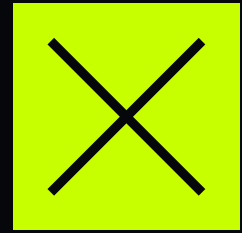


// THE PLAYBOOK

FOR UK AESTHETIC & COSMETIC CLINICS



The Aesthetic Clinic Patient Acquisition Playbook

How we cut a UK aesthetic clinic's cost per booking from £89 to £23 in 90 days — and the exact systems any clinic can copy.

BY

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SECTION

Why most aesthetic clinic marketing fails

The UK aesthetics market has been on a fifteen-year growth trajectory. Demand has never been higher. The number of clinics has also never been higher — over 7,000 active aesthetic clinics in the UK as of 2025, up from around 3,000 in 2018. The result: marketing that worked at scale five years ago (boost a Facebook post, get bookings) no longer works.

The clinics winning right now have systems. Speed-to-lead under 60 seconds. AI handling 70%+ of front-end qualification. Treatment-specific landing pages and creative. CAP-code expertise that means their ads run while competitors' get rejected. None of this is glamorous. All of it is the difference between a 12% booking rate and a 3% booking rate on the same ad spend.

This playbook walks through the systems we've built across multiple UK clinic engagements. Each section is independent — you can implement one piece without implementing the others — but the compounding effect when all are running together is what creates the £23 CPL economics our case study clinic now enjoys.

SECTION

The speed-to-lead problem (and the 60-second fix)

InsideSales did the foundational research a decade ago that's still the strongest data point on lead response speed. Respond to a lead within 5 minutes and you're 9x more likely to convert them than if you respond at 30 minutes. Respond within 60 seconds and you're seeing genuinely compound effects.

For aesthetic clinics specifically, the difference is even more pronounced because of the impulse-decision nature of the buying behaviour. A patient researching lip filler at 9pm on a Friday is in a peak motivation state. By Saturday morning that motivation has dropped meaningfully. By Sunday it's often gone entirely.

The fix is automation. The instant a lead form is submitted or a DM lands, an SMS goes out within 60 seconds: a personalised message acknowledging their enquiry, offering specific consultation availability in the next 48 hours, and including a calendar link to self-serve book. This single intervention typically lifts booking rate by 40-70% with no other changes.

SECTION

AI receptionists for clinics

The next layer up from speed-to-lead automation is full AI handling of the front end. An AI receptionist trained on your treatments, pricing, location, and qualification criteria can handle 70-80% of inbound enquiries without human intervention.

The deployment looks like this. A patient calls or DMs. The AI greets them, qualifies them (treatment interest, timing, location), answers their initial questions, and offers consultation availability. If they're ready to book, the AI books them directly into your calendar and confirms via SMS. If they have complex questions the AI can't handle, it captures the enquiry detail and routes to a human callback within working hours.

Done well, this layer captures the after-hours traffic your front desk currently loses, handles the FAQ-level enquiries that don't actually need a human, and frees your front desk to focus on the patients in-clinic. Clinics that deploy AI receptionists typically see a 25-40% lift in total bookings within the first 60 days.

SECTION

CAP-code compliant ad creative

We're going to be specific here because it matters. The most common CAP code breaches in aesthetic clinic advertising are: (1) before-and-after images with non-comparable conditions, (2) superlative claims (best, finest, most natural), (3) clinical claims that imply medical efficacy beyond what's evidenced, (4) referring to prescription-only medicines by brand name in consumer-facing creative.

Compliant creative structures: testimonial-led video from actual patients with consent forms documented; treatment process explainers that show technique without dramatic transformation; lifestyle imagery paired with subtle treatment messaging; UGC-feel selfie videos with on-screen text overlays rather than voiceover claims.

Non-compliant structures to avoid: 'before and after' direct comparisons unless conditions are genuinely identical and disclaimers are prominent; 'guaranteed results' or 'amazing transformation' style copy; any creative that references 'Botox' rather than 'anti-wrinkle injections' or similar generic terms.

When we onboard a new clinic we audit existing creative against the CAP code first. Often 50-70% of what's running is non-compliant in ways that haven't yet triggered platform rejection but are exposed to either ASA adjudication or sudden account suspension.

SECTION

Landing pages that convert at 12-18%

Most aesthetic clinics drive paid traffic to either their homepage or a generic 'book a consultation' page. Both convert at 2-4% and waste 90% of the ad budget.

Treatment-specific landing pages with the following structure consistently convert at 12-18%: hero with treatment name and outcome-led headline, embedded patient testimonial video, treatment process explainer (what to expect), genuine before-and-after content where CAP-compliant, pricing range (yes, transparent pricing lifts conversion in aesthetics), FAQ section addressing common objections, and a calendar embed for direct self-booking rather than a 'request enquiry' form.

The single biggest mistake is making patients fill in a form and wait for a callback. The clinics with the highest conversion rates let patients book directly into available consultation slots from the landing page itself. This converts intent into commitment in the same session.

SECTION

Retention is where clinic economics get healthy

New-patient acquisition is expensive. Existing-patient retention is cheap. Most clinics have inverted economics — they spend heavily on new patients and do almost nothing to retain the ones they already have.

The retention systems we deploy include: post-treatment automated review request to patients who scored their experience 9-10 out of 10 (sent 48 hours after the appointment); birthday and treatment-anniversary touchpoints with personalised incentives; reactivation sequences for patients who haven't booked in 6 months; referral programme with tracked codes and automatic incentive issuance.

A clinic with a strong retention system runs at roughly 60% returning-patient bookings and 40% new-patient bookings. The clinic-economic profile is dramatically healthier than the 30/70 split most run. Building this layer takes 60-90 days and pays back for years.

SECTION

What to ship in your first 90 days

If you're a UK aesthetic clinic owner and want to put this playbook to work, here's the 90-day plan we'd run.

Days 1-30: speed-to-lead automation live within the first 14 days. Three treatment-specific landing pages built and launched. CAP-code audit of existing creative completed. CRM (typically GoHighLevel) configured with patient pipeline and automation flows.

Days 31-60: AI receptionist deployed and trained. New ad creative library built and launched (16-24 creatives across priority treatments). Review request automation live. First reactivation campaign sent to dormant patient list.

Days 61-90: scale Meta spend on what's working. Launch second wave of landing pages for secondary treatments. Build out the referral programme. Implement Google Business Profile optimisation. Plan quarter two from real data.

This is exactly what we ran with the London clinic. £89 to £23 CPL, triple booking volume, two months booked in advance. The same plan works for any UK clinic doing £30k+ monthly that's ready to upgrade from boosted-post marketing to a real acquisition system.

// Ready to ship?

*If you run a aesthetic clinic business in the UK
and want this system built for you,
there's one next step.*

Book a 30-minute strategy call. We audit your current marketing live, identify the gaps, and map a custom plan. Zero pressure. If we're not the right fit, we'll tell you on the call.

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alex@elevatexsolutions.co.uk*