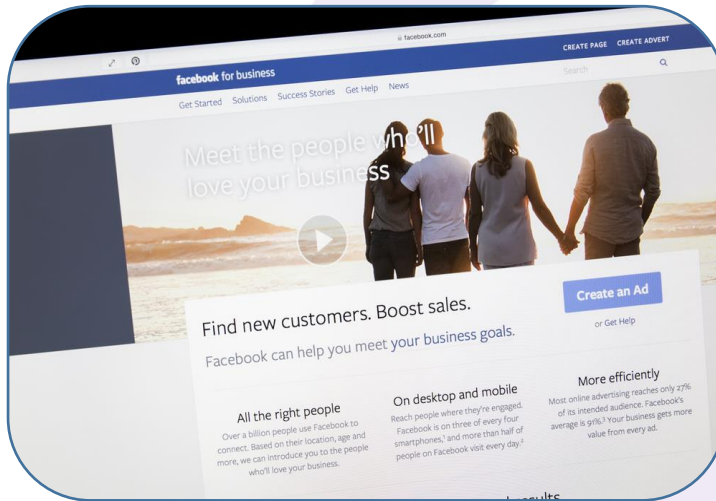


## Attract new clients with Facebook adverts

With over 1 billion active Facebook users\*, it's not surprising that so many businesses use Facebook adverts to reach and engage their target audience. It's all about connecting with real people on any device to help them discover your clinic, its treatments and the benefits it can bring to them.



In some ways advertising on Facebook is similar to traditional advertising such as TV. You're looking to create ads that capture people's attention – ads that they like, can relate to and ultimately prompt sales. But at the same time, there are significant differences that work in your clinic's favour.

Digital advertising such as Facebook adverts is far more flexible as you can update your

advertising schedule and budget at any time. It's also much more targeted using locations and Facebook users' interests (whether broad such as beauty or specific such as cosmetics) to reach potential clients who could be interested in your clinic, treatments, specific conditions and solutions.

### Helping clients discover your business

Facebook adverts can be a great way to build brand awareness. It's a digital way to 'spread the word' and put your clinic firmly in clients' minds. This is the first all-important step to increasing traffic to your website, generating leads for treatments and boosting sales. Using Facebook adverts enables you to help people take action, seize the moment and click through to make a real enquiry.

### Facebook adverts are competitive and cost efficient

As one of the cheapest forms of digital advertising, Facebook adverts start at just a few pounds a day or can be set to a total spend for your complete advertising campaign. Even on a smaller budget you're likely to reach several thousand people a day. Obviously, the more you spend the more people will view your ad.

Facebook adverts targeted at densely-populated locations (particularly London) are more expensive, so your clinic would need to allow for the extra expense in its advertising budget.

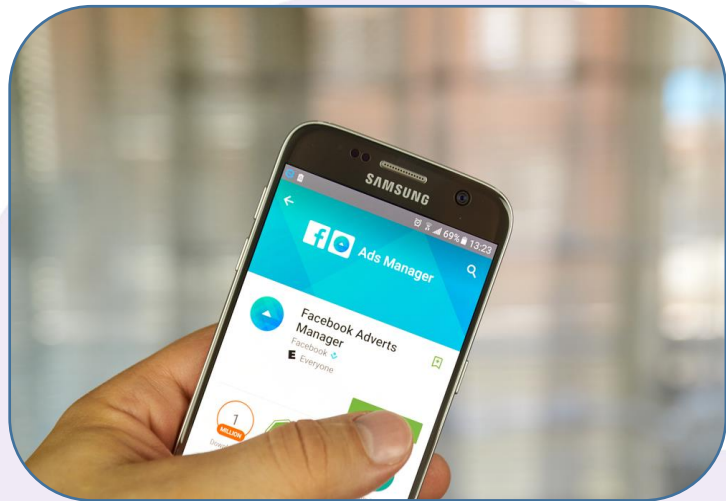
## Making informed decisions

One of the great benefits of Facebook adverts is that your ads' performance can be accurately measured against the objectives set. This insight enables you to adjust and fine-tune ads to increase click-through rates and conversion for better return on investment.

Performance can also be tracked in real time to enable quick decisions on under-performing ads and those that are exceeding expectations.

## Understanding limitations

As powerful as Facebook adverts can be, there are challenges and restrictions that are particularly relevant to clinics. All ads must be approved by Facebook and criteria set include no guarantees on treatment efficacy, claims that over promise or before and after images. Images must comprise most of the ad with text taking only around 20% of the finished ad.



As images are so dominant in Facebook adverts, experimenting with different images (royalty-free or of your clinic) can give insight into what works best for your clinic. Text is very limited so choosing your words wisely makes sense. Using price can be engaging particularly when supported by text that conveys your brand and delivers a direct and targeted message.

## Facebook Messenger and Instagram

Using Facebook adverts can also help your clinic to tap in to the benefits of Facebook Messenger. These include direct one-to-one communication with your clients and the opportunity to answer questions and promote specific treatments, special offers and discounts. Facebook shares its platform with Instagram providing further means of building brand awareness, inspiring potential clients and driving traffic and real enquiries.

There's no doubt that making the most of Facebook adverts takes insight, knowledge and expertise. But it's certainly an opportunity that's not to be missed due to the volume of Facebook users, opportunities to target ads to the right audience and drive sales in a measurable way.

Working with a digital agency that understands the best platforms for promoting and advertising your clinic's treatments is at the heart of capitalising on digital advertising opportunities. The right agency will develop a strategy that increases click-through rates and conversion while you focus on growing and developing your clinic.

\*Source: Facebook Business  
Editorial credit: / Shutterstock.com

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Cosmetic Digital specialises in branding and website design for cosmetic, laser, skin and medical clinics.

Adam started H&P Design in 2005 and has become one of the most experienced web designers in the medical cosmetic industry today. Adam and his team help clients across the UK and overseas; from starting up their own new clinic, to growing an established one, through their knowledge and expertise in web design, Google optimisation, marketing and creative branding.

In 2016 H&P Design rebranded as Cosmetic Digital, a design and marketing agency providing expertise to businesses, practices and clinics in Medical Cosmetics, Dentistry and the Healthcare sector.



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