



**Learn the Exact Social Media Content Your
Medical Aesthetic Practice Needs to Publish
to Get More Fans & Patients This Year**

This free PDF cheat sheet & video training show you how...

Hi, I am Chris Swemba, Founder of ADIRA

A Little About Me



After experiencing the amazing, life-changing impact Aesthetic and Cosmetic medicine has made in my, my friends and my families lives, and seeing the HUGE potential and growth of this industry...

I decided to focus my teams 20+ years of online marketing expertise on helping incredible, hard-working Medical Aesthetic practices just like yours truly harness Social Media in a way that is finally easy and profitable. And that way is with ADIRA.

Why I Believe You Can Trust This Info In This Training

- The information in this cheat sheet is based on our ad agencies 8 + years of creating and publishing Social Media content for our service-based clients
- This information is based on universally proven Social Media content publishing best practices
- This information is based on our weekly analyzation of dozens of Medical Aesthetic Social Media accounts for over a year to see which content was most successful in connecting with ready-to-buy Medical Aesthetic patients on Social Media

Watch My Training on This Cheat Sheet



[Go here to watch the video training](#)

What You'll Learn in This Training...

- How to use the 3 E's & 80/20 Content Success Formula
- The exact content to publish and (what never to publish)
- The best way to get your content shared and go viral
- **BONUS:** Learn how to get \$64K worth of Social Media content, training and tools, all for less than the cost of two cups of coffee

The # 1 rule for Social Media Success
is that you need to always publish

ENGAGING CONTENT

Think of Social Media as a living organism. It's main objective is to grow, adapt, survive & thrive.

The food that Social Media eats to survive is engaging content that it's users publish & interact with. So when you feed Social Media this engaging content, it rewards you with more reach and exposure on it's network.

What is Engagement Exactly?

“Engagement” simply means getting your followers to do something in response to the content you that publish. (ie) Liking, commenting, sharing, clicking...etc.

You can also think of engagement like the casting of a vote. When a person interacts with your content, this “vote” tells Social Media sites that this content is really good and so they should show it to more & more people to see if the content can go viral...

If your content doesn't get engagement as soon as you publish it, then it dies on the vine...
To help your content get early engagement, have your staff, family, friends or even yourself engage with the content as soon as you publish it as a way to spur it along...

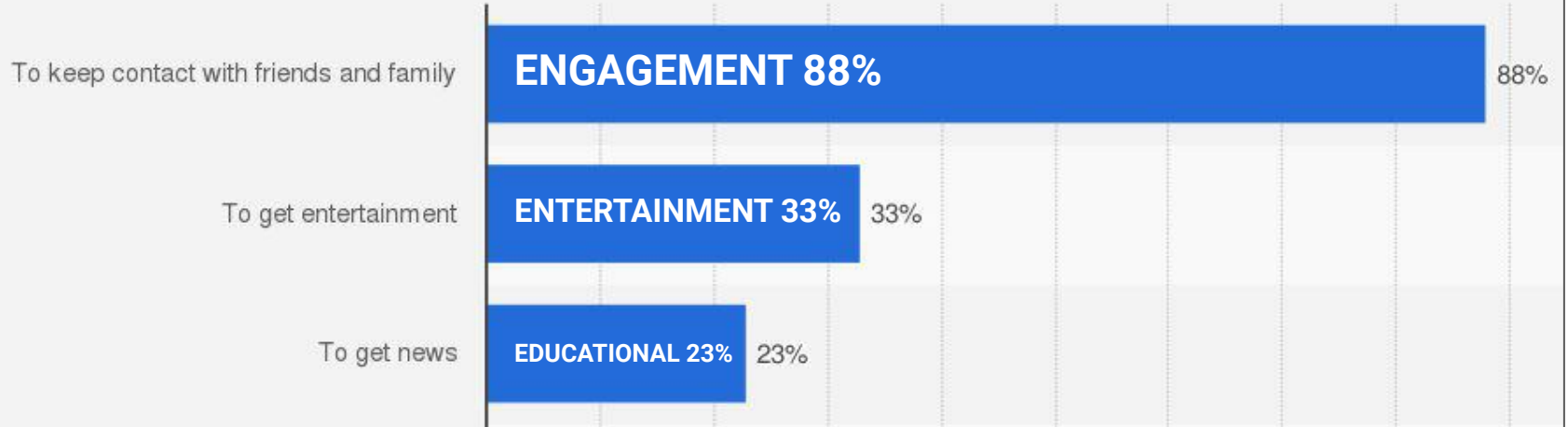
How to Use the 3 E's & 80/20 Content Success Formulas

The 3 E's Content Formula

Publish Engaging, Entertaining & Educational content first, then sales and promotional content. This is what patients want to interact with & share first. When you publish this content, they'll ultimately like & trust you enough to buy from you...

