



Case Study – Parisian Peel®/Aesthetic Technologies

Direct-response Copywriting That Yields An ROI of 30%

*By Casey Demchak
Copywriter & Consultant*

By utilizing Casey's strategic direct-response copywriting, we were able to create much greater industry awareness for our Parisian Peel® Elite Suffusion™ System, and we experienced a direct ROI of 30%, which generated revenues of over \$100,000.

—Wendy Shaya, Director of Business Development, Aesthetic Technologies

The Challenge

Aesthetic Technologies Director of Business Development, Wendy Shaya, had ample clinical evidence that the company's Parisian Peel® Elite Suffusion™ System was a tremendous enhancement to conventional microdermabrasion treatments.

However, her challenge was to create greater awareness for the system, and convince physicians and spa owners to break away from their normal treatment routines and consider a superior alternative. This challenge was compounded by the fact that aesthetic skin care professionals are often slow to adapt to change and invest in new technologies.

The Client

Aesthetic Technologies is known throughout the U.S. and around the world as the industry leader in skin care products. Since 1998, they have provided Parisian Peel® brand microdermabrasion systems and accessories, along with skin care products, to

medical and spa professionals who seek to help their clients improve their skin health and appearance through non-invasive treatments.

The Journey

“We knew a key element in our marketing campaign for the Parisian Peel® Elite Suffusion™ System would be to develop more professionally written sales copy,” noted Wendy Shaya. “I had been a subscriber to Casey Demchak’s newsletter, *Casey On Copywriting*, for two years. Based on the sales writing tips he’d been giving in his newsletter, I felt he might be a good fit for Aesthetic Technologies.”

Shortly thereafter, I received a call from Ms. Shaya, and we found that my extensive experience writing for the aesthetic industry was indeed a good match for Aesthetic Technologies. The fact that our offices were only 10 minutes apart made it easy for us to meet and discuss her copywriting needs.

The Discovery

During my project meeting with Ms. Shaya, I discovered their Parisian Peel® Elite Suffusion™ System program included several elements that could form the basis of a strong e-blast/landing page campaign.

- Strong testimonials from respected physicians
- A system process that could be outlined in three simple steps
- Proven clinical results that could be described in three concise bullet points
- A great value demonstration of how the system can actually pay for itself
- A very compelling buy-back offer

The Solution

With consideration to the campaign elements just described, Ms. Shaya and I decided to create a series of three e-blasts that would include links to an extensive landing page that further described the benefits of the Parisian Peel® Elite Suffusion™ System, and directed prospects to purchase the system online or call for more information.

Given the strength of the system’s excellent value demonstration and buy-back offer, I suggested that the primary focus of each blast be on how the system pays for itself, and how Aesthetic Technologies was willing to buy back the system if it didn’t.

Although we would tout the system’s simple three-step process and its three primary benefits, each e-blast would loop back to emphasize the special risk-free offer.

In addition, we chose a confident, edgy voice for the campaign to make it stand out from current competitive campaigns. Special emphasis was also placed on highlighting the excellent physician testimonials with which we had to work.

The Implementation

The one-two-three punch e-blast campaign was rolled out over a series of three weeks, with one blast being sent each week. After two weeks, the three-week cycle was repeated.

Particular attention was paid to creating dynamic e-blast subject lines. Multiple ideas were created and tested to see which style would yield the best results. Each of the subject lines created fell into one of three “buckets.” They included subject lines that:

- Teased the buy-back offer without being direct
- Touted the buy-back offer in very direct terms
- Asked compelling questions that set up the buy-back offer

The Results

“By utilizing Casey’s strategic direct-response copywriting, we were able to create much greater industry awareness for our Parisian Peel® Elite Suffusion™ System, and we experienced a direct ROI of 30%, which generated revenues of over \$100,000,” reported Wendy Shaya.

In addition to this excellent overall result, the total number of leads generated increased 27% over Aesthetic Technology’s previous e-blast campaign for the Parisian Peel® Elite Suffusion™ System.

We were also able to determine that subject lines that touted the system’s buy-back offer in very direct terms, generated a 30% greater response than the other two headline types tested.

Casey Demchak is an independent copywriter and consultant who has specialized in writing compelling B2B sales copy for medical device and healthcare companies since 1995. He is also author of the book, Essential Sales Writing Secrets. He can be reached at casey@caseydemchak.com; or at (303) 697-4793.