

IS YOUR PRACTICE READY FOR THE MENAISSANCE?

Your practice may be overlooking men.

BY NAREN ARULRAJAH

The face of plastic surgery is becoming more and more diverse. Improved safety has made cosmetic surgery commonplace for people well into their golden years, and an increased focus on prevention is attracting younger patients. Chances are, your marketing reflects these trends, but are you overlooking men?

Maybe. A 2015 study reported in *Aesthetic Surgery Journal* found that just one in 10 practice websites includes male services, and just five percent of their photos feature men.

If you are in this overwhelming majority, you may be missing out. More than one million cosmetic procedures were performed on male patients last year, marking an increase of 28 percent between 2000 and 2016, the American Society of Plastic Surgeons reports. What's more, men spend nearly the same amount of money on grooming and cosmetic products as women do, Skinfo reports.

IT'S TIME TO SWITCH GEARS BECAUSE

- There is little to no competition for the male patient. Men seeking plastic surgery have difficulty finding a practice that caters to their needs.
- There is every indication that the male market will continue growing at an accelerated pace. You have the opportunity to establish yourself and your practice as a leader in the field.
- Marketing to men can actually help you reach women as well. "His and hers" couples' treatment is emerging as a trend.

REACH MORE MEN BY

- Featuring male procedures. You promote Mommy Makeovers, breast implants, and vaginoplasty. What about Daddy Do-overs and "scrotox" male rejuvenation?
- Updating your marketing materials. Check the imagery and language on your website and in advertisements. Both men and women should be included in photos and mentioned in text. Also, consider both sexes when describing the benefits of a treatment. For example, laser hair removal is often advertised as a great solution for the legs and bikini area, while the male chest

and beard area are mentioned less frequently. Tummy tucks are marketed to moms who miss their pre-baby bodies, but what about busy dads who no longer have time to hit the gym?

- Emphasizing the right aspects. Men may spend as much money on grooming, but they tend to spend less time on it than women do. Consultations with male patients, and targeted advertisements, should emphasize minimally invasive surgeries and procedures with little downtime.
- Changing your messaging. Women are more likely to empathize, while men are more likely to systemize. Common marketing tactics such as emotional appeals or creating curiosity may work well when targeting women. However, men are better reached with a clear, concise message conveying what the procedure is, and why they will benefit from it.
- Redecorating your waiting area. Is your waiting area filled with feminine decor, before and after pictures of female patients? Are the tables covered with women's magazines? You don't need to make your office look like a "man cave," but try to make it a place when men and women of all ages will feel comfortable.

CONCLUSION

There is a rapidly growing number of men who want to look better, look younger, and feel more confident—and they are struggling to find cosmetic practices where they feel welcome. If you don't reach out to them first, your competition will. ■



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