
The Med Spa Growth Blueprint

The complete marketing framework for med spas that want to fill their schedule, increase average ticket value, and build a brand patients trust and return to.

25

GROWTH DRIVERS

10

AUDIT INSIGHTS

24

AD FORMATS

24

CAMPAIGN EVENTS

What's Inside

- 01 The Digital Growth Checklist**
25 moves that fill schedules and grow revenue.
- 02 Insights From 50 Med Spa Audits**
The 10 most underleveraged opportunities.
- 03 Where Most Med Spas Lose Patients**
The patient journey and biggest drop-offs.
- 04 Ad Formats That Fill Schedules**
24 formats with real creative examples.
- 05 Search Trends by Season**
When demand peaks and dips for treatments.
- 06 Your 24-Event Campaign Calendar**
Every treatment window across the year.
- 07 Revenue Hiding in Your Gaps**
What fixing one gap could mean.
- 08 Get Your Free Practice Audit**
A personalized audit at no cost.

01 The Digital Growth Checklist

These are the 25 highest-leverage marketing moves we see across the med spas filling their schedules and growing revenue. Check what you have. Circle the 2-3 that made you pause.

OFFER & PRICING

- #01 A low-barrier intro offer for new patients**
Free consultations, discounted first-visit treatments, or skin assessments. The goal is to get them in the door.
- #02 Treatment bundles and packages**
Botox + filler combos, series pricing for laser, seasonal packages. Bundles increase average ticket by 25-40%.
- #03 Membership or loyalty program**
Monthly membership plans for Botox, facials, or IV therapy. Creates predictable recurring revenue.
- #04 Financing options visible at booking**
Cherry, PatientFi, or CareCredit. Removes the price barrier for \$2,000+ treatments.

AD PRODUCTION

- #05 Hook-first video ad creation**
80% of ad performance is the first 2-3 seconds. Test 50+ hooks to find what stops the scroll.
- #06 Five ad formats in rotation**
Before/afters, provider intros, patient testimonials, educational, treatment demos. Each reaches different patients.
- #07 Patient-generated content as primary engine**
Real patients sharing results, experiences, recovery. Outperforms brand content in trust and conversion.

LEAD NURTURE & SPEED

- #08 Under 5-minute response to every inquiry**
Most med spas reply in 4-8 hours. Responding in under 5 minutes converts 3-5x more leads into booked consults.

#09 Multi-step follow-up for every lead

Text, email, and phone over 7 days. Most leads need 3-5 touches before they book. One attempt is not enough.

#10 Consultation show-rate optimization

Confirmation texts, reminder sequences, and same-day outreach lift show rates by 20-40%.

AI & AUTOMATION

#11 AI assistant trained on your services and pricing

Handles inquiries at 2 AM with the same knowledge your front desk brings at 2 PM. Knows your treatments, pricing, aftercare.

#12 Automated review collection after every visit

A system that asks for Google reviews 24-48 hours post-treatment. Builds your local SEO automatically.

#13 Automated lead scoring

Know instantly if a lead is researching or ready to book, and prioritize your response accordingly.

WEBSITE & LOCAL SEO

#14 Treatment pages that sell, not just describe

Before/after galleries, pricing transparency, provider credentials, and social proof on every page.

#15 Optimized Google Business Profile

Photos, reviews, Q&A, posts, and accurate service categories. This is where 60%+ of local discovery happens.

#16 Dedicated landing pages for paid campaigns

Sending ad traffic to your homepage loses 50-70% of clicks. Each campaign needs its own landing page.

CONTENT & PLATFORM

#17 Repeatable content production system

Monthly shoot days with consistent lighting and a content calendar. System beats talent.

#18 Educational content showing treatments

Explaining how Botox works, what to expect from laser, filler dissolving myths. Builds trust before the consult.

#19 Google Search ads for high-intent patients

Someone searching 'Botox near me' or 'lip filler [city]' is ready to book today. Do not rely only on Meta.

