

## 4<sup>th</sup> International Conference and Expo on

# Cosmetology & Trichology

June 22-24, 2015 Philadelphia, USA

### Practice management panel

**Pamela Underdown**

Aesthetic Business Transformations, UK

**Objective:** The objective of this panel is to offer their expertise in the total and overall management and operation of their cosmetic/medical practice. This panel will consist of physicians of multi-specialties, physician extenders, practice administrators/office managers, marketing experts and other key personnel. This is an interactive session between the panel and the audience.

**Methods:** The panel will have a moderator who will ask industry related questions to the panel and allow each of them to briefly share their opinions on the topic related. Various opinions will be offered to allow the attendees to hear alternative ways to handle identical situations. After the chosen questions are answered, the session is opened up to the audience who will randomly ask questions to the panelists who will once again offer their professional opinions.

**Results:** Attendees walk away with a wealth of information that they might not have otherwise had the opportunity to ask with industry experts.

**Conclusions:** This session is worth the price of admission alone. The author has had prior attendees asking for this session over and over again.

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### Marketing the business on social media/internet

**Peter J Lopez**

USA

First of all let me tell you that age has nothing to do with what is available to you online. If you do not understand something I suggest you go on youtube and try to find information about the topic you are trying to learn about. There are some incredibly valuable social media on the internet you can use for marketing campaigns. Facebook, Foursquare, Yelp, Instagram, Pinterest, Viddy, Tumblr, Twitter and LinkedIn which are some of the most used to market businesses online. Study the demographics of the market you are trying to reach and see what benefits your business the most. Build a website or blog for your business and connect these social media sites with links and back links to your website. Many social media websites have logos you can add to your website to have your followers find you on Facebook, Twitter, Instagram, Yelp, Pinterest and LinkedIn. Here are 10 steps to social media and marketing campaigns:

- Analysis - research your marketing campaign
- Define your target market
- Research where your target market is online
- Written plan
- Practical plan
- Set up a wordpress blog or build website and set up social media profiles
- Educate yourself on how each platform works and the tools they offer to capture your target market. Manage your campaign 30 minutes a day.
- Application
- Create and expand your online reach by sharing content and build relationships.
- Monitor and track your statistics to determine areas where your campaign is most successful.

The author attempts to better understand how to market cosmetology businesses on social media/internet.

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