

The £50K Sitting in Your CRM

A 7-Point Dormant Client
Revenue Audit

For Aesthetic Clinics & Med Spas

Most clinics have £20K-£50K in dormant revenue
from clients who loved their results
but just... drifted.

Here's What's Happening

Every month, aesthetic clinics spend thousands on ads to acquire new clients.

Meanwhile, clients who already:

- Trusted you enough to book
- Spent £300-£2,000 on treatments
- Got real results
- Left happy

...are sitting dormant in your CRM doing nothing.

Not because they didn't like you.

Not because they found someone cheaper.

Because life got busy. They forgot to rebook. And nobody followed up.

That's £20K-£50K in recoverable revenue per location.

This 5-minute audit will show you exactly how much.

Your Dormant Revenue Calculator

Fill in your numbers below:

1. Total clients in your CRM: _____

 2. Percentage inactive for 90+ days (estimate 60-70%): _____%

 3. Number of dormant clients (Line 1 × Line 2): _____

 4. Conservative reactivation rate (use 10%): _____

 5. Average spend per client: £ _____

 - 6. RECOVERABLE REVENUE (Line 4 × Line 5): £ _____**
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Example:

4,000 clients × 70% dormant = 2,800 dormant clients

2,800 × 10% reactivation = 280 clients reactivated

280 × £400 average spend = £112,000

Recoverable Revenue: £112,000

Leak #1: Post-Treatment Drop-Off

60-70% of clients don't return after finishing their treatment packages.

Why it happens:

- No automatic rebooking system
- Front desk too busy to follow up
- Clients forget maintenance is needed

The cost:

200 clients × £400 maintenance = £80,000/year lost

The fix:

Automated SMS reminders at 60, 90, and 120 days post-treatment

Leak #2: Missed Call Follow-Up

30% of enquiry calls go to voicemail and never get returned.

Why it happens:

- Busy periods = missed calls
- Voicemail callbacks get deprioritized
- 48+ hour delay = lost booking

The cost:

5 missed calls/week × £500 average = £130,000/year lost

The fix:

Instant SMS auto-response + callback within 2 hours

Leak #3: Package Completion = Client Loss

Most clients finish their 6-8 session package and never return.

Why it happens:

- No maintenance plan offered at package end
- 'Job done' mentality from both sides
- No systematic follow-up at 90/180 days

The cost:

150 completed packages × £600 maintenance = £90,000/year lost

The fix:

Maintenance booking conversation at session 5-6, automated check-ins

Leak #4: Generic Email Campaigns

Bulk 'we miss you' emails get 5-10% response rates.

Why it doesn't work:

- Feels impersonal and automated
- No reference to their specific treatment
- Easy to ignore in crowded inbox

The cost:

90% of your reactivation effort = wasted time and money

The fix:

Personalized SMS referencing treatment history (25-40% response rate)

Leak #5: No Follow-Up on Enquiries

50% of enquiries never convert because follow-up stops after 1-2 attempts.

Why it happens:

- 'They're not interested' assumption
- No systematic 5-7 touch sequence
- Front desk too busy for persistent follow-up

The cost:

100 unconverted enquiries × £500 average = £50,000/year lost

The fix:

Automated 7-touch sequence over 14 days (calls + SMS + email)

Leak #6: Seasonal Volatility

Revenue drops 30-50% in slow months with no proactive strategy.

Why it happens:

- Reactive rather than proactive booking
- No targeted campaigns to dormant clients in slow periods
- Waiting for clients to come to you

The cost:

3 slow months × £15K revenue gap = £45,000/year lost

The fix:

Seasonal reactivation campaigns 4 weeks before slow periods

Leak #7: No Client Segmentation

Treating all dormant clients the same = missed personalization opportunity.

Why it matters:

- High-value clients need different messaging than one-timers
- Treatment type affects reactivation timing and offer
- Blanket campaigns miss nuance

The cost:

30-40% lower conversion vs segmented approach

The fix:

AI-powered segmentation by treatment, spend, and engagement history

The Reality Check

If you have:

- 3,000+ clients in your CRM
- 60-70% dormant (90+ days inactive)
- £300-£500 average transaction value

You're sitting on £20K-£50K in recoverable revenue.

The question isn't whether the opportunity exists.

The question is: What are you going to do about it?

Two Paths Forward:

Path 1: DIY

- Manually segment your CRM
- Write personalized messages for each client
- Send SMS/emails manually or via basic tools
- Handle all replies yourself
- Track results in spreadsheets

Time investment: 20-30 hours/month

Typical result: 5-10% reactivation rate

Path 2: Aura Direct

- AI-powered segmentation and personalization
- Automated SMS & voice campaigns
- AI handles conversations and booking
- Weekly performance reports auradirect.ai.com
- Performance-based pricing (pay for results only)

About Aura Direct

Aura Direct is the sister agency to Madhat Media, built exclusively for UK aesthetic clinics, med spas, and laser treatment providers.

We exist for one reason: to help you recover revenue from clients who've gone dormant after treatment.

What we do:

- AI-powered SMS and voice reactivation campaigns
- Personalized messaging based on treatment history
- Automated conversation management and booking
- Performance-based pricing (you only pay for results)
- 60-day pilot programs for risk-free testing

Who we work with:

- Laser clinics (laser hair removal, skin resurfacing, tattoo removal)
- Med spas (HydraFacial, microneedling, chemical peels, LED therapy)
- Aesthetic clinics (injectables, body contouring, skin treatments)
- Multi-location groups (corporate or franchise networks)

Typical results:

- 25-40% response rate on dormant client campaigns
- £20K-£50K recovered per location in 60-90 days
- Zero team workload (fully managed service)
- 3X ROI guarantee

Ready to Recover Your Dormant Revenue?

Aura Direct helps aesthetic clinics recover £20K-£50K
in dormant client revenue using AI-powered
SMS and voice reactivation.

📄 **Book Your Free Assessment**

auradirectai.com/assessment

📄 **Calculate Your Revenue**

auradirectai.com/calculator

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Sister agency to Madhat Media | Based in Norwich | Serving clinics nationwide