#20 Retargeting on website visitors

95% of visitors leave without booking. Retargeting ads bring them back at a fraction of new traffic cost.

#21 12-month campaign calendar

Planned around real treatment seasons, not scrambled the week before each holiday.

THE PATTERN: They built systems. The provider is not the bottleneck.

02 Insights From 50 Med Spa Audits

After auditing 50+ med spas across boutique, multi-location, and solo practitioner models, the same patterns show up. Not mistakes. Underleveraged opportunities.

● HIGH IMPACT

● MEDIUM IMPACT

● EMERGING

HIGH

#01

Slow Response Time

Under 5 min = 3-5x more bookings. Most med spas reply in 4-8 hours.

HIGH

#02

No Retargeting

95% of website visitors leave without booking. No retargeting = no second chance.

HIGH

#03

All Traffic to Homepage

Treatment-specific landing pages convert 2-3x higher than homepages.

HIGH

#04

Only 1-3 Ad Creatives Running

Ad fatigue is real. Winning practices test 10-50+ creatives per month.

MEDIUM

#05

No Post-Visit Follow-Up

A structured sequence drives reviews, rebooking, referrals, and membership upsells.

MEDIUM

#06

No Membership Program

Memberships create predictable revenue and increase lifetime patient value by 3-5x.

MEDIUM

#07

Google Business Profile Neglected

60%+ of local discovery happens here. Old photos, few reviews, no posts = invisible.

MEDIUM

#08

Treatment Pages That Describe, Not Sell

Pages that convert have before/afters, pricing, provider bios, and real patient reviews.

EMERGING

#09

No AI-Powered Inquiry Handling

AI assistants trained on your services capture 2 AM leads competitors lose.

