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Although the industry is evolving and more men are visiting medical spas and aesthetic practices; they still only represent about 20% of the market. One of the main reasons for this shortage is the lack of specific marketing efforts directed at men, as most facilities cater mainly to women.

Here's a simple analogy: If you have a clothing store filled with women's clothing, and only one rack for men, how many male customers do you think will come in to shop at your store? This is exactly what's happening in the medical spa industry.

When you look at a menu of services, you rarely even see a picture of a man. And, in most cases there may only be one facial for men. So, why would they come into your medical spa or practice?

It is time for you to discover seven key strategies to help you expand your target market, attract and maintain male clientele and generate more revenue.

Strategy 1. A male-oriented menu

Create a separate male-oriented menu and give it its own identity. It should have a masculine design with images of men. Use simple treatment descriptions focusing on men's concerns and the benefits they will gain from the experience. In addition, use language that is appealing to men and explains how these treatments are designed specifically for them.

Strategy 2. Website

Assess your online presence, including your website, and make sure your male clientele and prospective patients have their own web page, educating them and inviting them to visit you. Instead of having a button that just says "menu", divide the menu into parts. Have a button for Men, Women and even Teens. This allows you to improve your communication with each target market and customize your offerings to suit each groups' needs.

Strategy 3. e-Marketing

Get sophisticated with your database and segment it by female, male, age, etc. Once it is segmented, instead of sending just one email blast to everyone; create at least two email messages: one specific to men and another for women. By doing this, you will increase your conversion rate and generate more revenue.

Strategy 4. Product mix

Fortunately, there are many spa and medical spa professional skincare brands who offer male-specific products. If you want to attract more men to your business, you've got to have a male product line. Go beyond offering only skincare products. Include other items that will appeal to men. Also, be conscious of how you merchandise male products. Designate a separate area in your boutique specifically for men.

Strategy 5. The male experience

If you want to attract men to your medical spa or practice, your facility must be decorated to appeal to both

men and women. The male guest experience must be delivered with men in mind – from robes and slippers that are designed for men, to reading material and treatment protocols. Improve your male guest experience by sending in a couple of male secret shoppers and getting their feedback on the overall experience and areas of improvement. This will give you male insight into what’s needed to attract and retain male clients.

Strategy 6. Host an event

Send an invitation to all your female clients informing them about an upcoming event you are hosting to introduce your medical spa or practice to their male partners. Theme the event with men in mind. Show demonstrations of all the male treatments you offer. Make it easy for them to purchase and return with their loved ones.

Strategy 7. Team training

Recently, I was speaking with one of my mentors and he shared his recent spa experience with me. He went for a massage and liked his experience, but no one bothered to ask him to come back! Men need reminders – ask anyone married to one – so part of your team training should include how to retain your male clients and what communication methods men prefer.

While there are many things you’ll need to train your team on to effectively attract and retain male clients, you can instantly implement these seven strategies to increase your overall capacity and elevate your success.

About the author



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Ms. Soukup is a global speaker, author, mentor, consultant and the founder and CEO of InSPAration Management, a firm specializing in spa and medspa business development, advanced education and BizTools. Over the past 20 years, Ms. Soukup has contributed to the success of medspa companies worldwide. She is passionate about developing innovative, effective, educational programs and business strategies that lead to exponential growth and profits. Her articles and insights are featured in national and international trade publications, and you can find her book, Spa Business Secrets to

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