

	ConsultingRoom.com Membership	Sector Specific Online Directories (e.g., WhatClinic.com RealSelf.com Comparethetreatment.com)	National and Local Online Business Directories (e.g. Yell.com)	Pay Per Click (PPC), Google Adwords or Facebook Ads	Facebook/Instagram/Twitter Page	Print Advertising in Local Newspaper	Recruitment Agency
<b>Reputation / Brand Management</b>							
Online presence with search engine optimised profile	✓	✓	✓	✗	✓	✗	✗
Lead generation for your business	✓	✓	✓	✓	✓	✓	✗
<b>Information and Education</b>							
Weekly aesthetic sector e-news emails	✓	✗	✗	✗	✗	✗	✗
Quarterly-printed aesthetic trade magazine to your door	✓	✗	✗	✗	✗	✗	✗
Access to over 100 archived digital newsletters	✓	✗	✗	✗	✗	✗	✗
CPD certified featured articles	✓	✗	✗	✗	✗	✗	✗
Up-to-date information on aesthetic sector legislation	✓	✗	✗	✗	✗	✗	✗
Over 10,000 sector-specific clinical abstracts	✓	✗	✗	✗	✗	✗	✗
<b>Practical Services</b>							
Business Hub with expert videos and downloads to help run your clinic	✓	✗	✗	✗	✗	✗	✗
Consulting Room Academy including cpd-certified online training courses for receptionists and therapists	✓	✗	✗	✗	✗	✗	✗
Business Assist with HR and health & safety risk assessment templates	✓	✗	✗	✗	✗	✗	✗
Exclusive discounts from suppliers	✓	✗	✗	✗	✗	✗	✗
Sector-specific training course directory & UK conference calendar	✓	✗	✗	✗	✗	✗	✗
	cosmetictraining.co.uk						
<b>Advertising</b>							
Advertise in-clinic events and special offers direct to consumers	✓	✓	✗	✓	✓	✓	✗
Advertise a job vacancy	✓	✗	✗	✓	✓	✓	✓
	cosmetic-recruitment.co.uk						
Advertise cosmetic equipment or businesses for sale	✓	✗	✗	✗	✓	✗	✗
	cosmeticclassifieds.co.uk						
<b>Impartial Help and Support</b>							
Priority access and discounts to annual SMART Ideas aesthetic business building events	✓	✗	✗	✗	✗	✗	✗
Business support telephone and email service	✓	✗	✗	✗	✗	✗	✗
<b>Total Cost of Services</b>	£32/month (£384/year) inc VAT. Unlimited leads	Free, Paid and Price Per Lead models (avg £8+ PL)	£500 +	As much as you can afford!	Free if you create and manage it yourself. £100 - £300+ per month for managed services	From min £300+ / single quarter page advert	Several hundred pounds for an advert and/or 10-15% commission based on salary offered