

ENNU MARKETING PROGRAMS

ENNFLUENCER PROGRAM

Transactional program (best for brand awareness) – influencer creates/posts social content in exchange for free product. Not every influencer receives the same exchange. We create the contract, deliverables, and free product as we select influencers.

-Influencer will sign a contract that states they will work exclusively with us for the duration of the relationship plus 3 months after.

-Influencer will give us permissions to use their content for future marketing materials

**i think this program works best for aesthetics, but not as well for medical, for medical i think we will be focused more on affiliates because they will be with us for at least a year*

AFFILIATE PROGRAM

Partnership program – affiliate receives a custom code + link to promote on their socials. We will have a form on our website where people can apply for this program. We will track sales, and posting frequency. We will also require the affiliate to give us permission to use their content (past their contract period) and they will submit it to us via form.

-Affiliate will have a code that gives their followers 10% off of a service purchased on our website.

-Affiliate will receive 10% commission on sales from their direct link/code.

-Contract is a 6 month minimum with a 30 day out. They must stay exclusive to Ennu for 6 months following the end of their 30 day out/termination.

OPTIMAL HEALTH	AESTHETICS	BOTH
free membership + \$200 monthly New Vitalis credit	free service of their choice	-free membership + \$200 monthly New Vitalis credit -free aesthetics service of their choice

Details:

-This is something that we would have to track, to follow how much money they are bringing in and to make sure that they are posting frequently.

-value of service they get divided by .15

-the amount of \$\$ they bring in per month acts as a “credit” they can use towards their next service

*we can do this on hubspot if we don't have a lot of people, but if we have more than 50 we can use Shopify

REFERRAL/AMBASSADOR PROGRAM

-A program that we wouldn't necessarily have to track. We could have many people become ambassadors. There would be a form online like this: [College Ambassador Program | Princess Polly](#)

Process:

-They sign up online to become an ambassador - we approve the application.

-ambassador program **is** the *referral program*

-they would either send someone a form to fill out to say they are interested or they would have a personal purchase link where they can pay upfront and it will ask who referred them.

-sending out exclusive newsletters

-aesthetics: give 25 get \$25 in credit

*either have the referee purchase the product online. (probably can't use on things like tox and sculptra)

-optimal health: give a health assessment (\$499 value) (labs not included), get \$100 in credit

concern: we want to avoid no shows, and we only want to pay the referrer after their review is completed.
we could maybe require a deposit before booking.

-for in person ambassadors receiving physical cards: they get 5 cards and a paper explaining our program, the practice manager will verbally ask them if they can sign them up for the program

-quarterly gifts

*a program that we can start implementing asap with our current members

LOYALTY PROGRAM

-Recognition - thank you, include updates