

Checklist: Host a Successful Promotion Event

Chris Balbi, co-founder of Meesha aesthetics, hosted a campaign generating \$131K+ revenue and 300+ guaranteed appointments for his staff. Follow Balbi's checklist to plan and launch your next campaign!



1 Month Out *Planning your upcoming event.*

- Dream up a 'theme'.
- Create the offer(s) and which dates they begin and end.
- Hype / tease your audience.
- Plan out your marketing plan for the week leading up to your event.
- Start to create content and schedule your posts for the week leading up to the event.
- Schedule a call with your CSM for best practices, a second set of eyes, and support!

PRO TIPS

1. Don't share your promo code with anyone until the day of your event.
2. Scheduling your posts early, gives you more time to be present the week of.
3. Have any questions? Your CSM is there to help!

5 Days Out *Provide education through social posts.*

Do your posts answer the following questions?

- What are the offers you are running the day of the event?
- What can the follower expect the day of the event?
- What do you sell on the app and why?
 - Packages
 - Memberships
- Do they know how to finance a purchase with Affirm on your RepeatMD app?
- 24hrs before, REMIND them of the event and prompt them to ask questions!

PRO TIPS

1. Make sure your posts all follow your planned "theme" for consistency!
2. Encourage your patients to engage with your posts by inviting their questions, sharing on-theme emojis, and/ or tying in a potential giveaway.

Promo Day *Trickle announcements to your audience from least to most-intrusive.*

- Create and share a post on social media that your promo code is live and what's included in your promotion (7AM).
- Send out an email announcing the promo code and what's included in your promotion (10AM).
- Use RepeatMD to send out a text with the promo code (11AM).
- Every hour make an Instagram story about the promo code - teasing that it's all over tomorrow!
- Close out the day with an Instagram story thanking everyone and letting them know the code is closed.

PRO TIPS

1. Create urgency by reminding them the promotion ends at midnight.
2. Engage with your followers the day of and make sure you are answering any questions.
3. Incorporate your staff and make sure you're sharing all the fun that is happening in-office.

Want to learn how you can sell more with your RepeatMD app?
Join Chris Balbi's ongoing training series hosted in partnership with RepeatMD.

