



Dermatology Beauty Services Marketing



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
.24 Tues	8:00PM  Egypt	9:00PM  KSA	10:00PM  UAE	Online Zoom



Instructor
Dr. Hossameldin Lotfy
Marketing Manager

CLUB FOUNDER, HOST
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Doctorate of Business Administration

(Strategic Marketing)

Vern- Croatia

Master of Business Administration

(International Business Administration)

Geneva- Switzerland

Marketing Manager

Pharmaceuticals

Nutrition

Medical , Beauty & well being devices

Aesthetic medical services

Cosmetic products

Natural products

Training



Market overview

Red ocean Market

(340+ Service providers (clinic and hospital)
in Riyadh in 3.5B SAR Market)

Complete completion

Very narrow maneuverability
Very poor marketing mix,

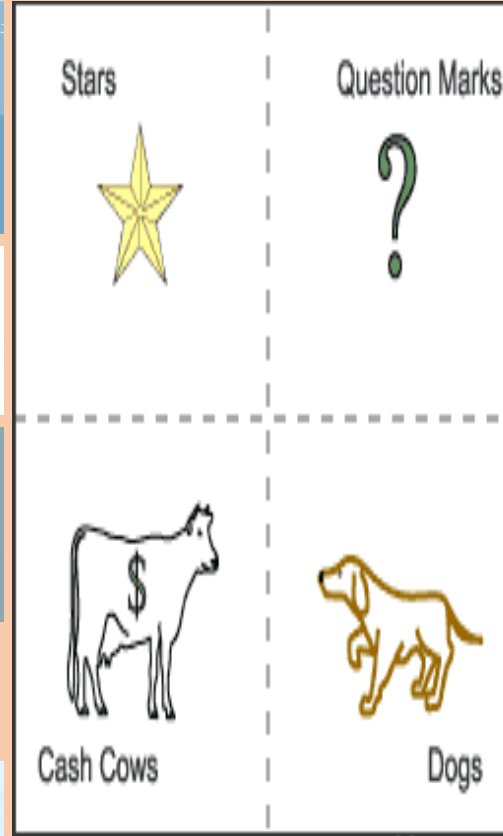
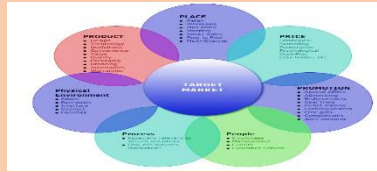
Price sensitive Market

CORONA era

Growth Rate

Inbound VS outbound

Product or services ?