Proof from Facebook That People Want 3E's Content

Leading Facebook usage reasons according to users in the United States as of 3rd quarter 2019



3 E's Content Examples

Entertainment Content

"Entertainment Based Content Can Improve Your Engagement and Reach 325%"

Entertain Patients With These Posts

See Entire Content Library Here



Educational Content

"Educational Based Content Can Improve Your Engagement and Reach 236%"

Educate Patients With These Posts

See Entire Content Library Here



Engaging Content

"Engagement Based Content Can Improve Your Engagement and Reach 1217%"

Engage Patients And Get Shared With These Posts

See Entire Content Library Here



The 80/20 Content Success Formula

The formula is: 80% of what you publish needs to be Engaging, Entertaining and Educational content first....then, the remaining 20% of your content should be Promotions, Offers, Coupons and Sales...

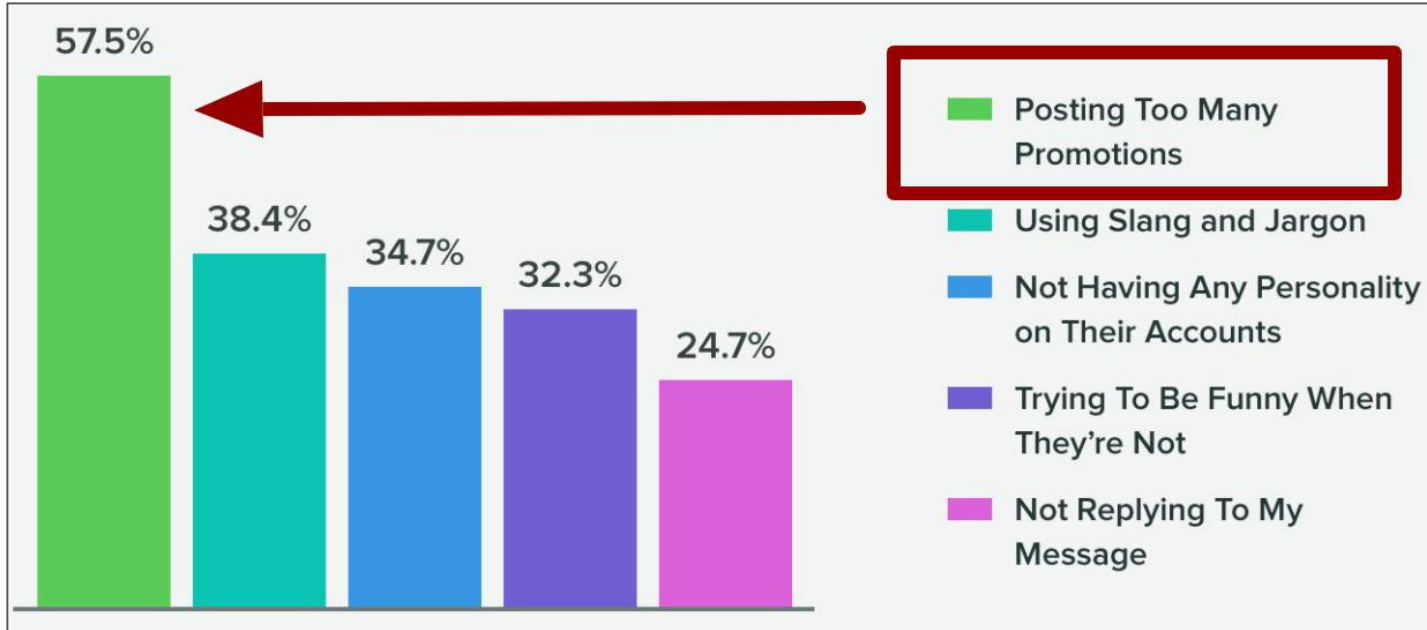
Why the 80 / 20 Content Formula Works

Med Aesthetic patients don't get on Social to buy stuff initially. They're there to connect and share with friends and family, get news and be entertained. They follow you because they want to learn and get value from you, get to know you and be "social" with you....not just be sold to.

