

Your Database Is Leaking Money.

Here Are 50 Ways to Stop It.

The Dormant Revenue Playbook for Aesthetic Clinic Owners

WHAT'S INSIDE

- | | |
|--|--------------------------------------|
| 01 Know What You're Sitting On | 02 Fast Win Outreach |
| 03 Offer Architecture | 04 Timing & Triggers |
| 05 Personalisation & Psychology | 06 Stop the Leak — Prevention |

auradirectai.com

Free resource — share with any aesthetic clinic owner you know

Introduction

Most aesthetic clinic owners spend thousands on paid ads every month trying to bring in new patients – while hundreds of past patients who already chose them, paid them, and trusted them sit completely untouched in their database.

The average clinic with 1,000+ past patients has between £20,000 and £60,000 in recoverable dormant revenue. Not potential revenue. Not hypothetical. Real patients who booked once – and were never followed up with.

This playbook gives you 50 specific, actionable strategies to recover that revenue. Some you can implement today. A handful are so effective that doing even one well could generate more revenue this month than your entire paid ads spend.

Start anywhere. But start.

About Aura Direct

Aura Direct is an AI-powered client reactivation service built for aesthetic clinics. We build personalised treatment voucher campaigns for your dormant database, generating deposit paid appointments in your calendar – within the same month the campaign launches. If we don't cover the infrastructure cost in results, we refund it.

Know What You're Sitting On

You can't recover revenue you haven't measured. These tips help you see exactly what's in your database — and what it's worth.

Run a dormancy audit

1

Pull your patient database and segment by last visit date: 0–6 months (active), 6–12 months (at-risk), 12–24 months (dormant), 24+ months (lapsed). Most clinic owners have never done this. The numbers are usually a shock.

Calculate your dormant revenue estimate

2

Take the number of dormant patients and multiply by your average treatment value. A 10% reactivation rate at £300 ATV on 1,000 dormant patients = £30,000. That money exists. It's sitting unclaimed.

Prioritise your highest-value dormant patients first

3

Sort by lifetime spend, not recency. Your top 10% by historical spend are worth 3–5x more than average. Reach them first with your strongest offer.

Find your 'almost dormant' cohort

4

The 4–6 month window is when patients tip from active to dormant. This group is the easiest to recover — they're warm, remember you, and haven't yet formed a habit of going elsewhere.

Track your natural attrition rate

5

Some patient loss is natural. Knowing your real attrition rate helps you distinguish recoverable dormancy from expected churn. Focus your reactivation budget where it can actually win.

Map treatment rebooking cycles

6

Which treatments have a natural cadence? Botox every 3–4 months. Filler every 6–12. Microneedling courses. This tells you which patients are overdue — not lost.

Build a simple dormancy score

7

Combine recency, frequency, and spend into a basic score (the RFM model). High spend + low recency = high-priority reactivation target. A spreadsheet does this well.

Identify treatment-to-treatment conversion gaps

8

Which patients had a consultation but never booked? Which had one treatment and never returned for their follow-up? These quiet micro-gaps are revenue leaks a targeted message can close.

Fast Win Outreach

Low-effort, high-return actions you can take this week to start recovering dormant patients immediately.

Send a personal message in the clinician's name

9

Not 'from the team at [Clinic]' – from the specific clinician who treated them. 'Hi [Name], it's [Clinician] – I noticed it's been a while since your last [treatment].' This single change can double response rates.

Use treatment anniversaries as a trigger

10

'It's been 12 months since your Botox with us' is far stronger than 'We miss you.' It's specific, personal, and creates natural urgency around maintenance – without feeling like a sales message.

Send birthday messages with a real offer

11

Birthday messages without an offer are noise. With a time-limited voucher (e.g., £50 credit valid for 30 days) they convert. Make it feel generous, not token.

Run a seasonal re-engagement push

12

Pre-summer (April–May), pre-Christmas (October–November), and January are the three natural buying windows. A timed offer to your dormant list around these dates consistently outperforms random outreach.

Send a specific 'we've been thinking of you' SMS

13

Generic: 'We miss you!' – ignored. Specific: 'Hi [Name], [Clinician] was thinking about your lip filler results – it'll be time for a top-up soon. We have availability next week.' Specificity creates the impression of genuine personal attention.