Total Health
care market

115 B

13.5 B
Aesthetic market

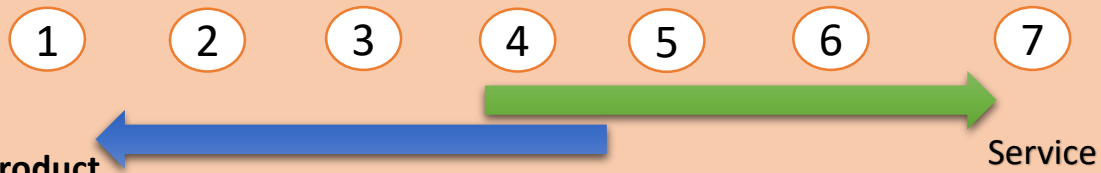
Market volume

Riyadh city Health
care market

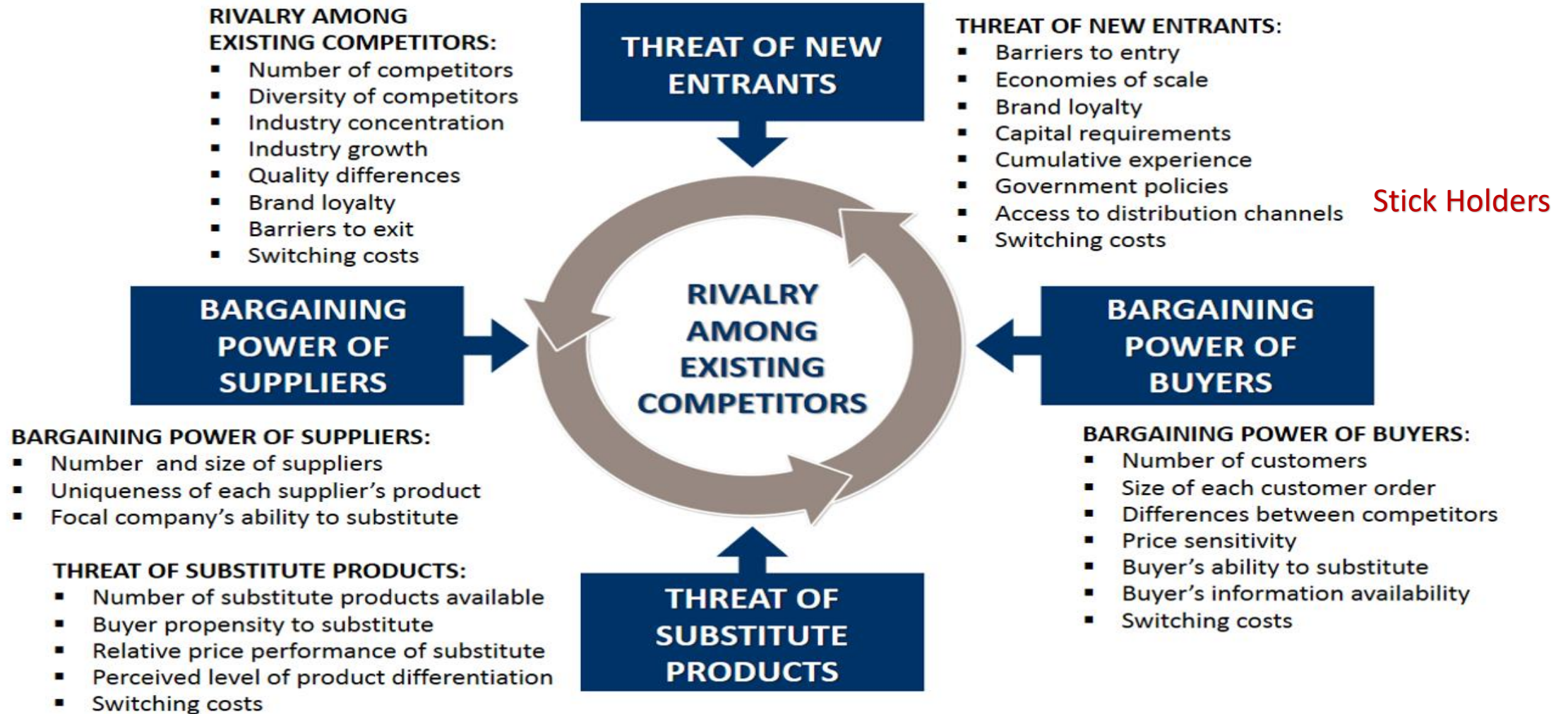
5.5 B

3.5 B
Riyadh city
Aesthetic
Procedures
market

Riyadh City Market



Business Analysis





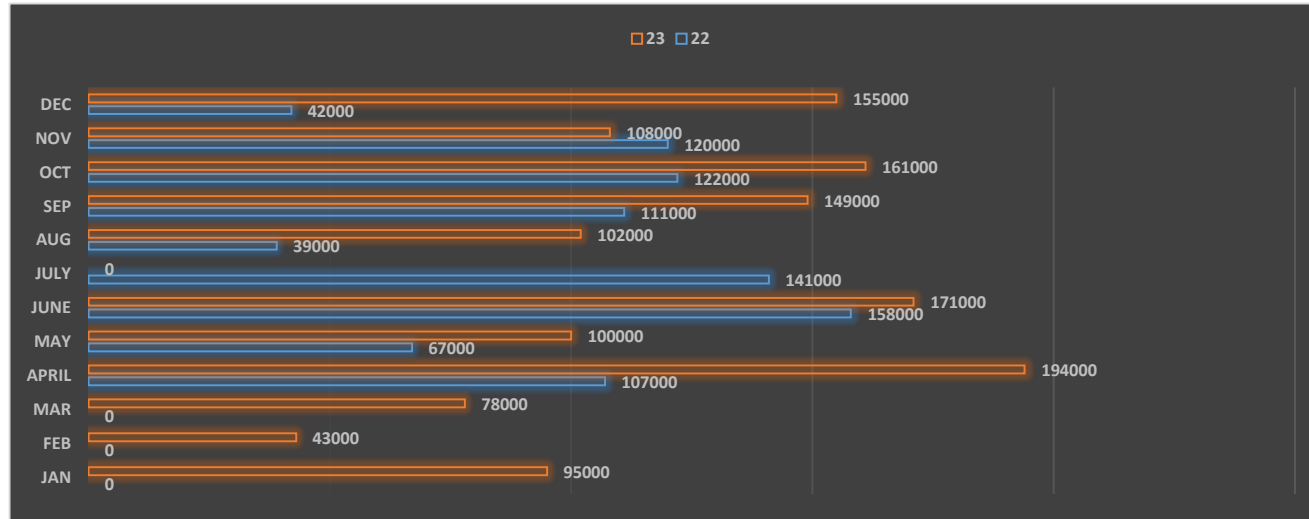
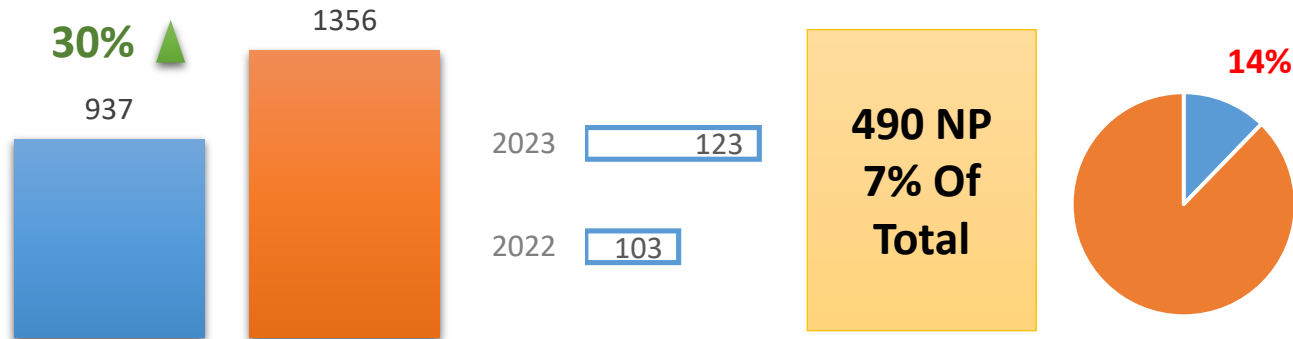
Aesthetic Surgery

Aesthetic Procedures



Business Case





Lack of coordination function.
Weak focus on area of competency .
Need to clinic improve
Irregular material supply.
Motivation



2024

Sales Objectives
2 M SAR

400
NP

Growth
30%

Strategies

- ☐ Operation improvement.
- ☐ Monthly incentive based on monthly target .
- ☐ Promotion program
- ☐ Focus on specific procedures :



