



# CONSULTING ROOM

*Your Aesthetic Partner*

Established in 2003, we are the UK's largest and longest-running aesthetic industry information site with over 525 satisfied Member clinics. ConsultingRoom.com is perhaps the best, single way you can help build your business and at the same time keep up-to-date with the ever-changing world of aesthetics.

**You see, we are not just another referral website.** *Oh no, we are much more than that. Much, much more!*

As the UK's only dedicated aesthetic information hub we pride ourselves on being able to, not only direct potential clients to our Member clinics, but also deliver **in-depth business building strategies** and give **advice and practical tips** - garnered over 20 years in the industry - to help them develop and grow their aesthetic business.

In addition to this high quality, proven **business support**, our custom clinic search engine allows potential clients to research treatments, conditions and products and then puts them in touch directly with Member clinics. With further opportunities for Members to upload more videos, pictures and blog content there are even more ways for consumers to get in touch with clinics. Alongside our treatment, product and practitioner searches, 2017 saw a total of over **1.9 million searches for clinics and practitioners in the UK & Ireland** which equates to over 5,300 individual clinic search requests per day - *that's a lot of potential business in anyone's book!*

Read on to learn more about the many ways we can help grow your aesthetic business, using only a fraction of your marketing budget!

*Increase your clinic's profitability in 2018 and beyond with an investment of just £32 per month! (inc. VAT)*

Be a part of the UK's largest aesthetic information website -  
The largest collection of resources to help you develop and grow your clinic

# To help you grow your aesthetic business we provide our Members with:

## Reputation / Brand Management

- A dedicated, fully-responsive **clinic micro-site** within the Consulting Room website. Where you can include the products and services your clinic offers, highlight unique clinic features and staff details, as well as patient reviews and unlimited photos and videos. All this information can be linked to our FAQs section to give potential customers more routes to find your clinic.
- **Lead generation** with full access to your clinic search stats to enable you to monitor and hone your clinic's performance to achieve the best ROI.
- **Increased web presence and search engine optimisation (SEO)**. Utilising deep links that send consumers to relevant content on your website.
- Visitor-generated reviews on Consulting Room appear on 'reviews from the web' results for **Google™ Maps search results**, increasing your web presence.
- **Engage with consumers directly via our Cosmetic Community** - A social network designed to get members of the public to share their experiences to help like-minded people looking for quality clinics in their area. This can help start a dialogue with your potential clients and build up a relationship before you have even treated them.
- **Increase your industry and consumer profile**. Members that actively contribute to our blog find that their overall online profile improves positively and allows potential customers to engage with them.

## Information and Education

- **Free weekly Aesthetic Industry e-news** and a **free quarterly-printed magazine**. Packed with the CPD certified articles, latest news, training, offers, product launches, treatments, conferences, legislation and business tips this is a sure-fire way to keep in step with what is happening in the industry; giving you ample time to take advantage of any new avenues as soon as they happen.
- **Reception Training** in our **CR Academy** - Generate £1000s in extra income by converting calls to consultations with call-handling and CRM training
- Access to an archive of **CPD-certified articles** and to exclusive **educational content** in the **Business Hub** - A wealth of practical advice and strategies presented by experts who have real world experience in developing clinics in the aesthetic marketplace.
- Access to in-depth information. Including **10,000 clinical abstracts, UK legislation resources** and **statistics showing consumer activity**.

## Practical Services

- Gain access to **Business Assist** - a bespoke resource jointly provided by Xact Group Ltd and ConsultingRoom.com Ltd. Xact provides best practice guidance and template documentation to assist you with legal compliance for **Health & Safety, Human Resources** and **Employment Law**.

- **Advertise unlimited job vacancies** and request candidate CVs for free on **cosmetic-recruitment.co.uk**. *This benefit alone can save your business a whopping £395 per listing!*
- **Free classified advertising**; buy or sell equipment, furniture, clinical devices or consultation/ treatment rooms for rent/lease, or sell your aesthetic business on **cosmeticclassifieds.co.uk**. *This benefit can save your business another £95 per listing!*
- **Search for accredited training courses** for yourself or your staff for free, and if you run training courses then you can upload details at a preferential rate on **cosmetictraining.co.uk**. *Another saving of £200 per yearly subscription for your business!*
- **Discounted delegate rates to the CPD-accredited SMART Ideas Seminars (smartseminar.co.uk)**. Early access to our unique and detailed business seminar which provides marketing and strategy tips and techniques that are tried, tested and will work in your business and *save up to £40 per delegate ticket*.
- Up to **20% off patient and practitioner laser/IPL eye protection** wear from **lasergoggles.co.uk**.

## Impartial Help and Support

- **Free business support** - If there is something you are not sure about, whether it's which aesthetic device to buy or how to launch and market a new treatment, or anything else about running your clinic business, then **we are here to help!**
- **Free advice** via our Ask Ron section. Pick the brains of the man behind Consulting Room, who has been involved in growing FACE, runs his own clinic and behind the distribution of HydraFacial™, Perk™ and ZENii Skincare and **utilise over 20 years of experience and contacts in the industry**.



## How to get in touch with us

Find out more about what ConsultingRoom.com can offer your business by visiting us at:

**[www.consultingroom.com](http://www.consultingroom.com)**

Alternatively you can contact our team on

**01788 577 254**

or email us on

**[admin@consultingroom.com](mailto:admin@consultingroom.com)**

for an informal chat about how we can help you to develop and grow your aesthetic business.

Follow us on Twitter and Facebook to get the latest news and updates from the aesthetic industry as it breaks.

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