

FINDING YOUR MARKETING GROOVE AS AN ESTHETICIAN

by Morgan Teixeira

OVERWHELM IS REAL - BUT YOU'RE NOT ALONE

Marketing yourself as an esthetician can be overwhelming. Whether you're just starting out and don't know where to begin with social media, or your books are already full and you can't find the time to dedicate to marketing, the struggle is real. I've been there, and I know firsthand how hard it is to juggle everything.

Before I became the Marketing Manager for Hale & Hush, I was a lash artist with my own studio. In the beginning, I was panic-posting, trying to fill my books. Later, as my schedule filled up, I wanted to elevate my marketing, but I was too busy to focus on it. At the same time, I saw other lash artists mastering reels and creating stunning content, which added to the pressure. And then came the "Instagram gurus" with their so-called must-do hacks—advice often more relevant to influencers than to small business owners like us.

This is why I'm writing this blog—to help you navigate these challenges and find a marketing approach that works for **you**.

MINDSET MATTERS

Before you start creating content, it's crucial to get your mindset in the right place. I want you to remind yourself that

you're doing your best, and that's more than enough.

Running a business, balancing a personal life, taking care of clients, and mastering your marketing all at once is no small feat—you're already crushing it! The pressure to do more, to post more, to be more can be overwhelming, but remember: you're enough as you are.

Take a moment to reflect on why you're marketing in the first place. Are you trying to attract more clients? Sell education to fellow estheticians? Understanding your purpose will help you create more effective and authentic content. It's also important to think about how you want people to see you and how you want them to feel when they interact with your brand. This will form the foundation of your marketing strategy and guide your social media posts.



STAY AUTHENTIC AND REALISTIC

Once you've got your mindset in check, it's time to get realistic about how often you can post. If you have the time and energy to post daily, great! If you're more comfortable posting a couple of times a week, that's fine too. What's important is that you're consistent and authentic in your approach. Yes, posting more often and jumping on trends can help you grow faster, but nothing will stunt your growth more than burnout or inauthentic content.

Don't get caught up in the idea that you have to do everything—reels, trends, daily posts—just because others are doing it. Find what works for you and stick to it. I'm giving you permission to ignore the noise and focus on what feels right for you and your business.

NOT ALL ADVICE IS CREATED EQUAL

It's easy to feel pressured by the so-called "gurus" on social media who claim to have all the answers. But here's the truth: many of these experts have never run a business like yours. They're often giving advice that's more suited to influencers or marketing professionals, not estheticians.

Their tips might be great for someone looking to build a personal brand, but they don't always translate to a brick-and-mortar business where your main goal is to connect with clients and fill your appointment book. Take their advice with a grain of salt. What works for an influencer might not work for you—and that's okay.

Instead of trying to do everything they suggest, focus on what feels authentic and manageable for you.

Your marketing should reflect who you are and what your business stands for, not what someone else thinks you should be doing.

EASIER CONTENT CREATION

Now that you're in the right mindset and have set realistic expectations, let's talk about my favorite method for creating content faster and with less stress: batching. Here's how to do it:

Plan Your Posting Schedule: Decide how often you want to post—whether it's twice a week, three times a week, or more. Choose the days that work best for you.

Map Out Your Content Topics: Plan what you want to talk about that week and assign each topic to a specific day. This helps you stay organized and ensures your content is varied and engaging.

Create a Content Checklist: Write down what photos, videos, and graphics you need to create to bring your topics to life. This list will keep you focused and make content creation more efficient.

Batch Your Content: Set aside a day to get all your content at once. Consider booking a "model day" where a friend or comes in for a free service in exchange for their time. This allows you to capture all the content you need without interrupting a paying client's experience. Then, edit your content and create your graphics all in one go.

Schedule Your Posts for Auto-Publish:

Use a scheduling tool like Later to set up your posts in advance. This is a huge time-saver, and it ensures your content goes out consistently. Don't worry about the myth that auto-posting hurts your reach—Instagram collaborates with these platforms for a reason. It's better to have your content out there than to miss the opportunity because you were too busy to post manually.

CONSISTENCY IS YOUR SECRET WEAPON

Once you've got your content creation process down, the key is consistency. Whether you're planning one week or four weeks at a time, sticking to a regular schedule will help you build momentum and make the process easier over time. Consider bringing in a model every month or every other month to refresh your content and save time in the future. The more you can streamline your process, the more sustainable your marketing efforts will be.

Learn everything you need to know to get started with your marketing & social media in our Marketing Essentials class! Stay tuned for 2025 dates coming soon.

FINAL THOUGHTS: JUST POST IT!

My ultimate tip is to stop overthinking and just post. Don't worry about whether your reels are perfect or if your graphics have the right font. Building the habit of posting regularly is more important than achieving perfection. Over time, your skills will improve, and you'll find your rhythm. Remember, any content is better than no content, as long as it's true to you and helpful to your clients.

Perfectionism can be a trap that prevents you from sharing your unique voice and expertise with the world. Instead of aiming for flawless content, focus on being consistent and authentic. The more you put yourself out there, the more confident you'll become, and the easier it will be to create content that resonates with your audience. So, trust yourself, embrace the process, and take that first step.

You're already doing great—now go out there and make that content!

**MORGAN TEIXEIRA**

Hale & Hush Marketing Manager