Why the 80 / 20 Content Formula Works

It's give value and build relationships first... then sell. This formula is what works! Most practices have this totally backwards. They only publish sales & offers and this is the # reason why they don't get engagement or results on Social Media. Here's proof of this...

The #1 Reason for Low Engagement



Balancing engaging content to sales content is the key to long-term success

**The Exact Content to Publish So Patients
Will Interact With, Share and Buy From You**

“People remember how you made them feel , not what you said or did.”

-Maya Angelou

Your content must invoke emotion
to stand out and be remembered

Top 30 Med Aesthetic Content Categories

Polls

Random Holidays

Community

Engagement

Blogs / Articles

Days of the Week

Treatment Videos

Industry News

Events

Entertainment

Social Photo Signs

Humor

Nutrition & Health

Stories

Celebrity

Promotional

Feel Good

Before & Afters

Quotes

Announcements

Educational

Products & Services

Testimonials

Office Fun

Appreciation

Inspirational

Calls-to-Action

Holidays

Personal Videos

Q&A

The Top 20 Content Categories to Publish

Polls

Community

Engagement

Blogs / Articles

Treatment Videos

Entertainment

Shared Content

Social Signs

Humor

Nutrition & Health

Events

Promotional

Before & Afters

Industry News

Educational

Testimonials

Office Fun

Inspirational

Holidays

Personal Videos

Q&A

If you can't publish All 20 Content Categories, then at least publish these Top 8 Content Categories...

Engagement Content

"Engagement Based Content Can Improve Your Engagement and Reach 1217%"

Engage Patients And Get Shared With These Posts

See Entire Content Library Here



if you could only drink one? (choose your answer!)

WHEN IT COMES TO YOUR HAIR
**BLOW DRY
OR AIR DRY?**

Which is the Scariest?

1 2
3 4
5 6


**Can You Guess
The Treatment?**

Humorous Content

"Levity Based Content Can Improve Your Engagement and Reach 284%"

Make Patients Smile And Laugh With These Fun And Humorous Posts

See Entire Content Library Here



That feeling when you get your lips done...

BASIC HUMAN NEEDS

NEED MORE SLEEP


**I need:
Food
Water
Sleep
Botox & fillers
.....in that order**

Holiday Content

"Holiday Based Content Can Improve Your Engagement and Reach 52%"

Be Festive With Patients With These Posts

See Entire Content Library Here



Happy Mother's Day

Happy New Year!

Happy Valentine's Day


Happy *You're the best!* FATHER'S DAY

Promotional Content

"Promotional Based Content Can Improve Your Sales and Income by 108%"

Sell Patients With These Posts

See Entire Content Library Here



30% OFF!
Exclusive Skin & Body Offers for Our Fans

OMG SALE

SALE

FLASH SALE

Educational Content

"Educational Based Content Can Improve Your Engagement and Reach 236%"

Educate Patients With These Posts

[See Entire Content Library Here](#)

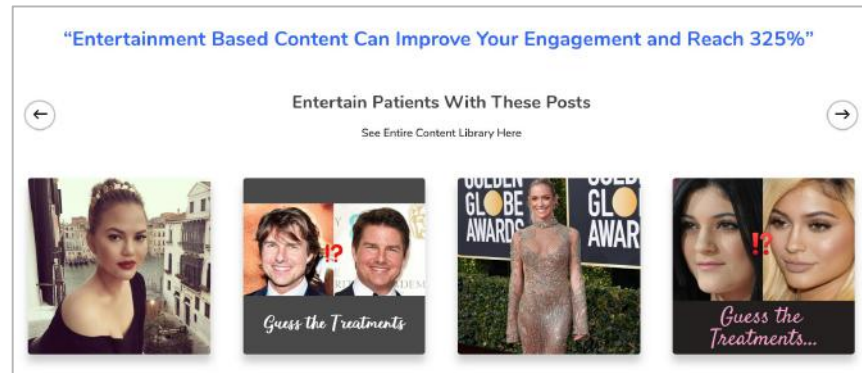


Entertainment Content

"Entertainment Based Content Can Improve Your Engagement and Reach 325%"