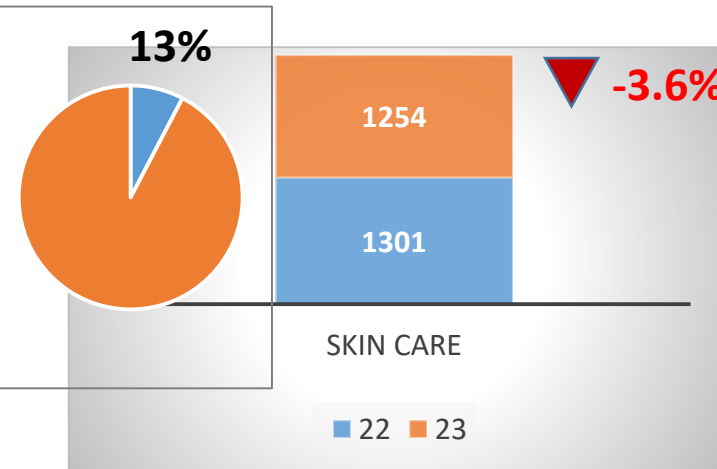
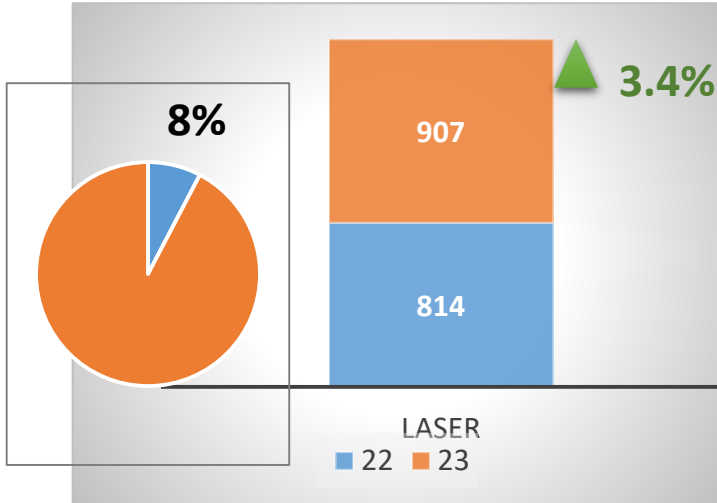
Tactics

- ☐ Business unit coordinator.
- ☐ Monthly target of 200K
- ☐ Clinic improvement ..
- ☐ Digital ad by 50k /Y
- ☐ Monthly Micro influencer.
- ☐ Special campaign .



Supportive business units

(Laser unit & skin care)



2024



Objectives 1 M

Growth
19%

Strategy

- ☐ Operational control
- ☐ Internal conversion activation

Tactics

- Direct doctor supervision.
- Beauty advisor conversion in G1/G2
- Incentive for conversions driven by Reception.

Objectives 2 M

Growth
37%

Strategy

- ☐ Operational control
- ☐ Internal conversion activation

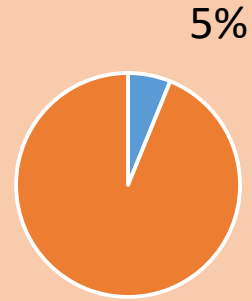
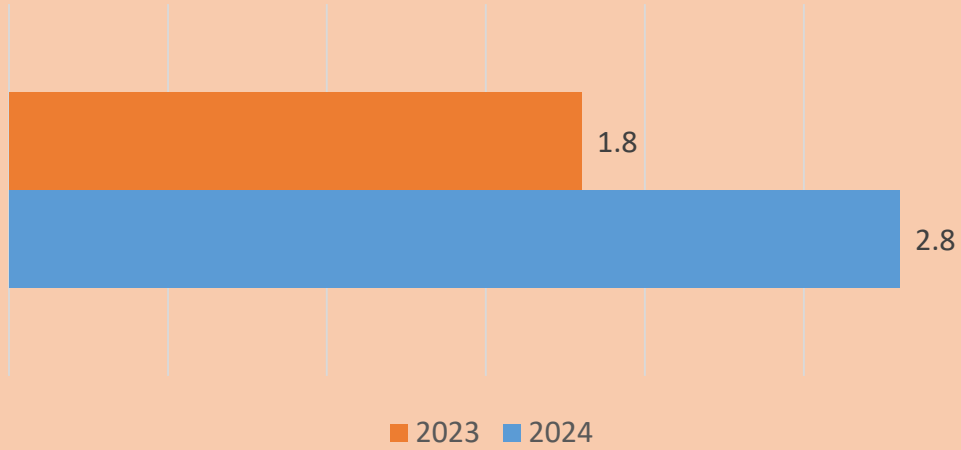
Tactics

- Beauty advisor conversion in G2.
- Digital ad by 30k /Y.
- Arabic speaker skin specialist.



