

The Best Ways to Market to Women

As the saying goes, “[Men buy; women shop](#).” It’s true for most goods and services, and it’s especially important to keep in mind when marketing cosmetic treatments to women. Women account for [more than 80%](#) of all cosmetic procedures performed worldwide, with liposuction and breast augmentation consistently the most popular choices. Globally, [millennials](#) and women over 50 make up the bulk of patients who undergo aesthetic procedures. These two seemingly-different groups actually share many of the same goals and values that drive the decision-making process. When marketing aesthetic plastic surgery and/or minimally-invasive procedures to female patients, make sure you emphasize the following concepts:

Long-term benefits and maintenance regimens. Time is the number-one [gender-based buying factor](#); the vast majority of women are seeking procedures that last, rather than a “quick fix.” In fact, most women choose subtle, anti-aging cosmetic procedures that will not be very noticeable to others. They are statistically far more likely than men to invest both time and money in their appearance, and tend to prefer maintenance-type surgeries and treatments such as Botox over more dramatic, immediate results.

Empowerment and sense of self-worth. Obviously, women won’t respond well to implied criticism, yet you still want to encourage them to consider [improving](#) their appearance. They are motivated by a desire to feel better about themselves, rather than impressing anyone else. Research has shown that women tend to feel guiltier spending money on themselves than spending on others. To counter this guilt, female-oriented marketing may appeal to women’s traditional roles as caregivers. The basic message is, “In order to take care of others, you must take care of yourself.”

The increased sense of control over their lives can help women be more confident risk-takers, increasing their chances of professional and personal success. A [2013 study](#) published in *Clinical Psychological Science* reported that, “compared to those who had chosen not to have plastic surgery, the patients felt healthier, were less anxious, had developed more self-esteem and found the operated body feature in particular, but also their body as a whole, more attractive. No adverse effects were observed.”

Positive effects on physical and mental health. The resulting boost [in confidence and self-esteem](#) can reduce the anxiety and stress that contribute to aging, illness and *chronic disease*. A good candidate for aesthetic plastic surgery has realistic expectations about the extent to which the procedure can improve her quality of life. While of course it will not “fix” any major problems,

the very real physical and psychological gains are often reflected in the patient's overall health.

There is no professional consensus on coupon marketing, although it has critics as well as supporters. On one hand, coupon incentives may be just the psychological "push" that moves a patient to have a procedure they had already considered; on the other hand, the British Association of Aesthetic Plastic Surgeons [argues](#) that coupons "essentially sell surgery before a patient is assessed in terms of suitability." Still, coupon marketing is a [proven strategy](#) in North America, Asia-Pacific and Europe, where women and millennials redeem the vast majority of both [digital](#) and printed coupons.

Marketing materials that realistically present the positive effects of aesthetic plastic surgery help to lay the foundations of a trusting doctor-patient relationship even before the first consultation. When patients feel that a board-certified aesthetic plastic surgeon truly understands their needs and desires, they are much more likely to follow through on having the aesthetic procedure, as well as to follow the prescribed post-treatment regimen to maximize the procedure's success.