Sacramento Spa Treatment Ads with Google Display Network

Objective

To design a Standard Display Network Campaign in Google Ads for Aesthetic Envy, a medical spa clinic located in Sacramento, California. The campaign will use visually engaging display ads to reach potential clients on websites across the internet who are interested in spa treatments. The primary aim is to increase brand awareness and attract new customers by targeting relevant audiences browsing related content within the Google Display Network.

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Company & Services

Aesthetic Envy is a medical spa located in Sacramento, California, offering advanced aesthetic treatments to help clients enhance their natural beauty. The brand aesthetic is modern, professional, and focused on delivering visible, confidence-boosting results in a luxury spa environment. Their ideal clients are women aged 25–55 with middle to high income, who are beauty-conscious and value self-care and wellness.

Their comprehensive range of services includes:

- Facial Treatments: Botox, dermal fillers, HydraFacials, chemical peels, microneedling, and PRP injections.
- **Body Procedures**: Laser hair removal, body sculpting, Emsculpt, skin tightening, and cellulite treatments.
- Wellness Services: IV therapy, vitamin injections, and weight loss programs.

Aesthetic Envy's mission is to help clients achieve their beauty goals through personalized, advanced treatments in a luxurious and welcoming environment. Their ideal clients often women aged 25–55 actively browse beauty blogs, watch skincare videos, follow beauty influencers, and engage with spa and wellness content on platforms like Instagram and YouTube. Aesthetic Envy's expert team delivers natural-looking results that boost confidence and enhance overall well being.

Target Audience

Aesthetic Envy primarily targets women aged 25–55 living in Sacramento, California, who are interested in beauty, skincare, and self-care treatments. These clients usually have a middle to high income level and seek non-surgical solutions to enhance their appearance.

They are active online, often browsing beauty blogs, watching skincare videos, and following influencers on Instagram and YouTube. Common concerns among this audience include aging signs, skin texture, hair removal, and body sculpting. Aesthetic Envy appeals to them by offering customized, result-driven treatments in a luxurious and supportive environment.

Campaign Settings

To effectively promote Aesthetic Envy's spa services to the right audience, the following campaign settings have been selected in Google Ads:

- Campaign Type
- Ad Network
- Location Targeting
- Language
- Bidding Strategy
- Daily Budget

Campaign Type: Standard Display Campaign

I have selected a Standard Display Campaign because it allows Aesthetic Envy's banner ads to appear across a wide range of websites, apps, and YouTube videos. This campaign type is perfect for visually showcasing spa services to potential clients while they browse online.

It helps increase brand awareness, attract new leads, and gently remind users of Aesthetic Envy's treatments through beautiful and calming visuals. Since spa services are highly visual in nature, this campaign type is ideal for promoting beauty and wellness offerings.

Ad Network: Google Display Network

Since I selected the Standard Display Campaign in Google Ads, the Google Display Network is used by default. This allows my ads to appear across millions of websites, YouTube, and apps that are part of Google's partner network, reaching a broader but relevant audience.

Location Targeting: Sacramento, California

For this campaign, I have selected Sacramento, California as the target location because Aesthetic Envy is a local medical spa clinic located in Sacramento. The goal of this campaign is to reach potential clients living in or near Sacramento who are interested in spa and aesthetic treatments. By focusing only on this city, the ads will be shown to a more relevant and nearby audience, which increases the chances of bookings and consultations.

Locations				
Select locations for this campaign ③				
All countries and territories				
O India				
Enter another location				
Locations (1)				
Sacramento, California, United States city				
Q Enter a location to include or exclude Advanced search				
▲ Location options				
Include ③				
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				
Locations Sacramento, California, United States (city)				

Language Targeting: All Languages

For this campaign, I have selected all languages to ensure that the ads can reach everyone in Sacramento, regardless of their preferred language. This helps Aesthetic Envy connect with a diverse audience, making sure that potential clients who may speak different languages still see the ads and can learn about the spa treatments.