EMERGING

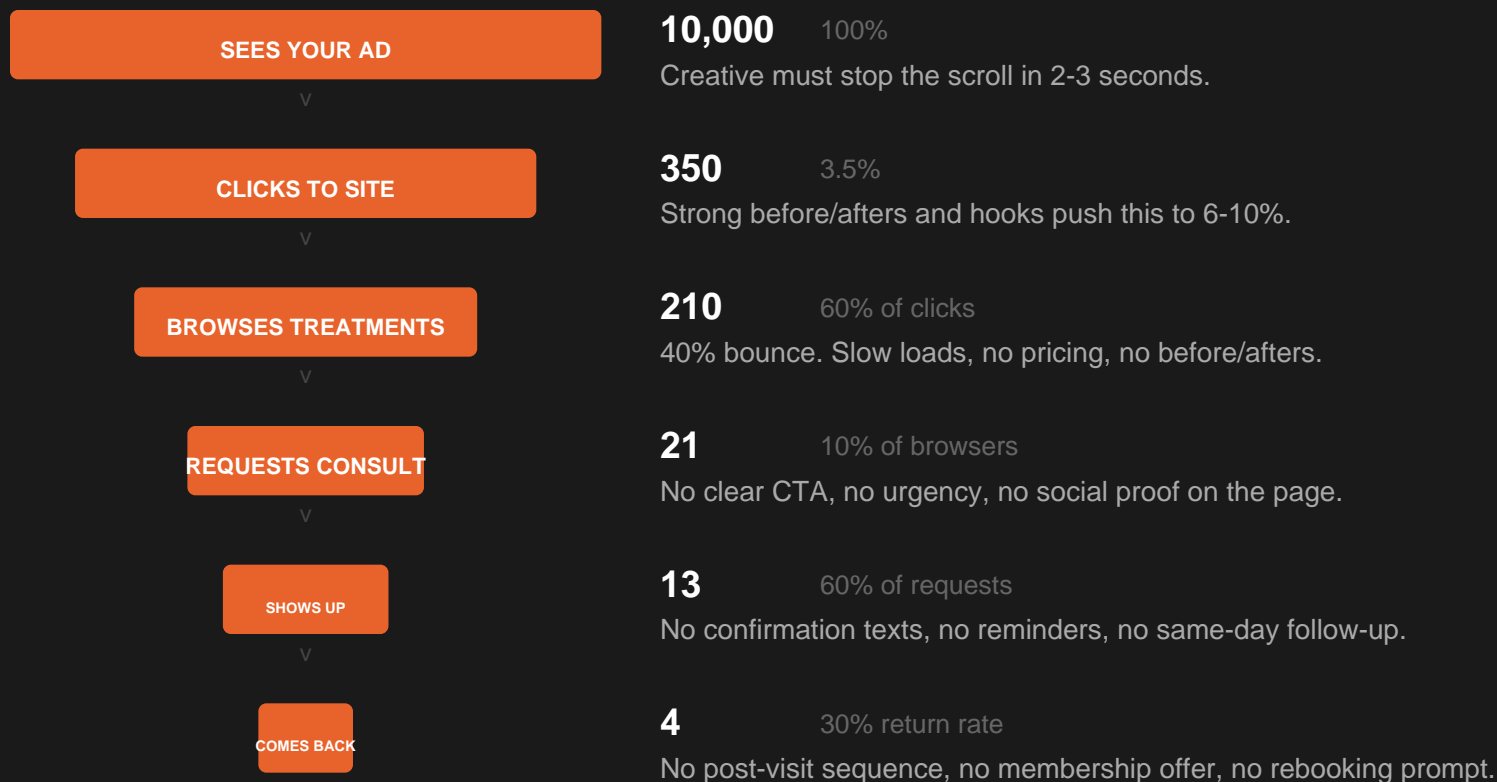
#10

No Video Content Strategy

Short-form video (Reels, TikTok) is the fastest-growing patient acquisition channel for med spas.

03 Where Med Spas Lose Patients

Every med spa has the same patient journey. Most leak revenue at every stage. Here is where the biggest drop-offs happen.



SUMMARY:

10,000 ad views become 13 consults and 4 returning patients.
Fix any single stage = 2-3x revenue without more ad spend.

04 Ad Formats That Fill Schedules

24 creative formats organized by patient awareness. The med spas getting the best results test across all stages and let performance data pick winners.

UNAWARE

Scroll-stopping visuals, myth-busting, aspirational transformations

PROBLEM AWARE

Before/after results, provider credibility, treatment education

SOLUTION AWARE

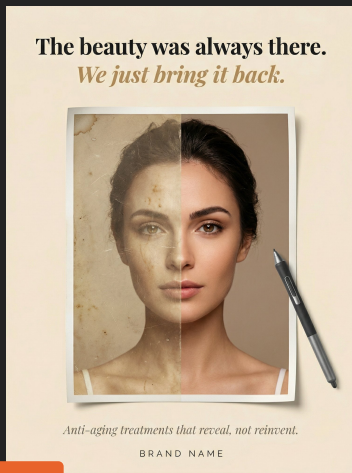
Process walkthroughs, pricing transparency, safety credentials

PRODUCT AWARE

Patient testimonials, provider intros, facility tours

MOST AWARE

Limited offers, seasonal promos, membership launches, urgency



PROBLEM AWARE

Transformation Ad

Side-by-side results that show the change visually.



UNAWARE

Metaphorical Visual

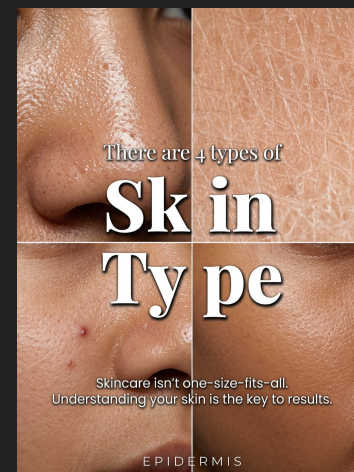
Abstract concept that represents the treatment benefit.



UNAWARE

Myth-Busting Carousel

Addresses common fears and misconceptions head-on.



UNAWARE

Educational Infographic

Teaches something useful. Builds trust before the pitch.



UNAWARE

Cultural Reference Hook

Familiar imagery remixed to grab attention and entertain.



