



**Google Display
Network Campaign
Plan: Aesthetic Envy
- Sacramento**

What Are Display Ads & Google Display Network (GDN)?

Display Ads:

- Visual advertisements (image, video, interactive) shown across a wide range of websites, apps, and YouTube.

Google Display Network:

- Google's platform to serve ads across 2M+ websites and apps.

Benefits:

- Broad reach for brand visibility
- Ability to target by interests, behaviors, and locations
- Supports formats like responsive ads, videos, and banners
- Offers cost-effective bidding strategies (CPM, CPC, CPA)
- Enables remarketing to re-engage potential leads

Introduction to Aesthetic Envy

About the Practice

Aesthetic Envy is a premium **medical spa with locations in Sacramento, Folsom, and Fair Oaks** that prides itself on leading the aesthetic industry with cutting-edge, non-surgical cosmetic and wellness treatments

Core Philosophy & Mission

Rooted in compassion, professionalism, and personalized care, their mission is to celebrate each patient's unique beauty. They embrace comprehensive treatments that enhance both **appearance and well-being**, fostering long-term client relationships built on trust and tailored expertise

Advanced Technology & Services

- Utilizes the latest equipment and scientifically-backed anti-aging products to deliver results that slow aging, reduce fine lines, and rejuvenate skin
- Offers a full suite of services ranging from facials, microneedling, and laser therapies to fillers, Botox®, contouring, wellness shots, and weight-loss peptide injections

Transformational Approach

- Treatments are designed to deliver immediate and lasting improvements—whether it's resolving pigment, unwanted hair, volume loss, or fine lines. Many clients describe their experience as skipping the "cocoon" and emerging like a butterfly—confident and radiant.

Trusted & Trusted Experts

Led by certified injectors like **Dr. Kasturi**, the team prioritizes precision and artistry, customizing treatment plans for each individual with the highest standard of care

Regional Reach & Impact

Serving the broader Sacramento region—including East and West Sacramento, Granite Bay, Roseville, Elk Grove, and Yuba City—Aesthetic Envy is recognized as a trusted and innovative med-spa in the area

Services Offered

Category	Services
Conditions	Acne Scars, Double Chin and Neck Treatment, Facial Asymmetry, Fine Lines & Wrinkles, Lip Enhancement, Loose Skin, Skin Rejuvenation, Sunken Cheeks, Volume Loss / Hollow Temples, Weak Chin & Jawline
Body	Laser Hair Removal, Hair Restoration, Botox® For Excessive Sweating, Body Sculpting, For Brides, Skin Tag Removal, Laser Tattoo Removal, Intimate Area Lightening, Botox® For Trapezius, Emsculpt®, For Men, Viora, Sculptra® Butt Lift, Radiesse Butt Lift, Botox® Additional Services, Skin Tightening, Cellulite Treatment
Face	Fillers, Neurotoxins, Skin Rejuvenation, Peels
Wellness	Semaglutide Weight Loss, Tirzepatide Injections For Weight Loss, Peptide Therapy, IV Therapy Sacramento, Injections

Buyer Persona - Target Audience

- Primarily Female (though select services cater to males)

Gender:



- 25–55 years old

Age Group:



- Middle to Upper-Middle Class; disposable income for aesthetic self-investment

Income Level:



- Based in Sacramento County and surrounding cities (Folsom, Fair Oaks, Roseville, Elk Grove)

Location:



- Working professionals (healthcare, tech, education, business), entrepreneurs, influencers, and stay-at-home parent, brides, models, celebrities

Occupation:



- Regularly engage with social media platforms, especially Instagram and Pinterest, for beauty inspiration
- Value appearances in personal, professional, and online presence
- Invest in personal care, beauty products, and boutique wellness experiences
- Make data-informed and review-driven decisions for clinics and

Lifestyle & Behavior:



- Desire to maintain or enhance youthful appearance
- Boost confidence through personalized aesthetic care
- Prepare for events (weddings, reunions, professional engagements)
- Seek preventative aging treatments to maintain fresh, glowing skin

Motivations:



- Hesitant about invasive procedures; prefer non-surgical options
- Seek transparency, trustworthiness, and safety in treatments
- Require convenience in location, scheduling, and follow-up care

Challenges & Pain Points:



- Professionalism, innovation, credibility, and results-driven service
- Luxury experience with empathetic, well-trained staff
- Customization and consultation-driven approach
- Prioritize self-care, appearance, and wellness.
- Willing to invest in non-invasive cosmetic treatments.
- Responsive to digital content around

Values:



Location Targeting Strategy

Clinic Addresses for Radius Targeting:

Aesthetic Envy - Sacramento: 1321 Howe Ave, Suite 111, Sacramento, CA 95825

Aesthetic Envy - Folsom: 1012 E Bidwell St, Suite 400, Folsom, CA 95630

Aesthetic Envy - Fair Oaks: 9706 Fair Oaks Blvd #180, Fair Oaks, CA 95628

Justification for Chosen Locations:

These addresses correspond to verified, active clinics featured on Aesthetic Envy's official website.

