

PLAN ONE USEFUL CAMPAIGN

Start with a clear brief.

Choose one real service and one question the clinic can answer. Keep clinical decisions with the responsible qualified team.

Actual clinic service / campaign**Responsible role****What genuine question or observed need will this answer?****What is the offer, pricing basis and next step? Record verified facts only.****Evidence and approval reference for material claims****Destination page / agreed contact route****Who receives the enquiry, and what happens next?****Choose a measure before launch**

Name the enquiry definition, receiving period and review cut-off. Use sheet 3 to keep bookings separate from attendance and revenue.

Supporting guide: build a clinic campaign brief

INSPECT THE NEXT-STEP JOURNEY

Check one page properly.

Use this sheet on mobile and with a keyboard. Record what you observe before deciding what to change.

Page URL

Checked on

- ☐ The opening matches the actual service and the visitor's question.
- ☐ Practitioner role, location and pricing basis are clear and verified.
- ☐ Material claims and qualifications have the appropriate evidence and approval.
- ☐ The main button accurately describes an enquiry, request or confirmed booking.
- ☐ Text and controls fit a narrow screen; menus and practical answers work.
- ☐ Fields have clear labels and visible keyboard focus; required inputs are clear.
- ☐ The next-step explanation identifies what happens after the request.

Most important observed issue and supporting evidence

Smallest useful correction and acceptance check

Responsible role

Review date / rollback reference

Non-sending checks first. Agree any live test with the clinic before it triggers an enquiry, call, message or appointment. A checked box is an observation, not an accessibility or compliance certification.

Supporting guide: [aesthetic clinic website conversion audit](#)

DEFINE THE REPORT

Count the same enquiries.

Use aggregate counts and internal evidence references only. Do not enter patient names, contact details or clinical notes.

Enquiries received from / to

Reporting cut-off and timezone

Counting unit, eligible channels and duplicate / test / spam rules

Booking evidence and cancellation definition (ever booked or currently booked)

A. Received records

Excluded records

B. Eligible enquiries

C. Verified booked enquiries

Unresolved booking evidence

Calculate manually: $C / B \times 100 = \text{enquiry-to-booking rate}$

If B is zero, the rate is not calculable. Count each eligible enquiry once.

Calculated rate and reconciliation note

Illustrative example only: 12 received records minus 1 test and 1 duplicate leaves 10 eligible enquiries. Three verified bookings means 30%. A later cancellation is separate in an “ever booked” measure; two currently booked would mean 20%. Neither figure proves attendance or revenue.

Full definitions and worked example: aesthetic clinic CRM guide

Sources: W3C form labels

Google page experience

ICO data minimisation

Advertising checks: CAP cosmetic interventions guidance