PROBLEM AWARE

Problem-Solution Visual

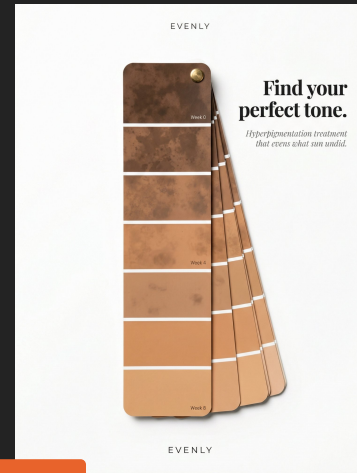
Shows the problem and positions treatment as the fix.



SOLUTION AWARE

Results Close-Up

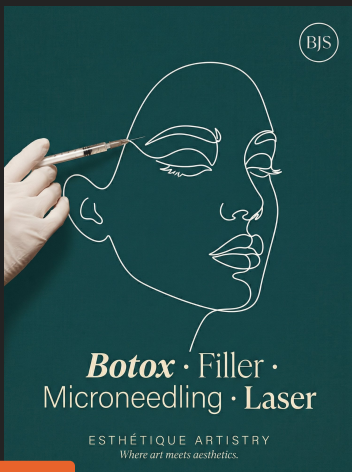
Zoomed-in proof of quality. Lets the result speak.



SOLUTION AWARE

Progress Timeline

Shows improvement over time. Week-by-week visual proof.



SOLUTION AWARE

Service Menu Visual

Clean overview of all treatments offered. Easy to scan.



SOLUTION AWARE

Product Spotlight

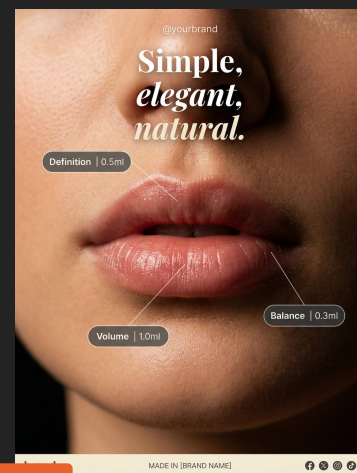
Highlights a specific product or technology you use.



PRODUCT AWARE

Package / Pricing Ad

Shows exactly what is included and at what price.



PRODUCT AWARE

Detail / Artistry Shot

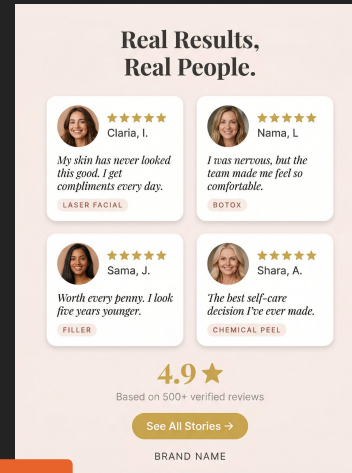
Showcases precision and skill through close-up work.



PRODUCT AWARE

Team / Authority Ad

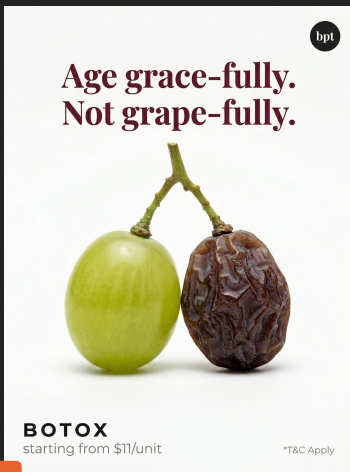
Shows real providers. Builds trust through faces.



PRODUCT AWARE

Social Proof Collage

Multiple reviews in one visual. Stacks credibility.



MOST AWARE

Wordplay / Humor Ad

Clever copy with a visual pun. Memorable and shareable.



MOST AWARE

Event Promotion

Time-bound special event. Creates urgency to act now.



MOST AWARE

Discount / Coupon Ad

Code-based offer. Drives immediate action from warm leads.