Surgical department

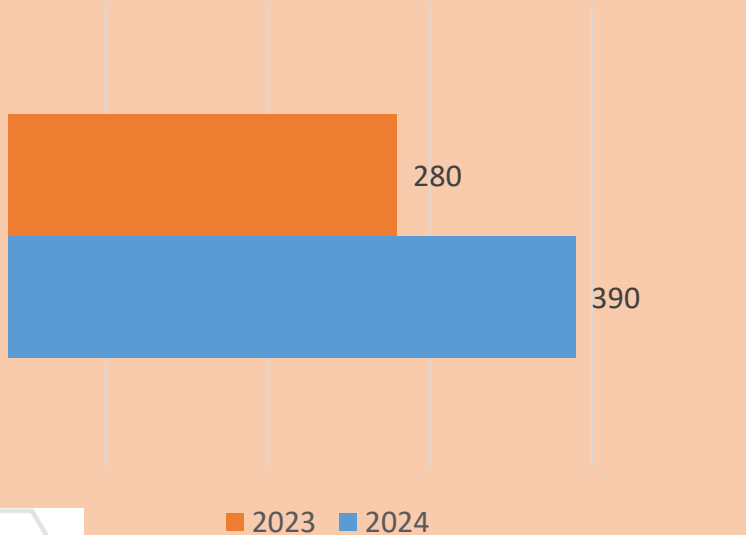
Surgery department sales



Objectives
2 M

Growth
68%

New patient



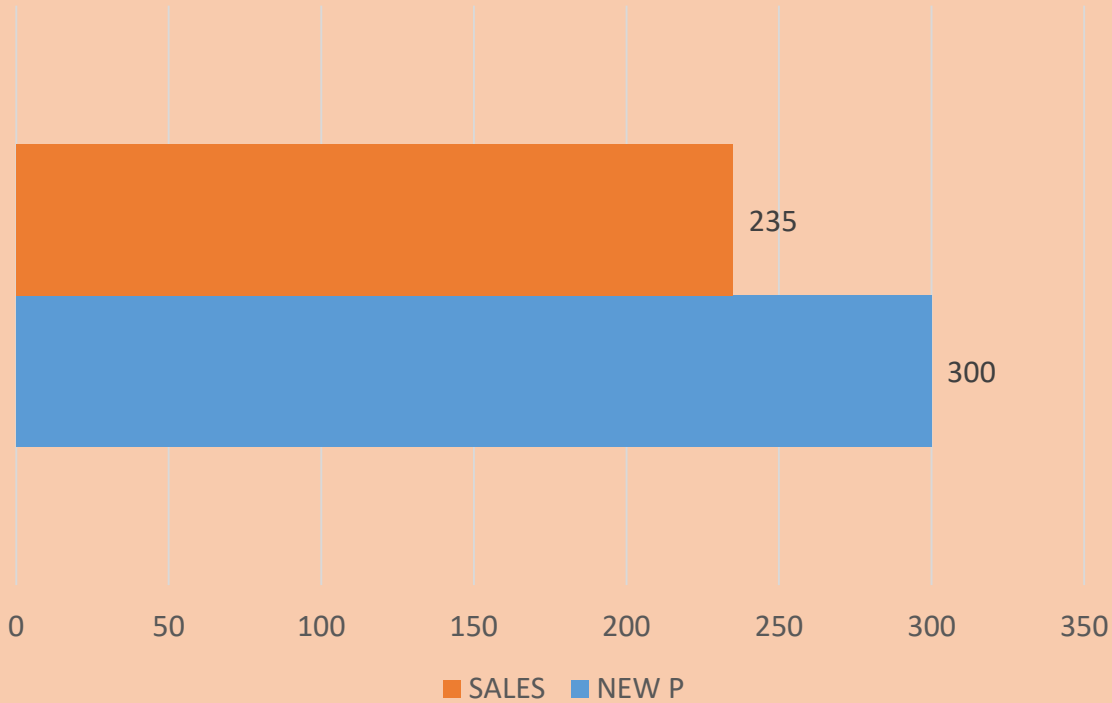
Strategy

- ☐ Operational control
- ☐ Internal conversion activation
- ☐ Digital ad
- ☐ Focus on specific procedures in order of getting positioning
body contouring double chin surgical face lifting

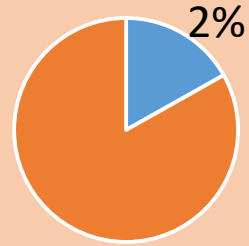
Tactics

- Direct division control .
- Beauty advisor conversion .
- 100k /Y digital ads

NEW PATIENT VS SALES



HT department



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Objectives
2 M

Growth
#%

Strategy

- ☐ Operational control
- ☐ Internal conversion activation
- ☐ Digital ad
- ☐ 2 Teams in 2 different price range in 4 package

Tactics

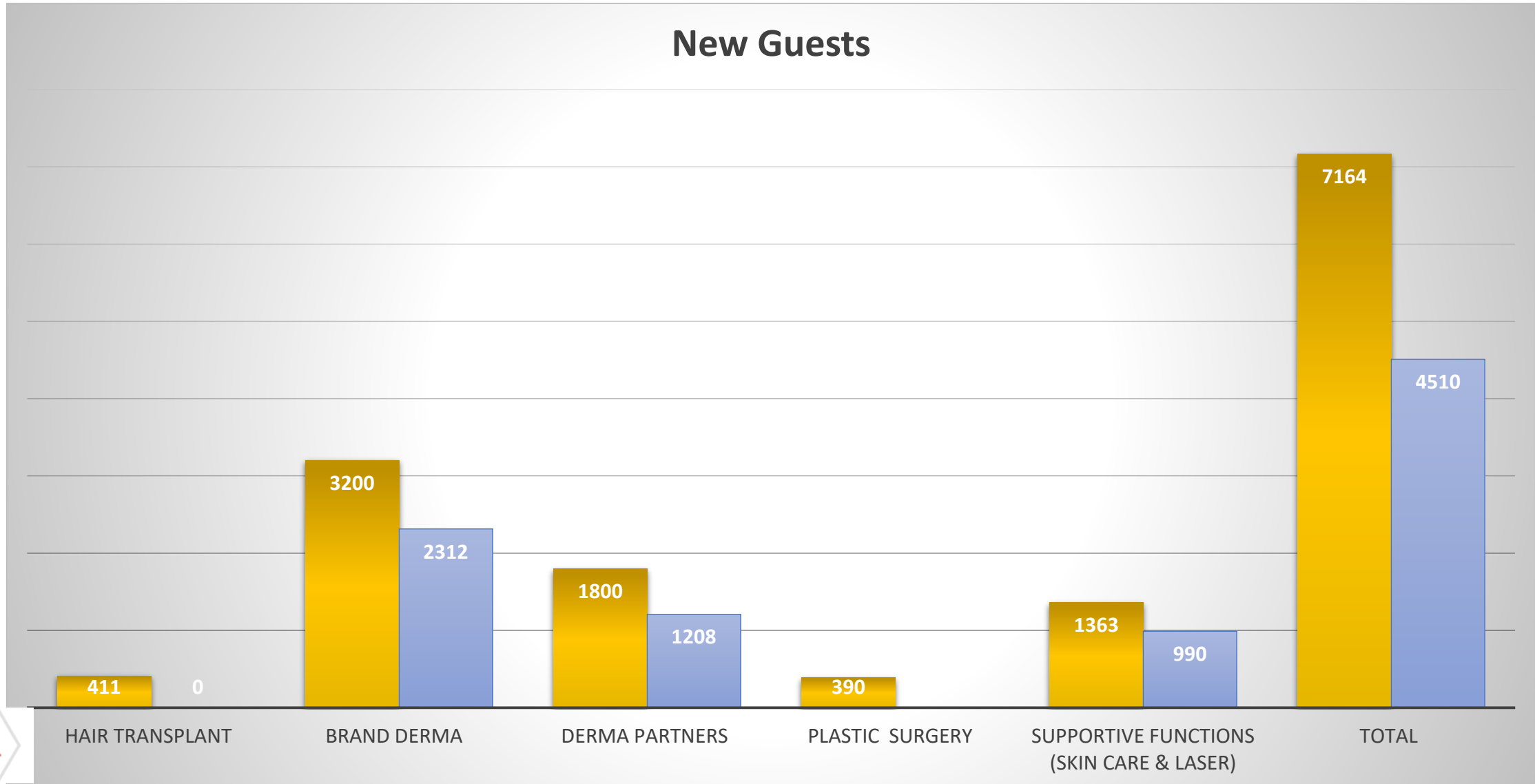
- Direct Beauty advisor conversion .
- 100k /Y digital ads
- Offline PR
- Focus on specific areas for HT MP
- Segmentation /targeting

