

# The beauty of Instagram reels

BY ALAN S ADAMS

Alan S Adams, award-winning business coach and author, and Director of The Clinic Coach, explores why aesthetic clinics need to be utilising Instagram Reels, and how this can lead to ultimate business success.



**W**ith Instagram declared the most downloaded app in Q4 2022 [1], it's no wonder that the latest trend of reels is incredibly – and increasingly – popular. And while many individuals spend hours each day, mindlessly scrolling through cute dog videos or a new air fryer recipe, it's also a brilliant opportunity for aesthetic businesses to get in front of the people that matter, in a way that resonates and is accessible.

One of my key pieces of advice for all clients is to absolutely maximise and utilise the digital world. And the majority take it on board and strive. But, as the social media sphere is constantly evolving, it's vital that clinic owners remain vigilant and versatile to ensure they're always at the very top of their game.

Social media is the new way to communicate, to research, and to recommend. And with the average daily non-work-related screen time for adults now at an all-time high of five hours [2], there's no better place to position yourself than directly in front of your target audience during their down time.

Instagram reels are the latest phenomenon that businesses must embrace. Launched in 2020 as a direct competitor to Tik Tok, they receive 22% more engagement [3] than regular videos uploaded to the platform. The 90-second reels are a compilation of photos and videos, which can be backed with sound effects, music, or voiceovers.

Not only are they the latest trend, but they're also a fantastic and free tool to promote and demonstrate your brand

values, launch new products, announce events, document days out, and share behind-the-scenes content of your clinic.

So, what are you waiting for?

## Reaching potential clients

Reels generate greater visibility, helping to expand your audience and provide new opportunities for you to be discovered by potential clients. When a reel is posted, not only can your existing followers see this appear on their newsfeed, but it can also be viewed by anyone on the Explore tab.

Your team, existing clients and page followers can also share your content to their own stories – which are visible by their followers for 24 hours – or send it to friends that they believe would be interested. Here, you can reap the reward of reciprocity – ask your existing clients to share on social media or refer a friend, in return for an incentive, such as a discount code or loyalty scheme.

## First impressions

First impressions count. And if new and prospective clients are discovering you in this way, this could be the first – and only – perception that they have about your brand, so it's vital to make it as impactful as possible.

Whilst it can be tempting to want to just get something out there, it's worth taking your time to carefully curate a meaningful and worthwhile reel. Ensuring it will resonate and connect with your existing – and target – audiences, offer value or entertainment, and be representative of your clinic, your team, and your brand.

## Be personable

I advocate for the importance and value in building genuine trust with clients. As Zig Ziglar stated: "if people like you they will listen to you, but if they trust you, they will

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buy from you". And social media can play a crucial role in this.

One of the most powerful ways to build rapport is to be personable, be emotive, be honest, and let your clients into the realities of your business.

You can achieve this through introducing the team, highlighting testimonials, or providing a tour of the clinic – anything that allows the client to feel fully immersed and connected to your business and your people before they've ever stepped foot inside.

### Creativity

If you're still stuck for inspiration, check out the latest trends or hashtags on Instagram that fit with your clinic, and get involved. But don't be afraid to be creative. You

don't have to follow the crowd and create formulaic content. Being memorable – for the right reasons – is an incredibly important skill that should not be taken for granted and may help you gain kudos and appeal from prospective (and your existing) clients.

### Final thoughts

Instagram reels are the latest trend, and they look like they're here to stay. So, if you haven't already, you need to be maximising opportunities and utilising this digital platform. Not only will it allow you to engage and entertain your existing clients, but it will provide you with wider scope to attract prospective custom and showcase your clinic, your team, and everything you stand for.

### References

1. <https://www.businessinsider.in/tech/apps/news/list-of-most-downloaded-app-in-world-in-q4-2022/slidelist/97375421.cms>
2. <https://www.uswitch.com/mobiles/screentime-report/>
3. <https://influencermarketinghub.com/instagram-reels-stats/>

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