

A close-up photograph of a woman's face, focusing on the lower half. She has several black dashed lines drawn on her skin, indicating surgical incision lines. These lines are curved around the eyes, follow the jawline, and run vertically down the center of her chin. Her hands are positioned on either side of her face, with her fingers gently touching her cheeks. The background is a plain, light-colored wall.

***Glow Forward: The Future of
Aesthetic Innovation***

Campaign Strategy

Objective

Build excitement before, during and after the Glow Forward Trade Show to get more people to the booth and drive bookings. It's a great way to connect with potential clients and show why Symplast is the go-to choice for aesthetic practices.

Target Audience

- Aesthetic practice owners
- Plastic surgeons and dermatologists
- Medspa managers
- Existing Symplast customers

Key Messages

At the Glow Forward Trade Show, the messages will stay consistent across platforms — showing what makes Symplast different and why so many top aesthetic practices choose it.

- Focus on Symplast's all-in-one aesthetic EMR and its key tools
- Show how 1:1 meetings help explain the value of better patient experiences and easier practice management
- See why aesthetic practices are choosing Symplast

Funnel Touchpoints

This campaign takes people from curiosity to action—building awareness and driving results.

- **Awareness:**
Use social posts, countdowns and industry leader mentions to spark excitement and preview what to expect
- **Consideration:**
Send emails & SMS that build interest, tease the booth experience, and show off key benefits
- **Conversion:**
Drive action with clear CTAs to book 1:1 time or sign up for a live demo

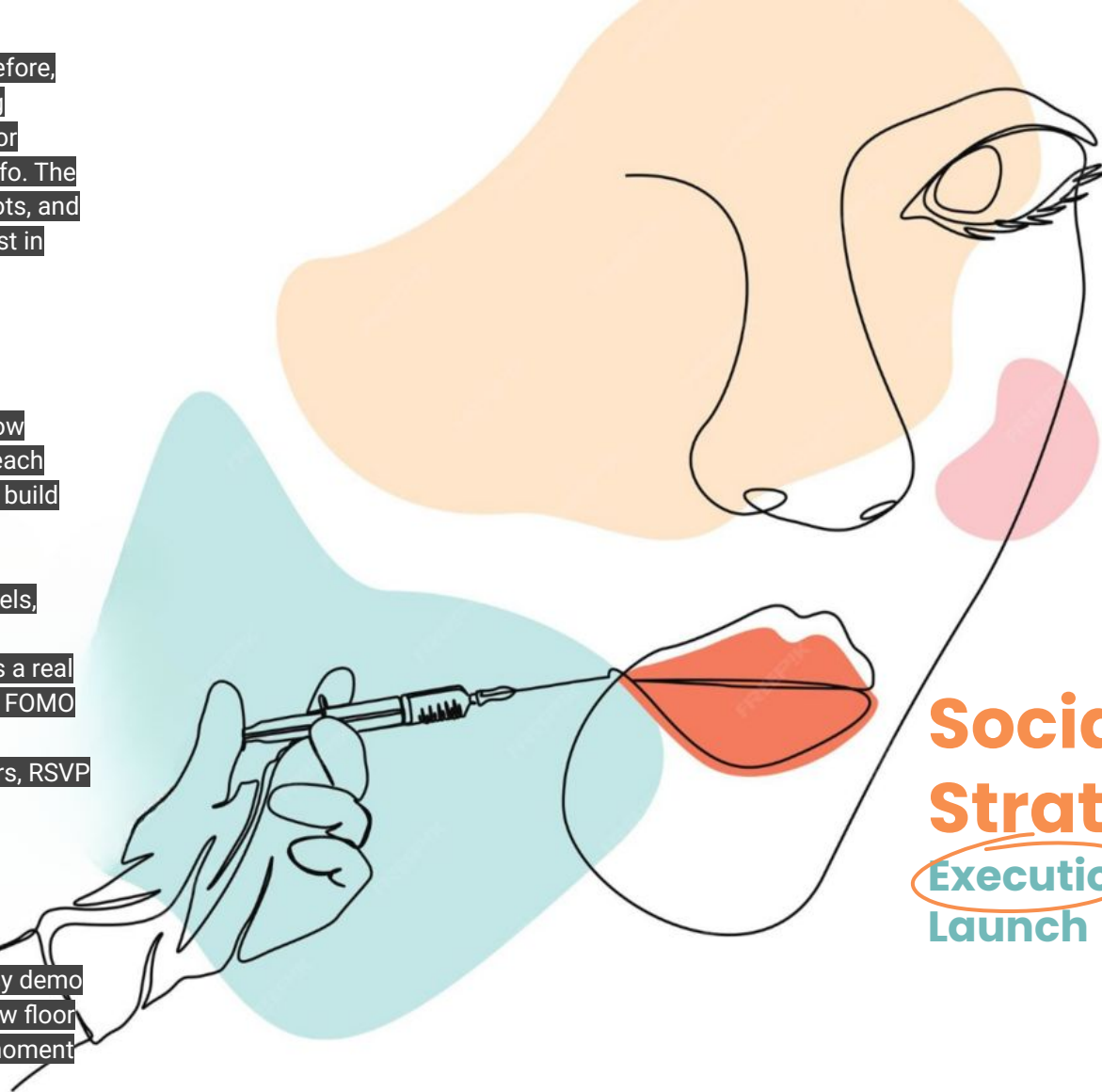
Overview: *Glow Forward: The Future of Aesthetic Innovation* is a multi-channel campaign centered on an upcoming aesthetics trade show. It highlights the latest advancements in aesthetic technology while creating buzz across social media, email and SMS.