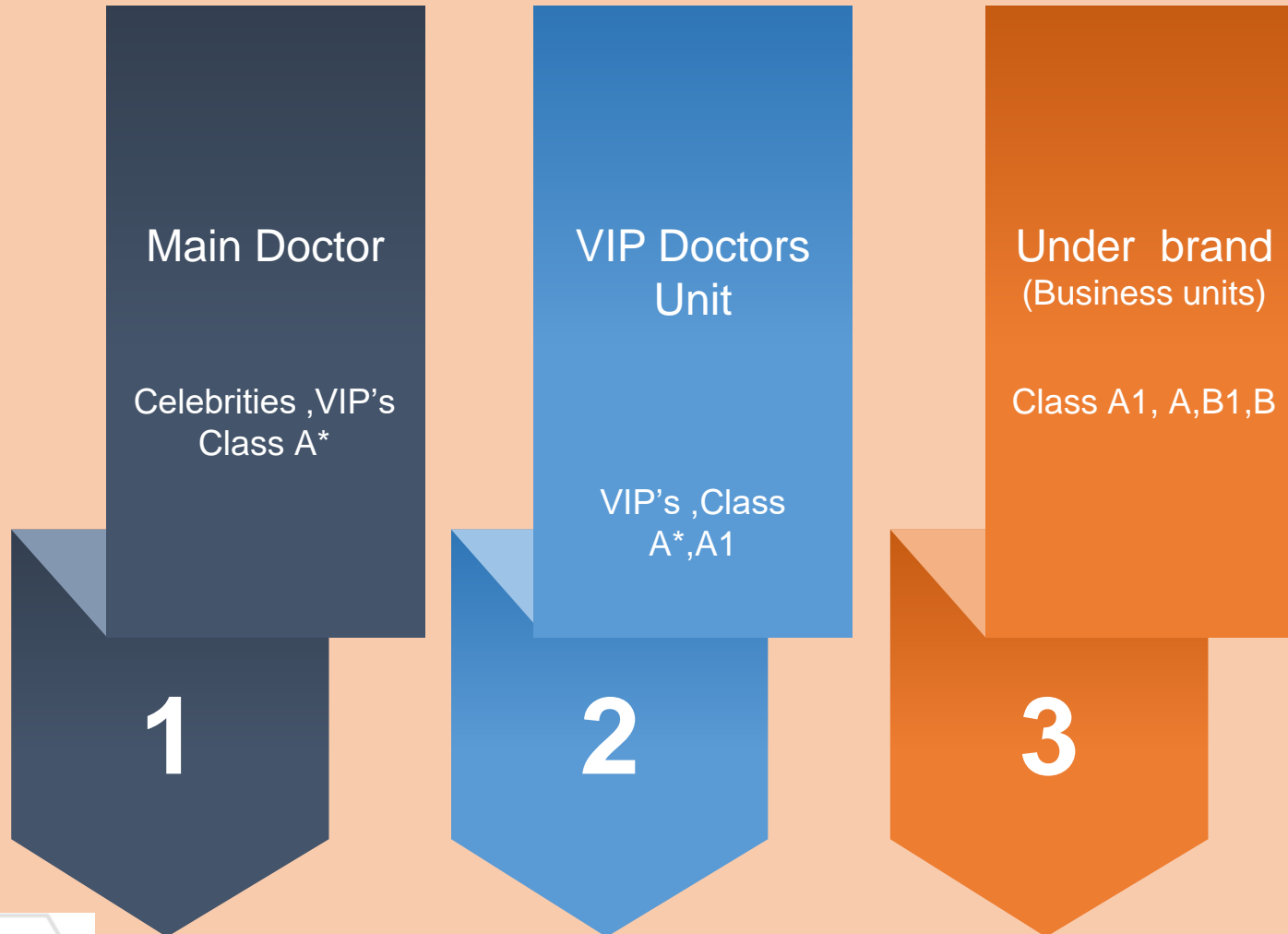
Eye brow/ frontal areas /trauma areas /intensification for Females

Beard /moustaches /small areas/full head for Males



New Guests





Positioning

High end Derma Clinics

Positioning dimensions

Quality
Innovation
Integrated solutions

SegmentationPositioningTargeting

2024



Class of purchasing	Age	Purchasing habits	Gender	Type of procedure
A*			<u>Male</u>	<u>Derma</u>
A1	<u>50+</u>	Long continuous Programs	Female	Nonsurgical (Devices) A
A	40+		Male to	Nonsurgical procedures (Devices) B
B1	30+	Short programs	female	<u>Surgical &</u>
B				<u>(HT)</u>
C	20+	Single procedures	Female to	
D			male	

A* 15K & up /A1 10K & up/A 5K & UP /B1 3K & UP/ B low budget /C Discounts hunters /D problem makers

50+/40+Women with good careers and social positions
30+ Start up business women /Employees
20+ young girls for makeover and metamorphosis

Long continuous program (Programs for more than 3 months and 6 procedures) in site
Short program (program for 2 months for specific result)) online /in site