Languages	^
Select the languages your customers speak. ②	
Q All	
All languages	

Budget & Bidding Strategy

I have set a daily budget of ₹300 for this campaign, which is a balanced amount to ensure my ads are shown consistently throughout the day to potential clients in Sacramento. This budget helps maintain steady exposure without overspending, perfect for this project's goal of raising awareness about Aesthetic Envy's spa treatments.

For bidding, I chose Maximize Clicks, which is an automated bidding strategy where Google Ads optimizes the campaign to get as many clicks as possible within the set budget. This means the system will automatically adjust bids in real-time to target users who are most likely to click on the ads. This bidding strategy is ideal for driving traffic to the website and increasing user engagement because it focuses on actual clicks rather than just impressions. This helps bring interested visitors to Aesthetic Envy's site, increasing the chances of booking consultations or appointments.

Budget		
Set your average daily budget for this campaign		
₹300.00		
Bidding		
Back to previous bidding options		
Maximize clicks ▼		

Targeting Strategy

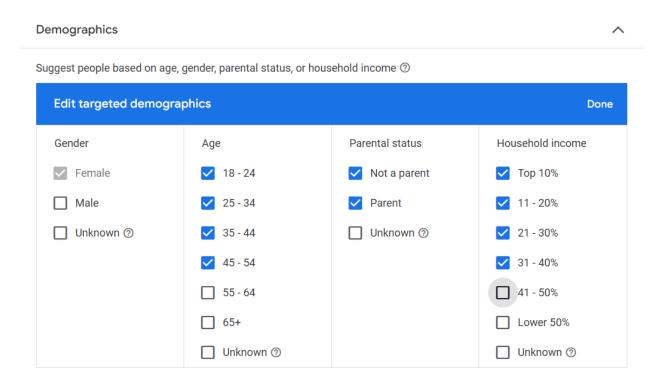
Based on the audience profile explained earlier, the campaign will focus on the following demographics, interests, and topic categories.

The following table outlines the targeting strategy for Aesthetic Envy's Google Display Network campaign, focusing on relevant topic categories, ideal demographics, and user interests to effectively reach the desired audience.

Target Topic Categories	Demographics	Interests / Keywords
Beauty & Fitness > Fitness	Females, 25–55, High Income	Fitness, Health, Women's Health
Gyms & Health Clubs	Females, 25–45	Gym memberships, Fitness equipment
Fitness Equipment & Accessories	Females, 25–45	Fitness gear, Home workouts
Beauty & Fitness	Females, 25–55, High Income	Skincare routines, Beauty products
Beauty Services & Spas	Females, 25–55	Spa treatments, Facials, Massage therapy
Cosmetic Procedures	Females, 30–55	Botox, Fillers, Laser hair removal
Hair Care	Females, 25–55	Hair treatments, Hair care products
Face & Body Care	Females, 25–55	Skin treatments, Nail care
Skin & Nail Care	Females, 25–55	Manicure, Pedicure, Skin health

Targeting Settings in Google Ads (Screenshots)

Below are the screenshots from Google Ads that show the selected targeting settings for the campaign, including topic categories, demographics, and keywords. These settings help ensure the ads reach the right audience interested in spa and aesthetic treatments.



Edit targeted keywords

botox treatments
facial treatments
laser hair removal
anti-aging spa
med spa near me
luxury facial Sacramento
chemical peel
skin rejuvenation
Sacramento spa deals
wrinkle removal treatment
aesthetic clinic Sacramento
fillers for face
skincare clinic

Topics

Suggest webpages, apps, and videos about a certain topic ②

Targeted topics (9)

Beauty Services & Spas + 8 more

Ad Creation

For the Aesthetic Envy Google Display Network campaign, I designed visually compelling ad creatives featuring premium-quality images that reflect the brand's elegant and soothing spa experience. These ads are crafted to appeal specifically to women aged 25–55 in Sacramento who are actively seeking beauty treatments, skincare solutions, and relaxation services.