Use WhatsApp for opted-in patients**14**

WhatsApp open rates exceed 90%. For opted-in patients, a WhatsApp message feels personal, not promotional. Keep it short, conversational, and single-CTA.

Send a feedback survey to dormant patients**15**

A 'how was your last visit?' survey disarms the recipient – it's not a sales message. The act of responding re-engages them emotionally. Follow up with a tailored offer.

Use email for sequences, SMS for single punchy offers**16**

Email is for multi-touch nurture. SMS is for urgent, time-sensitive messages. If your SMS is over 160 characters, cut it. If your email is a one-liner, convert it to SMS.

The 'we're holding a spot for you' message**17**

'We have an opening on [date] and thought of you' creates exclusivity and urgency without being pushy. Even if the slot isn't specifically reserved, the framing works.

Offer Architecture

What you offer matters as much as how you deliver it. Build offers that convert without devaluing your services.

Use a treatment-specific voucher, not a generic discount

18

'£50 off any treatment' is weak. '£300 towards a Signature Anti-Ageing Package' is specific, feels valuable, and directs patients toward a high-ATV booking. The specificity does the selling.

Frame it as a credit, not a discount

19

'£50 credit' sounds like money in an account. '£50 discount' sounds like a markdown. Same financial value — very different psychological weight. Credits feel like yours to spend.

Bundle treatments to increase average transaction value

20

A reactivation offer doesn't have to be your cheapest service. A reactivation bundle (e.g., Botox + Hydrafacial at a package price) brings patients back at higher value and reintroduces multiple treatment categories.

Tier your offers by dormancy length

21

Patients dormant for 6–12 months need a different offer than those away for 2+ years. The longer they've been gone, the stronger the hook needs to be.

Use 'previous patients only' exclusivity

22

Position your reactivation offer as something only past patients can access. 'This offer is for clients who've already trusted us.' Exclusivity creates perceived value and a sense of being remembered.

Add a free low-cost add-on rather than discounting

23

'Book your Botox and receive a complimentary LED treatment' costs you little but adds significant perceived value. It's a better psychological trade than cutting your main service price.

Use a hard expiry date, not 'limited availability'

24

'This offer expires on [date]' converts. 'While spaces last' doesn't – it's a cliché people ignore. Give them 48–72 hours maximum. A real deadline creates real urgency.

Offer a complimentary consultation for deeply dormant patients

25

For patients away 18+ months, a no-commitment consultation removes the objection of 'I'm not sure I still need this.' Get them in the door. The treatment conversion follows.

Create a referral reactivation – come back and bring a friend

26

'Book your reactivation appointment and refer a friend – they get £50 off their first visit, you get £50 credit.' This recovers one patient and potentially acquires another simultaneously.

Create a named reactivation package – don't discount

27

Discounting your flagship treatment trains patients to wait for deals. Create a named package (e.g., 'Refresh & Restore') that bundles services at a price that feels like value without devaluing individual treatments.

Timing & Triggers

The right message at the wrong moment converts nobody. Reach dormant patients when they're most receptive.

The 6-month trigger is your golden window

28

Patient loyalty drops sharply after 6 months of no contact. Set an automated trigger: if a patient hasn't booked within 6 months of their last appointment, they enter a reactivation sequence immediately.

The 12-month mark needs a stronger offer

29

By 12 months, patients have often formed new habits or drifted. The offer needs to be more compelling — a higher-value voucher, a more personal message, or a phone call if their spend history warrants it.

January: your single highest-converting window

30

January is consistently the top month for aesthetic treatment enquiries. A January reactivation campaign with a fresh-start message and time-limited offer delivers some of the highest ROI of the year.

April–May: pre-summer is the second biggest window

31

When patients think about holidays and summer events, Botox, filler, and skin treatments see a natural demand spike. A 'get ready for summer' offer in April–May consistently outperforms generic outreach.

Use treatment expiry windows as urgency

32

'Your Botox results typically last 3–4 months — it's been 5 months since yours.' Factual and motivating without being salesy. You're the expert keeping them informed, not a business chasing revenue.

Trigger after launching a new relevant treatment**33**

When you add a new treatment, message dormant patients whose history makes them ideal candidates: 'We've just launched [treatment] – based on your history with us, we think you'd be a perfect fit.'