Build buzz around Glow Forward before, during, and after the show—making Symplast's socials the go-to spot for updates, sneak peeks, and event info. The goal: drive attendance, fill demo slots, and get people to connect with Symplast in person

How We Do It:

- Share countdowns and show highlights on LinkedIn to reach industry professionals and build anticipation
- Post behind-the-scenes Reels, Stories, and carousels on Instagram to give followers a real feel for the event and drive FOMO
- Use Facebook for reminders, RSVP prompts, and community check-ins to encourage attendance and start conversations
- Share live updates and easy demo booking links from the show floor to capture interest in the moment



**Social Media
Strategy:**
**Execution and
Launch**

Social Media Posts Examples

LinkedIn

The future of aesthetics is here! The aesthetic industry is coming together in Fort Lauderdale, Florida from October 10–12 to define it.

Join us at the Glow Forward Trade Show — where aesthetic professionals and plastic surgeons gather to explore what’s next in care delivery, technology and business growth.

At Symplast, we’re proud to stand alongside industry leaders who are redefining what great care looks like and to show you how our premium EMR platform is helping practices do more with less effort.

Here’s what you’ll gain when you connect with Symplast at the event:

- ✔ See live demos of our all-in-one aesthetic EMR in action
- ✔ Learn how top providers are using Symplast to grow and simplify their practices
- ✔ Discover how our platform helps streamline care while elevating the patient experience

[🔗 Reserve your 1:1 session now: \[CTA Link\]](#)

Suggested Creative:

- Bold graphic featuring the “Glow Forward” tagline
- Include badge-style CTA: “Meet Us at Booth #7

Suggested hashtags:

#AestheticMedicine #EMRTechnology #GlowForward #Symplast
#EMRPlatform #HealthTech

Facebook

We’re gearing up for the Glow Forward Trade Show — it’s happening Oct. 10–12!

Come visit the Symplast team in Fort Lauderdale, Florida and see how our all-in-one EMR platform is improving aesthetic care.

At this event we’ll:

- ✦ Host live product demos
- ✦ Introduce you to our team
- ✦ Share exclusive insights and yes, there will be giveaways!

💬 Drop a ❤️ or comment if you’re attending — we’d love to connect!

[🔗 Book time with us: \[Insert Link\]](#)

Suggested Creative:

- Booth team photo with branding overlay
- Branded countdown graphic
- Or add short video: “3 reasons to stop by the Symplast booth”

Suggested hashtags:

#Symplast #GlowForward #AestheticMedicine

Instagram

Let’s Glow! 🌟
Symplast is headed to Fort Lauderdale for the Glow Forward Trade Show and we’re bringing what today’s top practices need to succeed. From live demos to expert insights — see how we’re helping aesthetic leaders stay ahead and how you can too.

It all happens Oct. 10-12. Are you coming?
Comment below!

[🔗 Link in bio to reserve a spot!](#)