MOST AWARE

Curiosity / Lifestyle Ad

Aspirational imagery that makes them want to know more.



MOST AWARE

Aspiration / Identity Ad

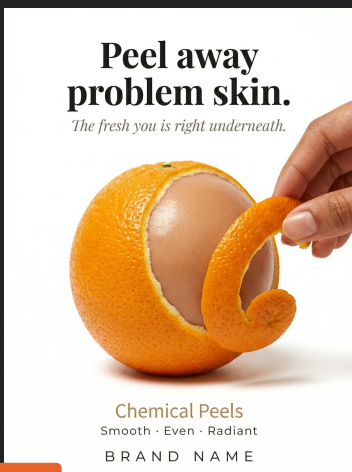
Sells the feeling, not the treatment. Desire-driven.



MOST AWARE

Lifestyle Outcome Ad

Shows everyday confidence as the end result.



PROBLEM AWARE

Visual Metaphor Ad

Object stands in for treatment concept. Instant understanding.



UNAWARE

Artistic Concept Ad

Fine art reference that elevates brand perception.



SOLUTION AWARE

Luxury Positioning Ad

Premium imagery that signals high-end quality.



SOLUTION AWARE

Personalization Ad

Shows tailored approach. Every concern addressed.

More Ad Formats Worth Testing

Formats commonly used by high-performing med spas:

UNAWARE

'What is [treatment]?' Explainer

Short educational clip for people who do not know the treatment exists.

Day-in-the-Life Provider Content

Behind the scenes of a real treatment day. Humanizes the brand.

Shocking Statistic Hook

'87% of women over 30 have considered Botox.' Pattern interrupt.

PROBLEM AWARE

Aging Concern Addressed

'Noticing lines you did not have last year?' Relatable entry point.

Competitor Comparison

'Why our results look different.' Quality vs. discount positioning.

Recovery Timeline Content

'Day 1 vs. Day 7 vs. Day 30.' Sets realistic expectations.

SOLUTION AWARE

Treatment Menu Breakdown

Clear, simple explanation of what you offer and what each does.

Safety and Credentials Highlight

Board certifications, training hours, patient count. Trust signals.

Consultation Preview

What happens during a free consult. Removes the unknown.

PRODUCT AWARE

ASMR / Satisfying Treatment Clips

The sound of the device, the application, the reveal. Sensory appeal.

Patient Journey Story

From first consult to 6-month follow-up. The full arc.

Google Review Highlight

Screenshot real 5-star reviews. Social proof at its simplest.

MOST AWARE

Flash Sale / 48-Hour Offer

'Book by Friday, save \$200.' Pure urgency for warm leads.