Derma (Any injectable procedure & Skin care) / **Non surgical devices A** (Endo lift/ Elthera/cool sculpting) **Non surgical devices class B**(HUFO/ Morphios & others)

client persona 1

High end women (Managers/business women/wives of business men) with High expenditure rate, she need to looks good, pretty again to support her social stature

Communication: Affiliate / Female Gathering areas (VIP Salons and SPA's , Banks , Companies) / indoor privet events /out door events

client persona 2

Employee women (middle positions like HR employees) with good expenditure rate, she need to looks better and obtain social approval and progress

Communication: Affiliate / Female Gathering areas (VIP Salons and SPA's , Banks , Companies) / indoor privet events /out door events

client persona 3

Yong women in need to do some changes to look attractive or to follow the trends

Communication: Affiliate / Female Gathering areas (VIP Salons and SPA's , Banks , Companies) / indoor privet events /out door events

client persona 4

A Man with good income and good social position
Usually manager/Business man /or pioneer)

Communication:
Affiliate / Gathering areas (VIP men salons) online

Strategy

- ❑ Operational control

Process optimization



Tactics

- Focus on a business units principle vs clinics principles .
- Hiring Specific trained Coordinator for each business unit.
- Sales incentive for conversion by reception/coordinators /beauty advisors.

Business unit	Branch	Coordinator	Doctors	Glamor Client Persona	Traffic and rate
Lavender	1	New	1-Dr. A. A. 2- Dr. S. M.	P3 (Cash flow)	A
Sunflower	2	BOOO	1-Dr.A. E.3-Dr Am.	P1 (Profit)	C
Orchid	3	Diiii	1-Dr.Za	P2 (Profit)	B
Lotus	3	RAM	1-Dr. M.K 2-Dr.Y.M	P1 (Profit)	C
Tulip	4	ENA	DR. A. R.	P1 (Profit)	C
Surgery business unit	4	Dalia	1-DR.B 2- Dr. Kh.	P1 (Profit/cash flow)	D
HT & SP Unit	4	New		P4 (Profit)	E

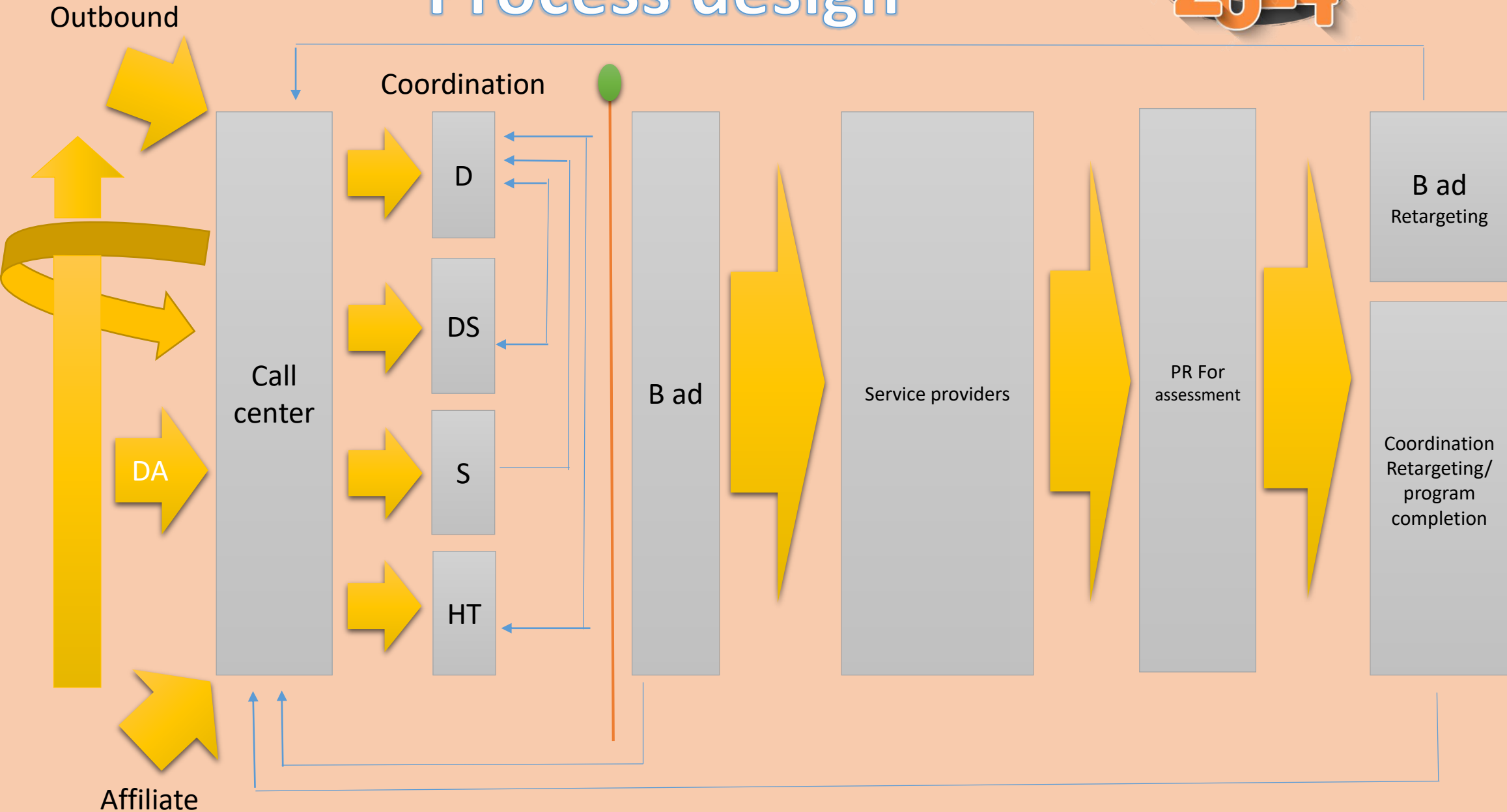
Class	New G	Current G	Av.
A	750	1000	1.7 k
B	400	900	2 k
C	400	500	3.3 k
D	400 x 2		20 k
E	1000		12 k

