

Marketing Strategy for Estheticians: Promoting AXION Services to Ozempic Face Clients

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1. Define the Target Audience

Who Are They?

Pain Points:

2. Develop Key Messaging

Highlight Benefits:

Create Emotional Appeal:

3. Marketing Channels

Digital Presence:

Local Advertising:

4. Special Promotions and Packages

Package Ideas:

Promotions:

5. Showcase Results

Before-and-After Photos:

Testimonials:

Educational Content:

6. Client Retention and Upselling

7. Metrics for Success

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