To enhance the visual appeal, I added 15 high-quality images showcasing spa treatments, skincare, peaceful environments, and self-care moments. I also included 5 professional brand logos to maintain visual consistency and brand identity.

Sample Headlines:

- Glow Up at Aesthetic Envy
- Refresh & Renew Today
- Sacramento's Top Spa
- Botox & Facials Experts
- Reveal Youthful Skin

Long Headline:

Rediscover your glow with custom spa treatments, expert Botox & facials at Aesthetic Envy.

Descriptions:

- Achieve radiant skin with expert facials, Botox & skincare at Aesthetic Envy.
- Feel confident and refreshed with personalized spa treatments in Sacramento.
- Book your consultation today and glow with Aesthetic Envy's beauty experts.
- From facials to fillers get the pampering you deserve at Aesthetic Envy.
- Reveal your natural beauty with safe, luxurious treatments by trusted professionals.

Call to Action (CTA): Book Now

These ad texts are designed to be attractive, professional, and action-driven, ensuring the campaign connects with the right audience and drives conversions.

Final URL ?

https://www.aestheticenvy.com

Required

Business name ②

Aesthetic Envy

Required 14 / 25

Images ?

Add up to 15 images Learn more

At least 1 landscape image is required At least 1 square image is required















Logos ?

Add up to 5 logos









Headlines ② Add up to 5 headlines Suggested headlines More ideas (i) You have entered the maximum number of headlines. Glow Up at Aesthetic Envy Required 25 / 30 Refresh & Renew Today 21 / 30 Sacramento's Top Spa 20 / 30 **Botox & Facials Experts** 23 / 30 Reveal Youthful Skin 20 / 30 20 / 30

Long headline ②

Rediscover your glow with custom spa treatments, expert Botox & facials at Aesthetic Envy.

Required 90 / 90

Descriptions ②

Add up to 5 descriptions

Suggested descriptions

More ideas

(i) You have entered the maximum number of descriptions.

Achieve radiant skin with expert facials, Botox & skincare at Aes

Required 77 / 90

Feel confident and refreshed with personalized spa treatments i

76 / 90

Book your consultation today and glow with Aesthetic Envy's be-

75 / 90

From facials to fillers—get the pampering you deserve at Aesthe

72 / 90

Reveal your natural beauty with safe, luxurious treatments by tru

84 / 90

Call to action text ②

Book Now ▼

English 🔻

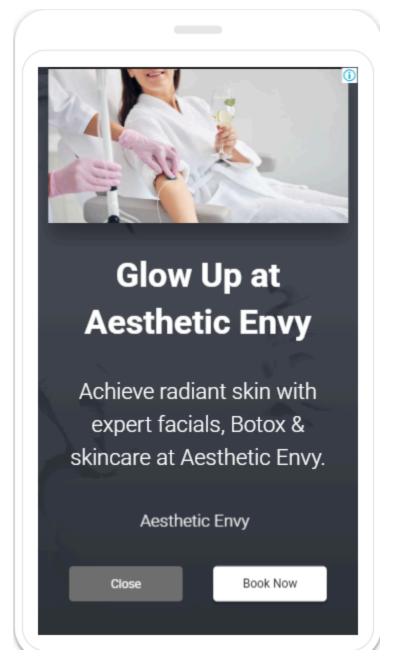
Custom colors ②

- Main color — #F9F4F2

Example: #ffffff

Accent Color – #333333

Example: #4285f4



Conclusion

This Google Display Network campaign for Aesthetic Envy was thoughtfully designed to connect with high intent audiences in Sacramento, California, especially women aged 25–55 who are passionate about beauty, skincare, and wellness. Every step of the campaign from strategic targeting, budget planning, and audience insights to ad creation was aligned with the brand's mission to offer luxurious, effective, and personalized aesthetic treatments.

By combining visually rich creatives, clear messaging, and targeted placements, this project demonstrates how digital advertising can elevate brand visibility and drive meaningful engagement. The process also enhanced my understanding of Google Ads, audience segmentation, and ad performance planning, which I will confidently carry into future campaigns.