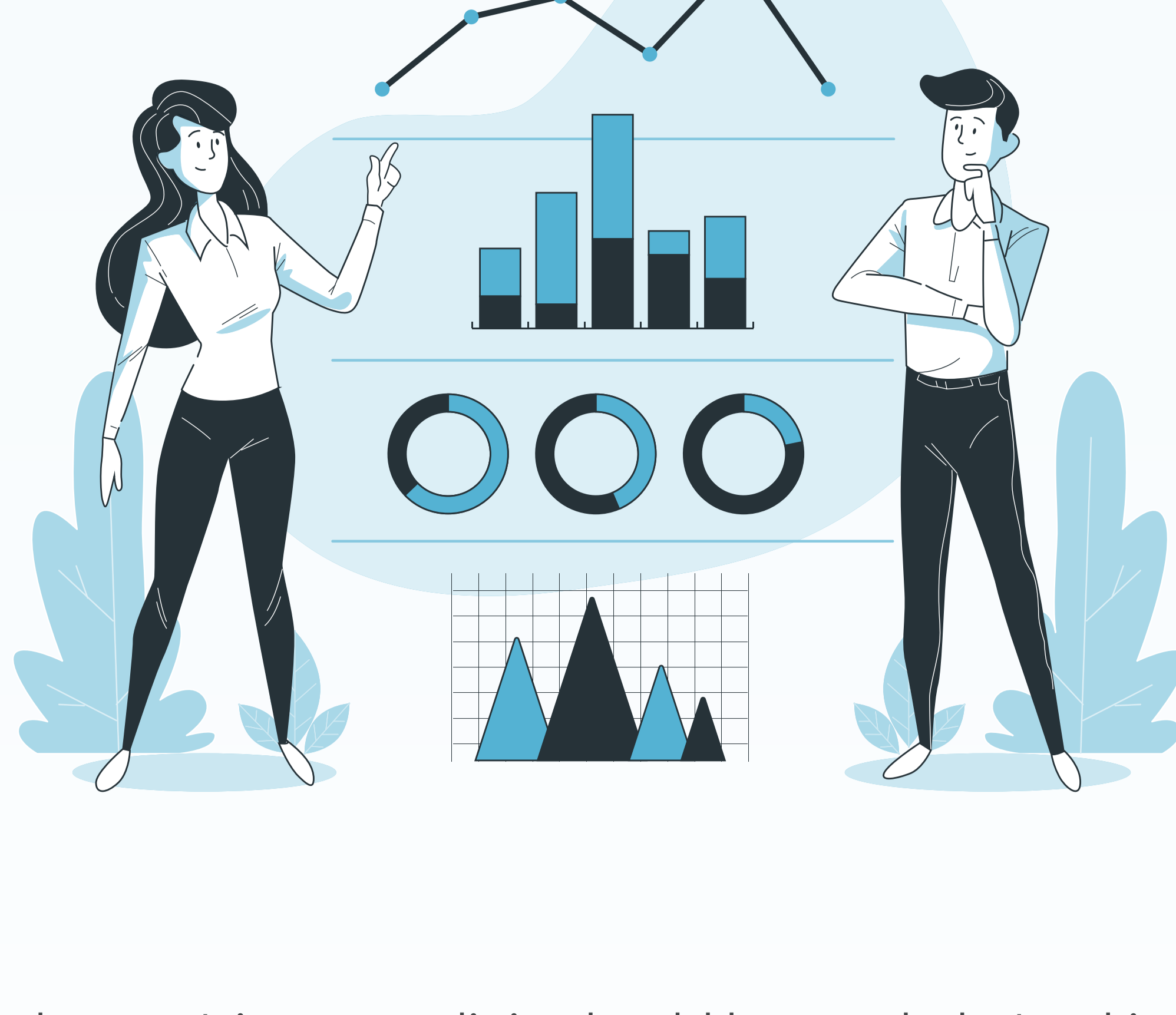


# THE 26 MARKETING METRICS EVERY AESTHETIC CLINIC SHOULD MONITOR



These are the key metrics your clinic should be regularly tracking to see how your prospects are engaging with your marketing, how many are getting in touch to become leads, and how much business your efforts are generating.



## Attracting Prospects

The first metrics you need to track are those which tell you if your marketing is grabbing your prospects attention and directing them to your website.

### 1. No. of website visitors per month

How many prospects are coming to your website to find out more about your business?



### 2. No. of page visitors

Track the specific pages you promote or run campaigns for - particularly key treatment or landing pages

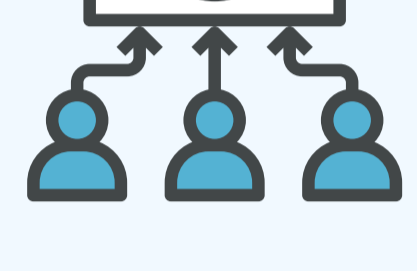
### 3. Bounce rate %

If you can pinpoint the pages that prospects leave quickly, you'll know they don't deliver the key messaging and information your clients are looking for



## Paid Advertising

If you're spending on Google, Facebook or Instagram ads, you'll want to track exactly where that money is going.