Each city represents a key demographic segment: high-income professionals, family-focused communities, and self-care enthusiasts.

Radius-Based Geo-Targeting Strategy:

Implement a **15-mile radius** around each of the three clinic locations.

This radius ensures effective coverage of:

Sacramento Clinic: Midtown, East Sacramento, Arden-Arcade, West Sacramento

Folsom Clinic: El Dorado Hills, Rancho Cordova, Orangevale

Fair Oaks Clinic: Carmichael, Citrus Heights, Gold River

Additional Target Zones (No Physical Clinic but High Demand):

Roseville: High-income residential and commercial hub. Falls within 15-mile radius of both Fair Oaks and Folsom clinics.

Elk Grove: One of the fastest-growing suburbs in the Sacramento metro. Falls within the southern radius of Sacramento clinic. Known for active community participation and high spending on health and wellness.

Targeting Methodology:

Use Google Ads' advanced location targeting to define radius around each clinic.

Layer with audience signals: users frequently visiting beauty/skincare sites or searching relevant terms.

Apply bid adjustments to favor users within core and overlapping radius zones (10–15 miles).

Strategic Objectives:

- Reinforce Aesthetic Envy's local authority across all service areas.
- Ensure ads are shown only to those within practical traveling distance.
- Convert hyper-local impressions into high-quality leads and bookings.

Clinic Locations

- 1321 Howe Ave, Suite 111, Sacramento, CA 95825

Sacramento:



- 1012 E Bidwell St, Suite 400, Folsom, CA 95630

Folsom:



- 9706 Fair Oaks Blvd #180, Fair Oaks, CA 95628

Fair Oaks:



- ☐ India
- ☒ Enter another location

Locations (5)

- 20 mi around Elk Grove, CA, USA radius
- 20 mi around Fair Oaks, CA, USA radius
- 20 mi around Folsom, Sacramento, CA, USA radius
- 20 mi around Roseville, CA, USA radius
- 20 mi around Sacramento, CA, USA radius



 Enter a location to include or exclude

[Advanced search](#)

^ Location options

Include ?

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- ☒ Presence: People in or regularly in your included locations