Entertain Patients With These Posts

[See Entire Content Library Here](#)




Inspirational Content

"Inspiration Based Content Can Improve Your Engagement and Reach 214%"

Inspire Patients With These Posts

[See Entire Content Library Here](#)

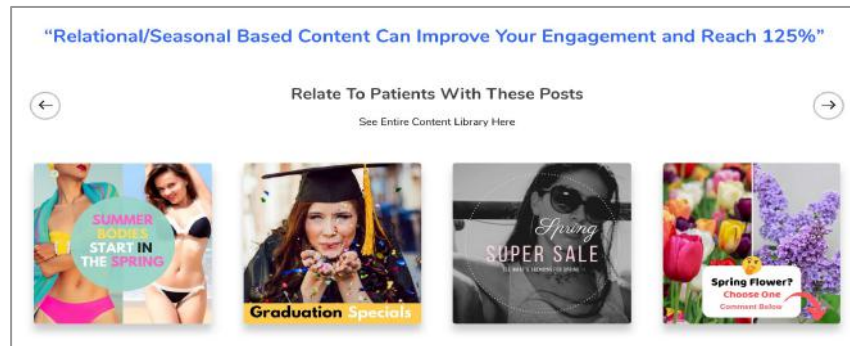


Seasonal Content




"Relational/Seasonal Based Content Can Improve Your Engagement and Reach 125%"

Relate To Patients With These Posts

[See Entire Content Library Here](#)



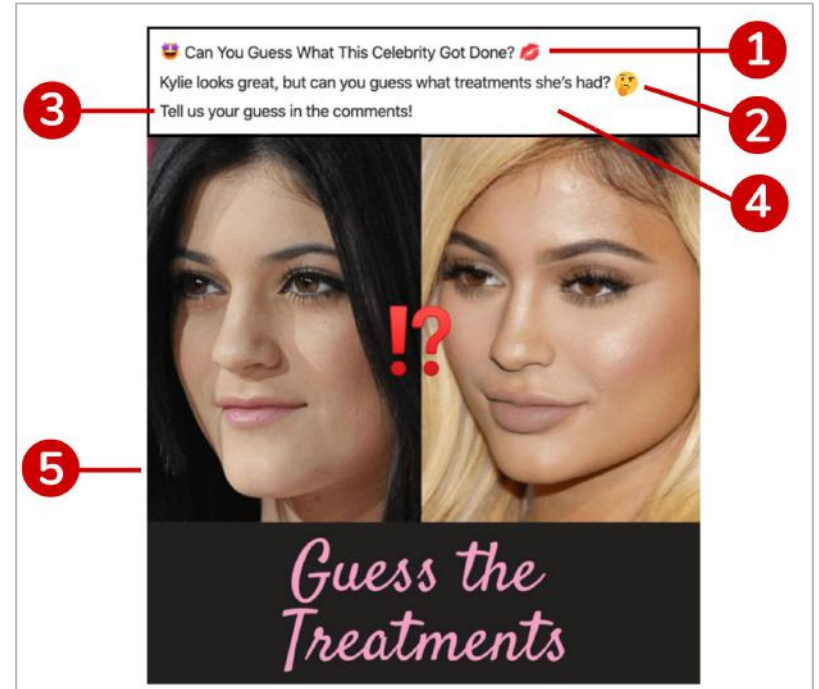
Content You Should Stay Away From

Political	Not Authentic / Fake	Too Many Hashtags	Gross / Graphic
 <p>The image shows two social media posts. The top post is from a user with a profile picture of a donkey and the text 'Democrat Friend' and 'I Hate Trump!'. The bottom post is from a user with a profile picture of an elephant and the text 'Republican Friend' and 'I love Trump!'. Both posts have 'Like' and 'Comment' buttons.</p>	 <p>The image shows a social media post with a person's face. A large, bold, red 'FAKE' stamp is overlaid on the image, indicating that the content is not authentic.</p>	<p>#Adobe #happy monday #ubuntu lady gaga # #musicmonday #EarthDay Happy Earth Day Apple London Marathon iPhone Taylor Swift #HappyBirthdaySpckKevinOgo Bob Marley # #INTERNETRADIO #acoustic #africanmusic #bluegrass #blues #broadwaymusical #christ #classicrock #countrymusic #dancemusic # #indiemusic #jambands #jazz #latinmusic #n #popmusic #punkrock #rapmusic #reggae #s #swingmusic #techno #worldmusic #HIPHOF #HOT #LIFE #LiesGirlsTellForAttention</p>	 <p>The image shows several strips of human skin and several medical syringes on a blue surface, likely a medical or forensic setting.</p>

