



Marketing during the Coronavirus crisis: an initial list of ideas

The CAKE team is [working from each of their respective home offices](#), continuing to provide the key marketing work that supports your practice—as well as finding new and creative ways to maximize your marketing efforts even as COVID-19 social distancing mandates go into effect.

To that end, our second update is focused on ideas for leveraging social media and other online tools to connect with both existing and potential new patients.



Ideas for social media and other online interaction

More people are spending time online as they social distance or self-quarantine and this is a great opportunity to be a resource for patients—**consider that many patients are more connected with you as a cosmetic provider than they are to their actual primary care physicians.** This is also an excellent way to make use of your staff's downtime, channeling it towards productive efforts that will boost your practice's visibility.



With all of the following, we are here to assist and will offer extra help (under your contract at no extra cost) during this time. Don't hesitate to call or request help via email.

During this crisis, even if your office is closed, your content and social media marketing should continue, because your audience is consuming that content at a higher than normal rate. Now is a good time to build trust and help someone to find their smile, even for a moment.

- **Offer private virtual consults via GoToMeeting** (which has [technical safeguards for HIPAA compliance](#)) or another secure service.
- **Have a doctor/nurse/PA available to answer questions** (on any subject) via Facebook or your favorite social channels.
- **Provide at home self-care ideas from your medspa practitioner(s).** Consider doing casual videos—or if you write up ideas, include photos. Either way, CAKE is here to help with text and visual content! We can spiff text and images up, edit videos, and more.
- **Use the “Ask a Question”, “Take a Poll”, or “Quiz” options on Instagram Stories** to keep your followers engaged. Follow up on any questions users have by using video or text answers on your Instagram Stories.
- **Offer Q/A videos and professional advice** via to YouTube which can be reposted to your Facebook page and Facebook Stories. **We are happy to help refine and brand videos.**
- **Offer online meetup times** (whether through a Facebook Group, Facebook Live, or Instagram Live) **simply to connect and be social**; many people are online and looking to reach out to others. When planning any live event reach out first to a few key friends to have them be in the initial audience and have them share the live feed at the moment it starts.
- **Run social media contests and give out a fun prize**; design the contest to be tasteful but fun and don't try to create a marketing win; try instead to be entertaining without offending and give people something to smile about. **We can run a contest with 24 hours notice.**
- **Consider additional social media advertising** to encourage potential followers and users to interact with your page and consider your services in the future.



- **Provide clear paths to your skincare and beauty products**, especially anything that can be shipped to someone's door. Demonstrate a skincare regimen in a social media video, then link to your own store or products page.
- **If you run your own surgical center or perform surgery in a private center with limited access, it is a good time to talk about it.** (This is relevant even if your surgery schedule is paused as, after this crisis fades somewhat, people will be far more attuned to the idea of avoiding unnecessary exposure to viruses.)
- **Publish your cleaning procedures, plans for hygiene, staff rules, and restricted access procedures.** It is reassuring to realize that offices that do not see many sick people may be safer places to visit as this crisis progresses. You can publish these items whether you are open or closed.
- **Are you already supporting local charities that are intervening in a direct way during this crisis, in your local market?** Give them a shout out on social media and consider letting us blog about it. We also want to hear about any other special local action you are taking at this time; local angles for your content are of great value to us.

[Want more help? Read all our COVID-19 client updates here.](#)