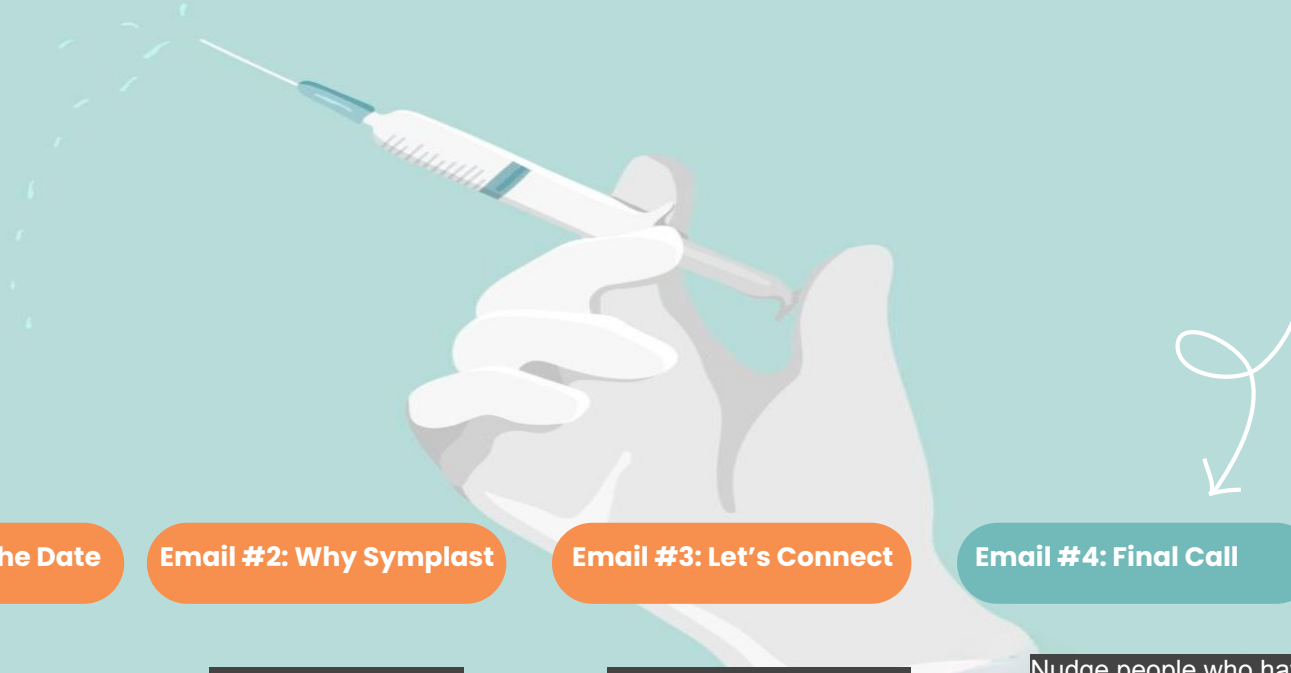
Suggested Creative:

- Mocked-up IG post (square image): clean visuals with bold “Glow Forward” overlay
- Behind-the-scenes Reel idea: packing for the show, booth setup sneak peek or “what’s in our booth” video
- Branded countdown sticker for Stories

Suggested hashtags:

#GlowForward #AestheticMedicine
#Symplast #EMRPlatform #MedSpaTech
#PlasticSurgeryConference
#AestheticsIndustry

Email Strategy: The Flow



Email #1: Save the Date

Start building early excitement by getting the word out about Symplast being at the show and encouraging clients or opted-in leads to save the date. It helps get things started and shows they'll have a big role at the event.

Email #2: Why Symplast

Get people interested about Symplast's premium EMR by showing what it can do, teasing the booth experience and making it a must-see at the show.

Email #3: Let's Connect

Encourage people to take that next step — whether it's booking a 1:1, scheduling a demo or stopping by the booth to see what Symplast can do.

Email #4: Final Call

Nudge people who haven't booked yet by showing them why it's worth meeting at the event and let them know 1:1 spots or demos are filling up fast.

Email #5: Thank You

Stay connected with leads after the event by sharing clear next steps and reminding them what made Symplast stand out.

SMS Strategy

Pre-Event Reminder

Send a quick reminder text to registered clients, users, or opted-in leads who are attending — making sure they have all the details before the event starts. This way, people know exactly where to go, when to arrive, and can easily save their spot right from their phone.

Day-Of Event Alerts

Deliver event texts during the show to keep everyone in the loop by sharing reminders, schedule changes, and real-time highlights. These messages help bring traffic to the booth and keep demo spots filled all day.

Last Chance Booking

Send a final nudge to registered contacts before the event wraps up, making it easy for anyone who hasn't stopped by or booked yet to take action. This creates a sense of urgency and captures any final interest or leads.

Post-Event Follow Up

After everything wraps, send a thank-you text within 24 to 48 hours with an easy link to keep the conversation going — whether it's downloading event resources, connecting with a Symplast expert for next steps, or getting answers to any follow-up questions.



Analytics and Tracking Strategy

Suggested KPI's by Channel

Instagram

- Likes, comments and shares on posts
- Story views and link clicks
- Profile visits from the campaign

Facebook

- How many people saw and engaged with the post
- Clicks on the booking link
- Comments or messages from interested attendees

LinkedIn

- Post views and reactions
- Link clicks to the booking page
- Booked appointments from the post

Email

- Open rates and click-through rates
- How many people clicked through to book
- How many appointments were actually booked from email traffic

SMS

- How many recipients tapped the booking or resource link
- Demo or meeting bookings that came directly from SMS links
- Replies or responses to SMS

How Would Results Be Shared

Hootsuite

- Helps track how content is doing across Instagram, Facebook and LinkedIn — including, engagement, brand presence and what's working best on each platform

HubSpot

- Makes it easy to see email + SMS results, form submissions and where booked appointments are coming from

Google Analytics

- Helps show how much traffic the campaign sends to the site and how many people end up booking

Tools to Track Performance

- A simple dashboard in Google Sheets to track how things are performing across channels
- Weekly check-ins or snapshots showing what's working, what needs adjusting, and where we're seeing the most interest
- Quick highlights by channel so it's easy for the team to see how the campaign is driving appointments