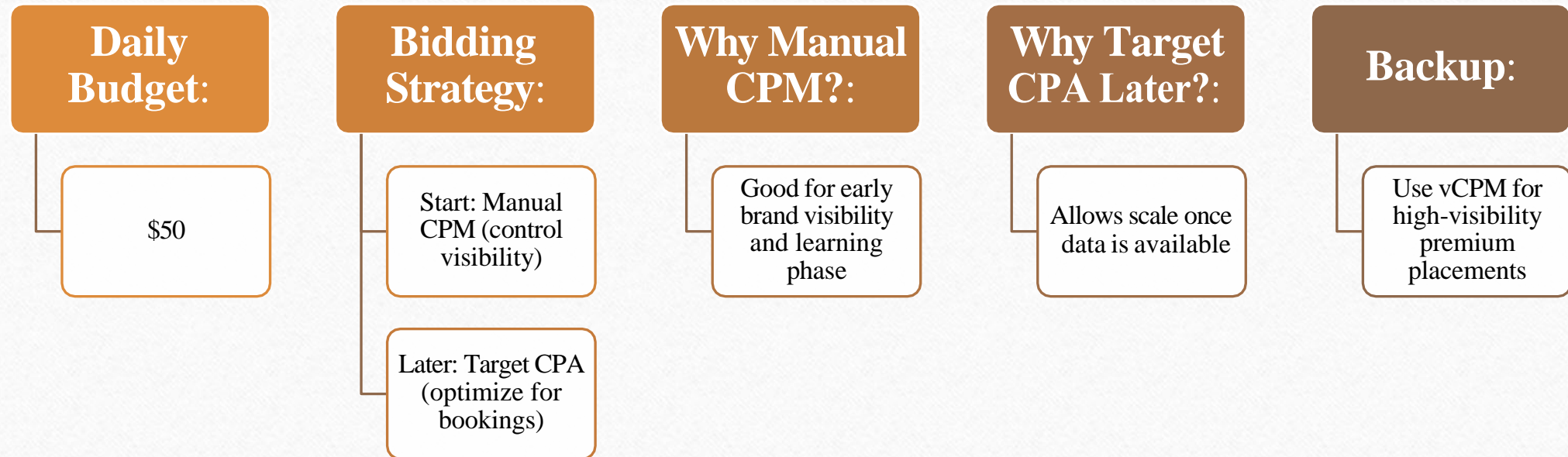
Targeting Breakdown Table

Target Topic Categories	Demographics	In-Market & Affinity Interests
Beauty & Skincare	Females, 25–55, High Income	Affinity: Beauty Lovers, Wellness Enthusiasts In-Market: Skincare, Facials
Anti-Aging Treatments	Females, 30–55	In-Market: Botox, Wrinkle Reduction, Fillers
Spa & Massage	Females, 25–45	Affinity: Spa Visitors, Luxury Experience Seekers In-Market: Massage Therapy
Body Contouring	Females & Males, 25–50	In-Market: Emsculpt, Bridal Prep, Fitness Products
Hair & Skin	Females, 25–45	In-Market: Laser Hair Removal, Tattoo Removal, Dermatology
Wellness & Recovery	Females & Males, 30–55	In-Market: IV Therapy, Weight Loss, Peptide Injections

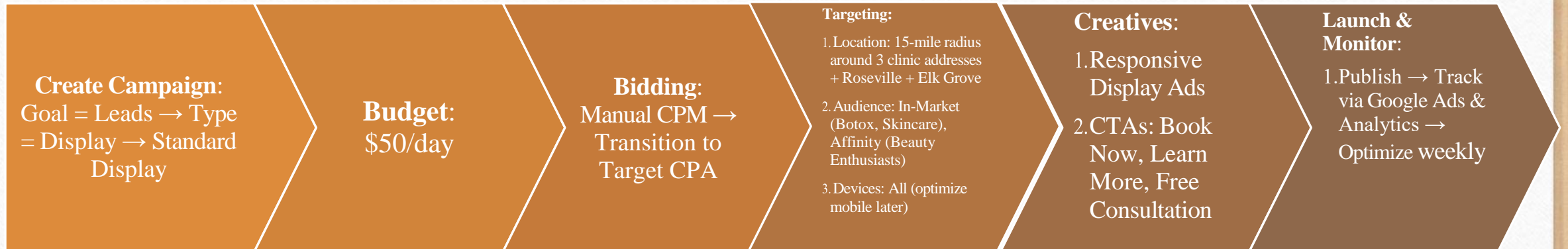
Targeting Options in Google Display Ads

Targeting Type	Explanation	Application
Placement Targeting	Select specific websites, YouTube channels, and apps to show your ads	Health blogs, beauty YouTube channels, skincare apps
Topic Targeting	Target content categories like Beauty, Wellness, Anti-Aging	Reach users browsing beauty, skin treatment, and lifestyle content
Demographic Targeting	Filter by age, gender, income, and parental status	Narrow focus to high-income women aged 25–55
Audience Targeting	Use Google’s signals (in-market, affinity, custom audiences, remarketing)	Reach users researching med spa services or who’ve visited competitor websites

Budget & Bidding Strategy



Step-by-Step Campaign Setup



Ad Copy Element: Spa Rejuvenation Theme



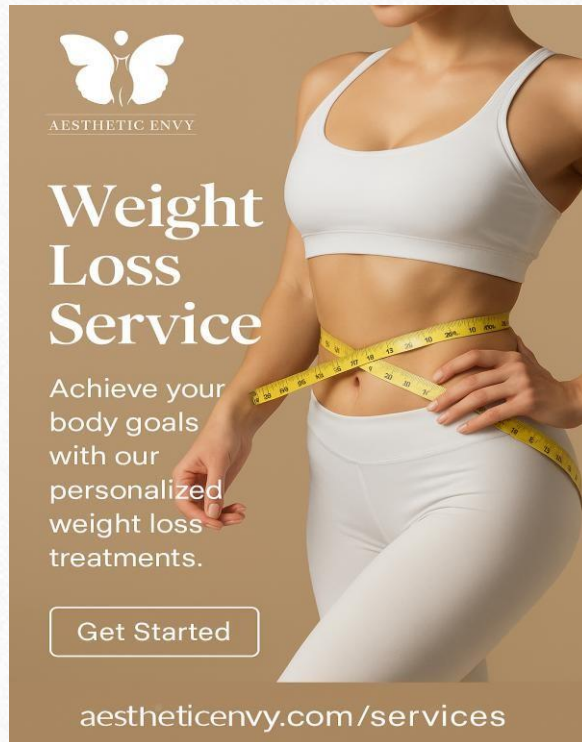
Element	Content
Headline 1	<i>“Glow Like Never Before”</i>
Headline 2	<i>“Advanced Spa Treatments by Certified Experts in Sacramento”</i>
Description	<i>“Relax, rejuvenate, and rediscover your beauty with our expert-led facials.”</i>
Long Headline	<i>“Discover Radiance with Aesthetic Envy’s Premium Spa & Skin Services”</i>
CTA (Call to Action)	*“Book Now” • “Schedule Your Free Consultation” • “Learn More”
Final URL	https://aestheticenvy.com/services