Use clinic milestones as a re-engagement reason**34**

A new location, new clinician, refurb, or anniversary – all genuine reasons to message your dormant list. 'We've grown, and we'd love to see you again' is an honest, non-salesy hook.

Message before a price increase**35**

If you're raising prices, send a reactivation message in advance: 'Book before [date] and lock in current pricing.' Creates urgency while being genuinely customer-friendly.

Time outreach to the post-Bank Holiday moment**36**

Bank holidays and social events create natural 'how do I look?' moments. The Tuesday after a long weekend sees a spike in aesthetic enquiries. Time a reactivation message to land that morning.

Personalisation & Psychology

The difference between a message that converts and one that gets ignored is almost always in the psychology.

Always name the specific treatment – never 'your last visit'

37

'Your last Botox appointment' vs 'your last visit' – the former proves you know them. Patients who feel recognised convert at 2–3x the rate of those receiving generic messages.

Use the clinician's name, not just the clinic's

38

'[Clinician] would love to see you again' creates personal connection. The relationship most patients have is with their injector, not the business. Use that relationship – it's your most powerful asset.

Frame the gap as care, not sales

39

'I wanted to check in on your results' is care. 'Book now for 20% off' is sales. Start with care; the offer follows. The sequence and framing matter enormously.

Use loss aversion carefully

40

'Your Botox results from [month] will start to fade soon' is accurate and motivating. Stick to treatment-relevant loss framing – never financial pressure.

Social proof by treatment type converts better

41

'247 patients returned for their Botox maintenance last month' is more powerful than 'thousands of happy clients.' Specific numbers attached to specific treatments feel verifiable.

Keep SMS under 160 characters

42

Over 160 characters, many networks split your message into two – breaking the flow and flagging it as marketing. If you can't say it in 160 characters, you're saying too much.

Avoid 'DEAL', 'FREE', 'OFFER' in openers

43

These trigger spam filters and the psychological equivalent in human brains. Use curiosity, personalisation, or a question instead. The goal is to feel like a message, not an advert.

The question hook outperforms the statement hook

44

'Did you know your Botox results are starting to fade?' outperforms 'Book now for a top-up.'
Questions engage the brain. Lead with a question where you can.

Stop the Leak – Prevention

Reactivation fixes the past. These strategies stop patients going dormant in the first place.

Book the next appointment before they leave

45

The single most effective retention tool in aesthetic medicine. Before a patient walks out, their next appointment should be in the diary. Clinics that do this have 40–60% lower dormancy rates.

Send a post-treatment sequence – not just a receipt

46

Day 1: 'Hope you're loving your results.' Day 7: 'How are you feeling?' Day 21: 'Here's how to maintain your results.' Day 90: 'Time to think about your next session.' Four touchpoints. No selling. Maximum retention.

Build a loyalty programme with real milestones

47

Not a punch card. A milestone programme: 3 visits = complimentary skin consultation, 6 visits = birthday credit, 10 visits = complimentary treatment. Make progress visible and the reward worth staying for.

Send monthly educational content – not promotional blasts

48

A monthly email about skin health, treatment tips, and seasonal advice keeps you top-of-mind without asking for anything. Patients who feel educated by you trust you more and drift to competitors less.

Ask for a review within 24 hours of treatment

49

Patients who leave reviews are significantly less likely to go dormant. The act of articulating why they value your service cements their connection to you. Ask while the experience is fresh.

Build a 'welcome back' experience, not just a campaign

50

When a dormant patient returns, treat it as a VIP moment. A genuine acknowledgement, a complimentary add-on, 'it's so good to have you back' – these make patients far less likely to drift again.

You've just read 50 ways to stop the leak.

One of them works better than all the others combined.

Running a personalised treatment voucher campaign to your full dormant database — with a 48-hour urgency window — consistently outperforms every other tactic on this list. It is what Aura Direct does, and it is the only reactivation method that generates deposit paid appointments in your calendar within the same month it launches.

If we don't cover the infrastructure cost in results, we refund it.

We only profit on revenue above that threshold. You take the upside.

For more information visit:

auradirectai.com

For aesthetic clinics with 1,000+ past patients in their database