Outlines

- 1-Prices and programs by coordinators not by call center(coordinator is the landing station)
- 2-Customer tour principal for service price justification (Value for Price).
- 3-Fast and easy.
- 4-Precise .
- 5-problem solving

Process design

2024



Process innovation

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Ai 3d Designs for faces for imagination & upselling Support .
Cost of (45K USD)



Strategy

☐ Operational control

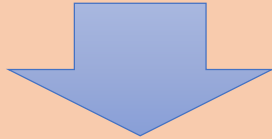
Price

2024



Objective of The pricing:

- 1- Net profit by 25%
- 2-Cash flow to cover all liabilities & activities .
- 3-Brand positioning support & Differentiation



Strategies:

- 1-Flexible Pricing (Profit)
- 2-Integrated programs .(Profit /cash flow)
- 3- Seasonal Price cut(Cash flow).



- 1-Pricing range for programs with minimum discount and no seal for the max.
- 2-Pricing usually by clinic manager(coordinators) not by service provider.
- 3-Integration (BY Beauty advisor , coordinator and doctors)
- 4-Seasonal offers only.
- 5-Online shop is An approved back door for invisible discounts.
- 6-Usual discount range will be between 10 – 25%
- According to case and program and the purpose of discount (pushing/upselling /cross selling)
- 5-welcome discount will be 25%.
- 6-National events discounts will be 40%.
- 7-Seasonal events will be 33%.
- 8-Net profit margin and pricing during the events will be via finance.
- 9-Pricing will be based on value and positioning not on cost with difference of 10% than the direct competitors .
- 10-Fast and effective financial solutions provided by finance.

Products

2024



Single
procedures

Injectable
Or
Devices .

01

Acquisition

Packages

2,3,4 sessions
Of a specific
procedure

02

Cash flow

Programs
(Integrated
procedures}

Two or more
mixed
customized
procedures

03

Cash flow & Profit

New
techniques

New technologies

04

Profit

Privet lable
Programs

programs
specially designed
by the brand

05

Acquisition & Profit



Promotion



Digital Ads

60K /Month S.M. ads (720K /Y)(120 k/Y for designing)

SEO

5K/Month SEO(60K /Y)

Events

-12 Outdoor micro event ,each for15k (180k /Y)
-4 indoor micro event in MAY/JUL/AUG/NOV (20K each)(80k/Y)

S.M. Influencers

1 Macro influencer /Month (branding)(30k /M Equal of 300k/y)
-1 Micro influencer for 2 Doctors /month (Direct promotion) (15/M) (150/Y)
-2Bloopers /M For 2 Doctors

Gathering areas promotion

-VIP Female Salons (10K/Y)
-VIP Males Salons for HT

Affiliate

-Re Activation of all partners Business contracts(8) including sharing in the partners social activities(40k/Y)
-New 7 contracts with more relative business partners (40k)

Promotion innovation
Branding ITC

Glamor series on Shahid(500 K)

Prints

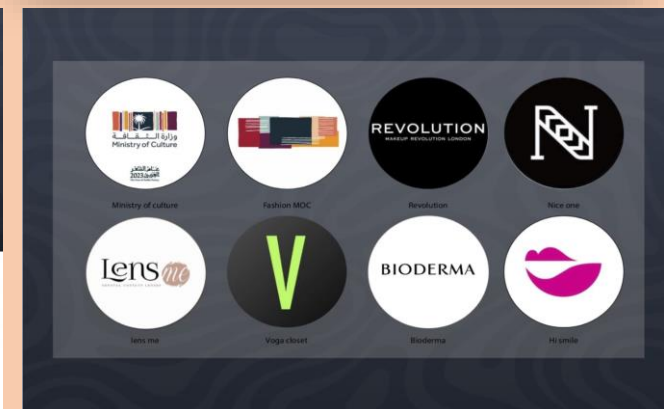
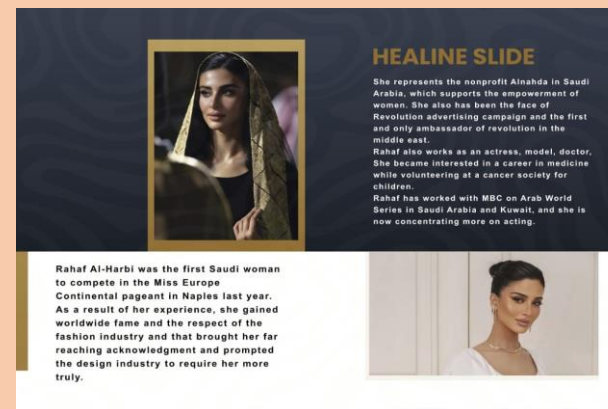
Prints of 60k/Y Including flyers /posters and banners

Promotion
cost

1,750 M

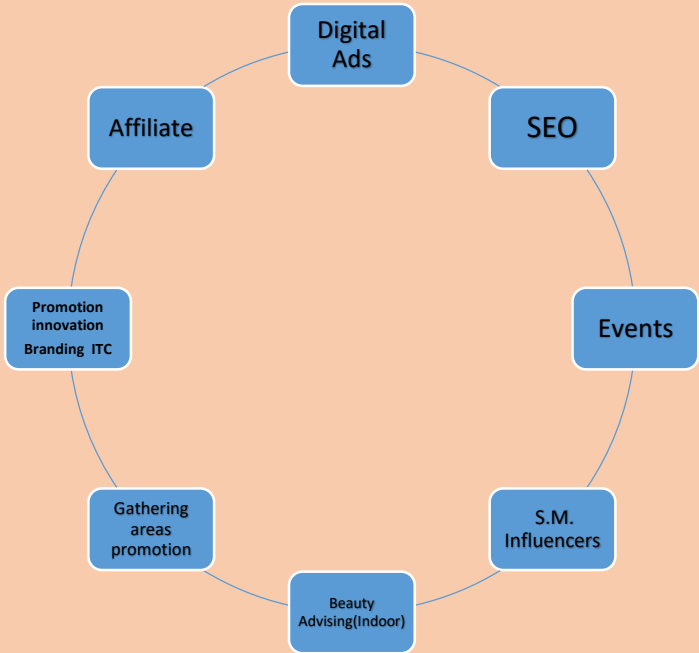


- | Platform | Percentage |
|-----------|------------|
| whatsapp | 91.5% |
| snapchat | 67.1% |
| youtube | 65.4% |
| tiktok | 55.6% |
| twitter | 48.4% |
| instagram | 44% |
| facebook | 30.8% |
| telegram | 23.3% |