Men's Aesthetic Services – Ad Copy Elements



Element	Content
Headline 1	<i>"Confidence Starts Here"</i>
Headline 2	<i>"Customized Treatments for Men – Sculpt, Refresh & Rejuvenate"</i>
Description	<i>"From jawline contouring to skin tightening—tailored exclusively for men."</i>
Long Headline	<i>"Aesthetic Envy: Advanced Med Spa Services for the Modern Gentleman"</i>
CTA (Call to Action)	<i>*"Learn More" • "Explore Services" • "Reveal Your Best Look"</i>
Final URL	https://aestheticenvy.com/services

Weight Loss Service Ad Copy Elements



Element	Content
Headline 1	<i>“Tirzepatide Special – Just \$400!”</i>
Headline 2	<i>“Kickstart Your Weight Loss Journey Today with 4 Fat-Burning Shots”</i>
Description	<i>“4 Tirzepatide injections for \$400. Limited-time offer. Book now!”</i>
Long Headline	<i>“Drop Pounds with Tirzepatide – Exclusive 4-Shot Package for Just \$400”</i>
CTA (Call to Action)	*“Book Now” • “Claim Offer” • “Get Started”
Final URL	<u>https://aestheticenvy.com/services</u>

Display ad campaign Preview

Sample Ad Copy Elements

Element	Sample Content
Headline 1	Rejuvenate Your Skin
Headline 2	Luxury Spa & Laser in Sacramento
Description	Look & feel your best. Book a free consultation now.
Long Headline	Personalized Botox & Beauty Services Near You
CTA	Book Now, Learn More
Final URL	https://aestheticenvy.com/services



Luxury Spa in Sacramento

Look & feel your best. Book a free
consultation now.

Close

Learn more

Performance Tracking

Metrics to Monitor:

- Impressions
- CTR (Click-Through Rate)
- Conversion Rate
(Consultation Bookings)
- CPC / CPM / vCPM








Strategies:

- Track trends weekly
- Segment data by audience group
- Use heatmaps if available for engagement insights

Expected KPIs & Campaign Benchmarks

Metric	Expected Value (Industry Standard)	Justification / Goal
CTR (Click-Through Rate)	0.5% – 1.5%	For display ads in the beauty/wellness industry. Aim ≥ 1% with strong creatives.
Conversion Rate	2% – 5%	Depends on landing page quality and offer appeal (free consult = higher CVR).
CPC (Cost Per Click)	₹15 – ₹40 (INR) / \$0.2 – \$0.5 (USD)	May vary based on placement and targeting precision.
CPM (Cost Per 1000 Impressions)	₹100 – ₹200 / \$1.5 – \$2.5	Good visibility benchmark for this industry and geo.
Cost Per Lead (CPL)	₹500 – ₹1,000 / \$6 – \$12	Target for consultations booked via landing page.
Impression Share	> 60%	Aim to dominate local GDN placements for visibility.
Engagement Time on Site	> 1.5 minutes	Shows quality of traffic and interest in service info.

Optimization Strategies

- ❖  Use A/B testing to compare different creatives (headlines, visuals, CTAs).
- ❖  Adjust bidding strategies as performance data is collected.
- ❖  Optimize ad placements by removing underperforming websites and apps.
- ❖  Leverage retargeting ads to re-engage users who showed initial interest.
- ❖  Regularly refresh ad creatives to maintain engagement and reduce banner blindness.
- ❖  Monitor key metrics (CTR, Conversion Rate, CPC, vCPM) to refine strategy.
- ❖  Review audience targeting layers and tighten based on behavior insights.

Summary & Conclusion

- The Display Campaign for Aesthetic Envy combines precision targeting, compelling visuals, and proven strategies.
- Location-focused outreach ensures ads reach high-intent clients nearby.
- Budget and bidding are optimized for visibility and conversions.
- Regular tracking and optimization will sustain campaign momentum.
- Next steps: Finalize visuals → Launch campaign → Analyze and refine monthly.

THANK YOU