Referral Program Promo

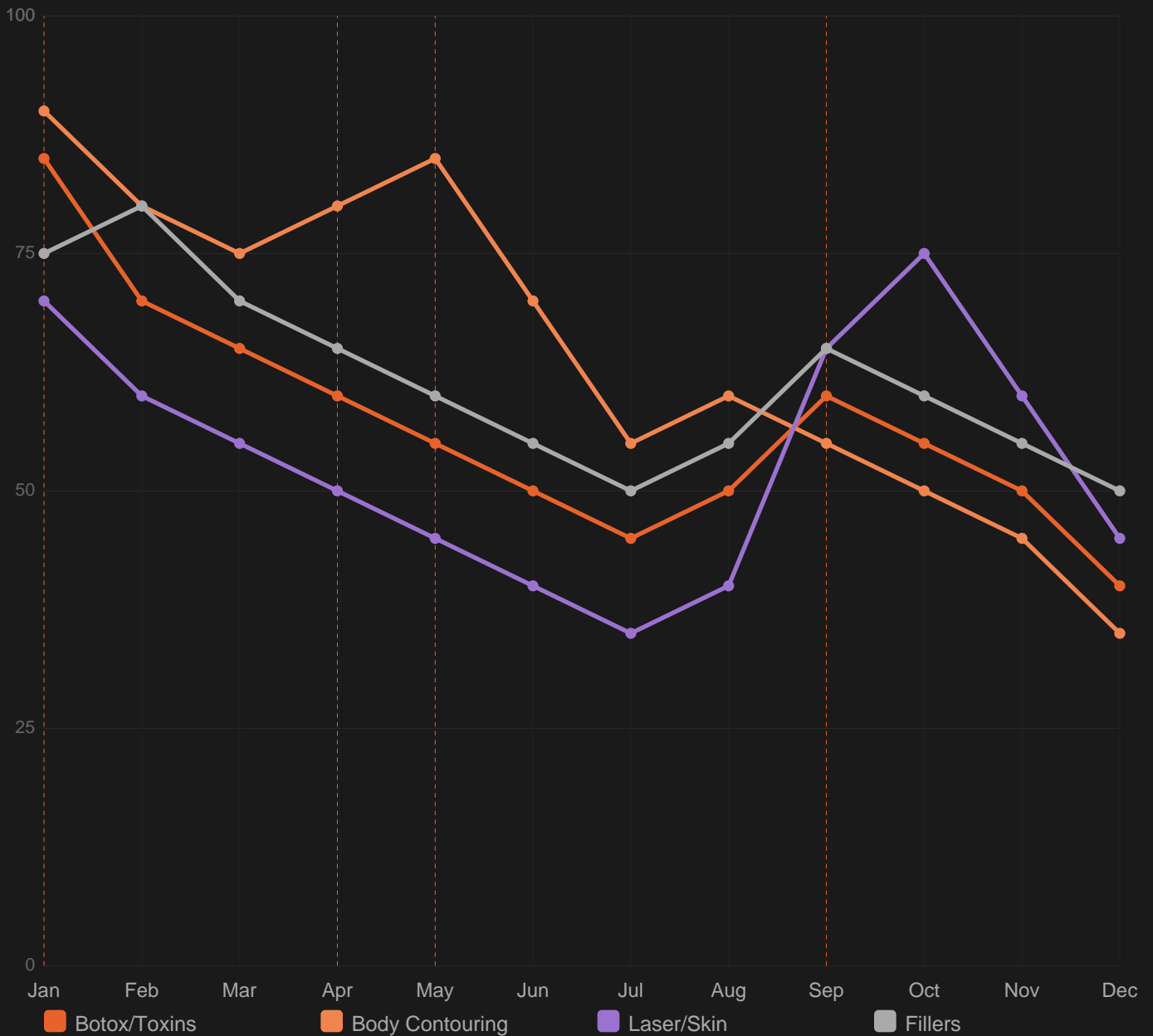
'Bring a friend, both get \$100 off.' Leverages existing patients.

New Treatment Launch

'Now offering [treatment]. Limited intro slots.' First-mover excitement.

05 Treatment Search Trends by Season

When people search for aesthetic treatments. Peaks = biggest opportunities. Smart med spas also advertise during dips when ad costs drop.



WHAT TO DO:

Jan/Feb = 'New Year, New You.' Apr/May = 'Summer Prep.' Sep = 'Fall Skin Reset.'
Build awareness in dips (Jul, Dec). Scale 4-6 weeks before each peak.

06 24-Event Campaign Calendar

Every treatment season, gifting moment, and promotion window mapped across the year. Launch campaigns 3-4 weeks before each event.