Promotion



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5K/Month SEO(60K /Y)

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1,750 M

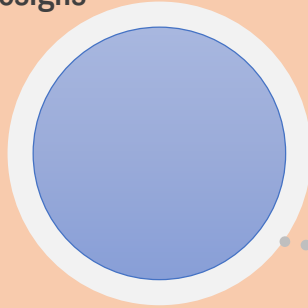
Physical evidence

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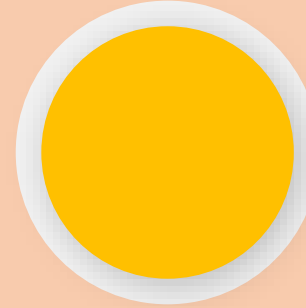
Innovation

Ai Concepts designs
for S.M.
(Cost of 50k)



Personalization

Direct targeting for
customers by greeting at
their birth day



Placeholder



Events Sharing

For Clients during National &
Public events

-Establishment Day./ -Flag Day/-Ramadan
/Eid/National day/Love day /Mother day

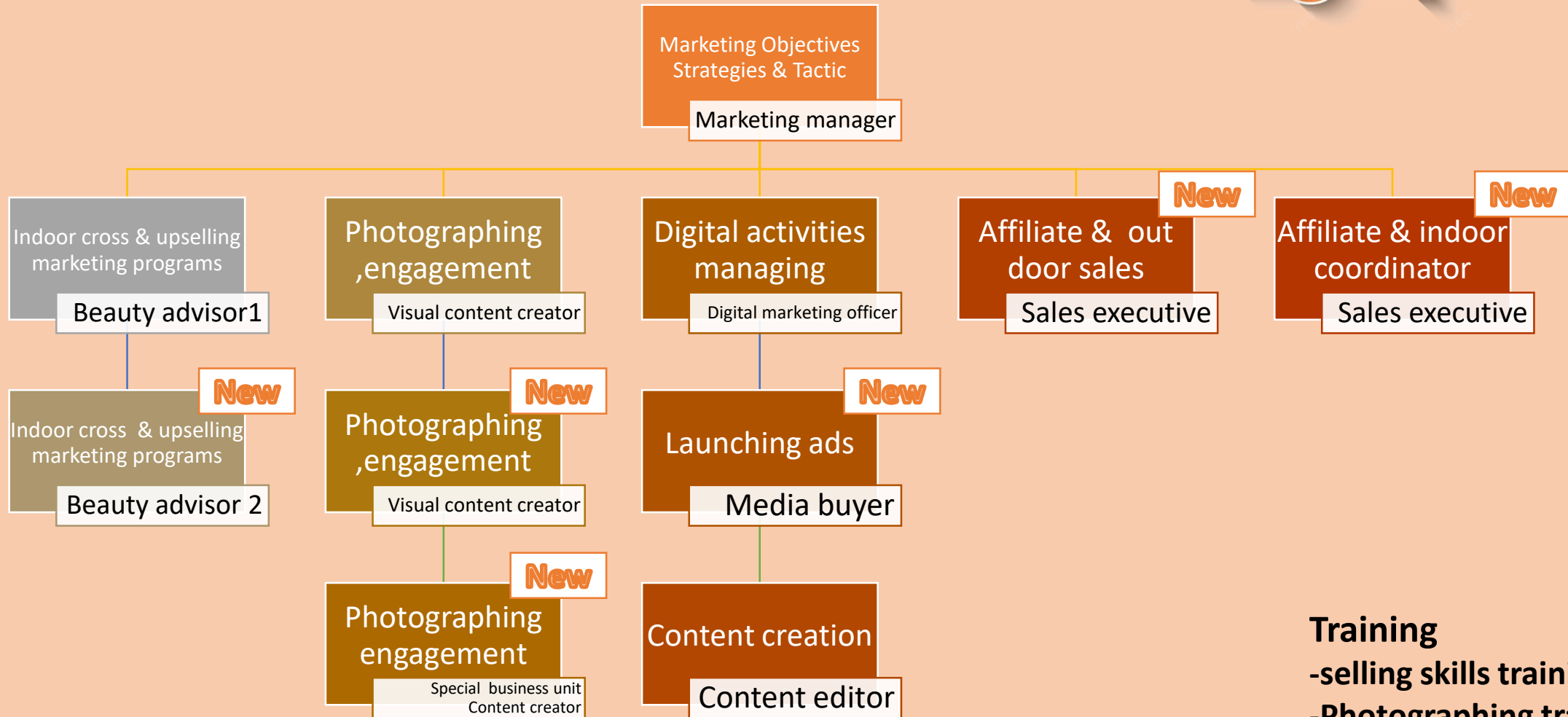
Event participating

Place preparation for public and
National event (cost of 20k)



People

2024



Training
-selling skills training .
-Photographing training .

Budget

2024



Marketing investment	
Program /Activity	Cost
Digital Designs	120 K
Ai Designs	50 K
Digital ads	720 K
SEO	60 K
Out door events	180 K
Indoor event	80 K
S.M. MAC Influencers	300 K
S.M. MIC influencers	150 K
Gathering areas promotion	10 K
Affiliate activities	80 K
Prints	60 K
Location preparation	20 K
Total	1,830,000 M

investment in innovation	
Program	Cost
Ai Project process innovation	150 k
Promotion innovation	500 K
Total	650 K





THANK YOU