### 4. No. of PPC visitors

The amount of traffic that comes directly to your website from all your paid adverts - the visitors you've paid for



### 5. No. of impressions

The number of times your prospects see your advert, your campaigns and your brand



### 6. No. of clicks

The number of times your prospects click on one of your paid ads to visit your website



### 7. Cost per click (CPC) = Total spend on paid ads / Number of clicks

This tells you on average how much it costs to get a prospect to your website



### 8. No. of conversions from PPC

The number of leads you get (filled out a form, entered their email address) directly from your paid advertising



### 9. Cost per conversion = Total spend on paid ads / Number of leads

This gives you a figure for how much you're spending online to get a good lead

## Social Media Engagement

Social media promotion takes a lot of effort; monitoring your key metrics here will help you see if those efforts are rewarded. But a quick word of warning - these can often be seen as vanity metrics. Just because you have 2000 followers on Instagram doesn't mean you'll have 2000 prospects or clients.

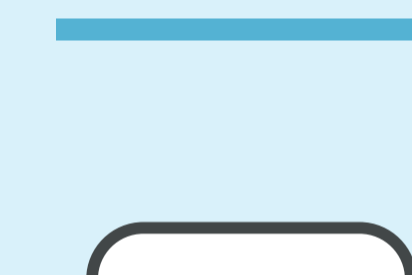


### 10. No. of page/channel followers

For each post:



### 11. No. of views



### 12. No. of comments



### 13. No. of shares



### 14. No. of reviews

Tracking the number of reviews you have on Google and Facebook (+ any other social channels) is a great way to monitor customer satisfaction and engage more prospects.

## Emails and SMS

When you're sending out news, promotions and offers via email and text, you'll want to know if your prospects and clients like what you're saying.



### 15. Email open rate %

The percentage of subscribers who open your email or text

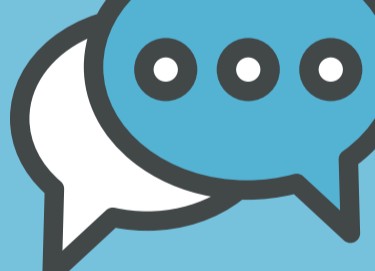


### 16. SMS open rate %



### 17. Email click through rate %

The percentage of subscribers who click a link to visit your website (or offer post) in your email or text



### 18. SMS click through rate %

## Enquiries and Bookings

Getting prospects onto your website is one hurdle, convincing them to get in touch and then book a treatment are two more challenges where you'll want to monitor your efforts.

### 19. No. of enquiries/leads

The number of prospects who fill in a form, email or call your clinic to learn. Segment these into "Enquiries from: PPC, Social Media, Organic and Local" to see which marketing channels perform best



### 20. No. of bookings/consultations

The number of leads who then go on to actually book an appointment or a treatment directly. Consider splitting into "Self-Booked" - i.e. straight from the website - and "Assisted" - i.e. ringing and booking via reception. If your marketing can encourage more clients to self-book and reduce admin time, you're onto a winner!

### 21. No. of cancellations/no-shows

Don't forget to track those who cancel, or don't turn up. If you see numbers rising here you can adjust your marketing to address the issue.



## Client Revenue

Finally, the £££! The most important metrics of all to keep track of for your aesthetic clinic.

You'll want to try and **DECREASE** ↓ these two numbers (by reducing marketing spend or increasing the number of leads)



### 22. Total cost per lead = Total spend on marketing / total no. of leads



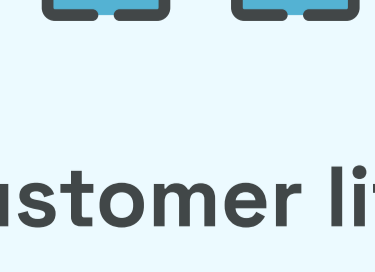
### 23. Total cost per new customer acquisition = Total spend on marketing / total no. of new bookings

And you should be looking to **INCREASE** ↑ these numbers over time, if you marketing is proving effective



### 24. No. of clients retained

The longer you keep a client, the more effective your marketing was - and the more value that customer is to you.



### 25. Customer lifetime value

Calculate: average treatment spend x average no of treatments booked x typically retention period.

This tells you how much an average customer is worth to you - and suggests how much you could spend on marketing to win a new customer.



### 26. Marketing return on investment (ROI) %

= (Sales (after paying staff and supplies) - marketing costs) / total amount spent on marketing x 100

This shows you exactly how worthwhile your marketing was.