The Anatomy of a Perfect Post

Make sure your content has all these features to increase engagement

1. Use attention-getting headlines
2. Use emojis
3. Use a Call-to-Actions
4. Use normal spacing
5. Use eye catching image of faces



Ask These Questions Before You Publish

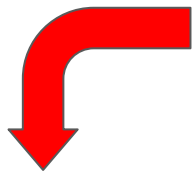
- Will it invoke emotion?
- Will it trigger curiosity?
- Would it hook me?
- Will it get shares and comments?

The Best Way to Get Your Content Shared and Go Viral

The Viral Effect

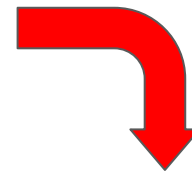
Most women have 150 real friends (with similar interests) on Social Media. When you publish the 3 E's & 80/20 content, your fans are way more likely to share this content with their friends & their friends will share it with their friends...etc. This is how you get a viral network effect working for you.

Practice Content -vs- Patient Content



This content published to just the practices Facebook page =

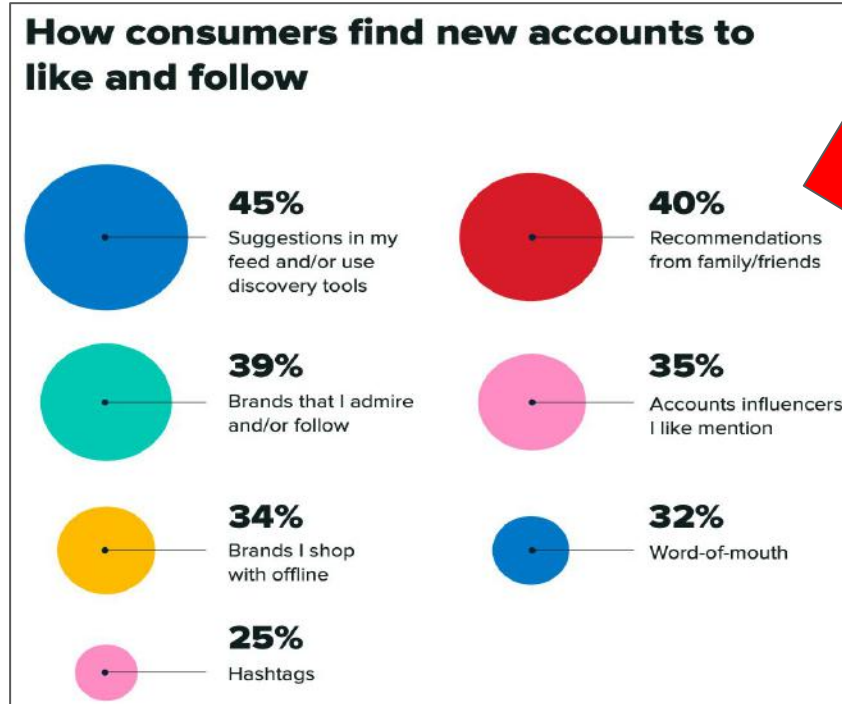
Followers: 1021
Reach: 357
Engagement: 17%



This same content shared by the patient with their Facebook friends =

Friends: 689
Reach: 278
Engagement: 46%

Here's Proof of the Viral Effect



A Recap of What You Learned in This Training

- How to use the 3 E's & 80/20 Content Success Formula
- The exact content to publish and (what not to publish)
- The best way to get your content shared and go viral

BONUS!

Learn how to get \$64K worth of Social Media content, training and tools, all for less than the cost of two cups of coffee...

BONUS!

Want all of the content you saw in this training + 1000 more publish-ready posts, stories and video content that you can download and publish to your Social Media right now...?

BONUS!

If YES! Then, I want to personally invite you to try ADIRA, my brand new Social Media Success System on the next page...

ADIRA is the Easiest &
Most Effective **NEW** Way
to Grow Your Practice
With Social Media

Say Hello to ADIRA,
Your New Social Media BFF. 

[Click Here To Learn More](#)



[**Click here to Learn More**](#)