

Boulevard's Best Spotlight: XO Aesthetic Refinery

144%

higher average ticket value

81%

more clients per service provider per month

137%

more completed appointments per service provider per month

13%

higher client retention rate

9%

higher staff utilization rate

5%

higher appointment completion rate

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XO Aesthetic Refinery stands out from the pack as one of Boulevard's Best at leveraging the power of automated marketing. Boulevard talked with founder and owner Jana Brewer to learn how the Louisville, Kentucky-based business uses automated text and email campaigns as part of a comprehensive approach to driving growth, increasing client retention, and building a beloved brand.



Tell us about XO Aesthetic Refinery. Why did you start the business?

"I had this amazing career as a licensed anesthesiologist for a local hospital, and while the work was fulfilling, I was making too many sacrifices in my family life. I wanted something where I could have more autonomy and be more present and connected to my family life without giving up that powerful sense of fulfillment and connection to the community that comes with patient care. Immersing myself in the world of aesthetics and opening XO Aesthetic Refinery has made that possible."

What do you consider to be XO Aesthetic Refinery's core brand promise?

"It's kind of an absurd analogy, but I want us to be the Dolly Parton of aesthetics. I want us to give people that loving, warm, welcoming feeling that she's famous for. I want us to embrace the idea of bringing southern hospitality to aesthetics. Aesthetics traditionally conjures this image of a cold, sterile, intimidating environment. We want you to feel like you're walking into your best friend's living room, and it just happens to also have a staff full of some of the most amazing medical providers you could imagine in there."

We also want to be patient-driven in the truest sense. Beauty is for everyone. We don't allow ourselves or our patients to get boxed in by preconceived notions of beauty or push them to look the way society says they should. The beautiful thing about aging today is that we get to do it on our terms. Our process is about embracing what that looks like for you as an individual and building a treatment plan that's tailored specifically to you."

Why did you start using Boulevard as your client experience platform?

"We were using a different platform, one fairly well known in the aesthetic space, and it was a nightmare. Just an absolute nightmare. After one painful night too many, we made the switch to Boulevard, and it's been a different world since. It's not just that we're able to consolidate all these different elements of our patient experience into a single platform, but it's that Boulevard always seems to be a step ahead, delivering new features right when we need them."

Why did you start using automated text and email marketing campaigns with Boulevard?

"Marketing has always been a challenge, especially for me as someone with a medical background and no experience as a marketer. We were initially using a third-party platform outside of Boulevard for text and email, and it was just too convoluted. One of the things I've learned running this business is that if you're accessing multiple systems for multiple types of services, you're asking for trouble."

Once Boulevard launched automated text and email marketing within the platform, everything changed instantly. We can take the patient names and contacts that are already in Boulevard, and in a matter of minutes, with just a few clicks and no expertise needed, and without messing around with a separate system, build text and email campaigns that we know are going to reach our patients. Plus, we're able to easily measure, track, and refine."

What kind of campaigns have you run, and what are some of the results you've seen?

"We're leveraging it for all kinds of use cases. Certainly, features like the Fill Slow Days campaign have been impactful in terms of helping us stay connected with patients and get them back in for their next treatment. And setting automated reminders for things like birthdays helps us keep that human touch and personal connection that's so important in our business."

Where we have seen remarkable results, though, is in promoting events. Events are a huge part of our marketing and brand-building mix. With Boulevard, we can drop an RSVP link right into a text and set it up to blast out multiple reminders in the months, weeks, and days leading up to the event. It's easy for us, it's easy for them, and it sure is effective because we've had events where 300 people have RSVP'd just from the text blasts. To be able to draw those kinds of attendee numbers with very little in the way of upfront cost or work is so valuable to us."

What are some automated marketing best practices you'd share with others?

"The more instantaneously actionable you can make your message, the better. If you can allow the client to immediately take advantage of something by clicking a link or your text, or email, that combination of ease of instant gratification tends to draw people in. The other thing is to stay consistent, especially the closer you get to that date or thing on which you want them to act. You might feel an urge to back off so you don't inundate people, but our experience has been that if you're offering something relevant to them, they want to hear about it."

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Learn more about email and text marketing here.