MONTH	EVENT	ANGLE	EMOTIONAL HOOK	AUDIENCE
Jan	New Year New You	Resolutions	<i>Start the year with the version of yourself you have been imagining</i>	Women 28-55
Jan-Feb	Winter Skin Repair	Recovery	<i>Undo the holiday damage. Reset your skin for the year ahead</i>	All segments
Feb	Valentine's Day	Couples/Self	<i>Look your best for the one who matters most: you.</i>	Women 25-45
Mar	Spring Refresh	Rejuvenation	<i>Shed the winter. Step into spring feeling renewed.</i>	Women 30-50
Apr	Wedding Season Prep	Bridal	<i>'I do' deserves 'I look incredible.'</i>	Brides, bridal
Apr-May	Summer Body Prep	Body contour	<i>Feel confident in everything you wear this summer.</i>	Women 25-50
May	Mother's Day	Gifting	<i>Give her the gift of feeling like herself again.</i>	Adult children
Jun	Graduation / Prom	Youth	<i>Look your absolute best for the biggest night of the year</i>	Parents, teens
Jun-Jul	Summer Glow	Maintenance	<i>Glow all summer. Hydration, protection, radiance.</i>	Women 25-45
Aug	Back to School	Self-care	<i>The kids go back. Your time starts now.</i>	Moms 30-50
Sep	Fall Skin Reset	Laser/Peels	<i>Summer is over. Time to repair, resurface, and renew.</i>	Women 30-55
Sep-Oct	Engagement Season	Bridal prep	<i>The ring is coming. Make sure you are ready for every photo</i>	Women 25-35
Oct	Breast Cancer Awareness	Cause/Commun	<i>Strength is beautiful. Celebrate survivors.</i>	Women 30-60
Oct-Nov	Holiday Party Prep	Events	<i>Every holiday party. Every photo. Every angle. Ready.</i>	Women 25-50
Nov	Friendsgiving / Gratitude	Gifting	<i>Treat yourself or treat your crew. You both deserve it.</i>	Women 25-45
Nov	Black Fri / Cyber Mon	Packages	<i>The one time a year our best packages go on sale.</i>	All segments
Dec	Holiday Gifting	Gift cards	<i>The gift that says 'I want you to feel amazing.'</i>	All segments
Dec	NYE Prep	Events	<i>Walk into the new year looking like the new year.</i>	Women 25-45
Ongoing	New Patient Intro	Acquisition	<i>Your first visit is on us. Free consultation.</i>	Cold traffic
Ongoing	Membership Launch	Retention	<i>Monthly Botox. Annual savings. VIP treatment.</i>	Existing patien

MONTH	EVENT	ANGLE	EMOTIONAL HOOK	AUDIENCE
Ongoing	Referral Program	Referral	<i>Bring a friend. You both save.</i>	Existing patient
Ongoing	Treatment Education	Awareness	<i>What is [treatment]? Everything you need to know.</i>	All segments
Ongoing	Provider Spotlight	Trust	<i>Meet [provider]. Why patients trust her with their face.</i>	Cold traffic
Ongoing	Review Highlight	Social proof	<i>See why 500+ patients rated us 5 stars.</i>	Warm leads

07 Revenue Hiding in Your Gaps

Fix one gap. See the impact. Conservative estimates from real med spa data.

+200%

consultation bookings

Fix Response Time

4-8hr reply > under 5 min

40 inquiries/mo, booking 8. Could become 24. At \$600 avg treatment = \$9,600 more/month.

+60%

patient lifetime value

Launch a Membership Program

No membership > monthly plan

Members visit 4-6x/year vs. 1-2x. At \$200/month, 50 members = \$120,000/year recurring.

+35%

rebooking rate

Add Post-Visit Follow-Up

No follow-up > 5-step sequence

100 patients/month, 20 rebook. Could become 35. At \$400 avg = \$6,000 more/month.

2-5x

cost per patient

Test More Creatives

2 creatives > 20+ per month

Best vs. worst ad = 5-10x different. Volume cuts cost per new patient in half.

SUMMARY:

Conservative numbers. Most med spas have 3+ gaps open.
Fix one at a time. Each fix makes the next one more powerful.

Get Your Practice's Marketing Audit For Free.

You have seen the full framework. Now see how your med spa stacks up. We will review your website, ads, local presence, and patient journey.

[BOOK YOUR FREE AUDIT](#)

medspa-audit.connectlabz.com

What is included:

- Website and booking flow assessment
- Ad creative and targeting review
- Google Business Profile analysis
- Patient journey gap identification
- Competitive local positioning review
- Custom growth roadmap

No commitment. No pressure. Just clarity on what is working and what is not.