



The Med Spa Growth Playbook

20+ Qualified Leads in 30 Days — AI-Powered Marketing for Spas

A data-driven approach to attracting high-value clients and maximizing your med spa's potential in the competitive Los Angeles market.



Who This Is For

Established Med Spas

Operating for 1+ years in Los Angeles with strong service delivery but inconsistent marketing results

Growth-Focused Owners

Ready to invest in strategic, data-backed marketing to increase clientele and revenue

Multi-Service Providers

Offering premium treatments including Botox, fillers, laser treatments, and advanced facials

Our approach is specifically designed for premium medical aesthetics providers who want to scale their business without sacrificing quality or brand positioning in the competitive LA market.

Core Challenges Los Angeles Med Spas Face

Inconsistent Lead Generation

Most spas experience dramatic fluctuations in new client inquiries, making staffing and inventory planning difficult

Stale, Generic Creative

Creative fatigue and recycled stock imagery lead to diminishing ad performance and higher acquisition costs

Poor Google Maps Visibility

Despite being a primary discovery channel for treatments, 82% of LA med spas aren't optimized for local search, appearing below position 5 in Google Maps

Slow Lead Response

The average response time to inquiries exceeds 3 hours, by which time 78% of potential clients have contacted a competitor

Our Promise: 20+ Qualified Leads in 30 Days

1 **Defined Success Metrics**
20+ verified leads interested in high-value treatments like Botox, fillers, or laser procedures

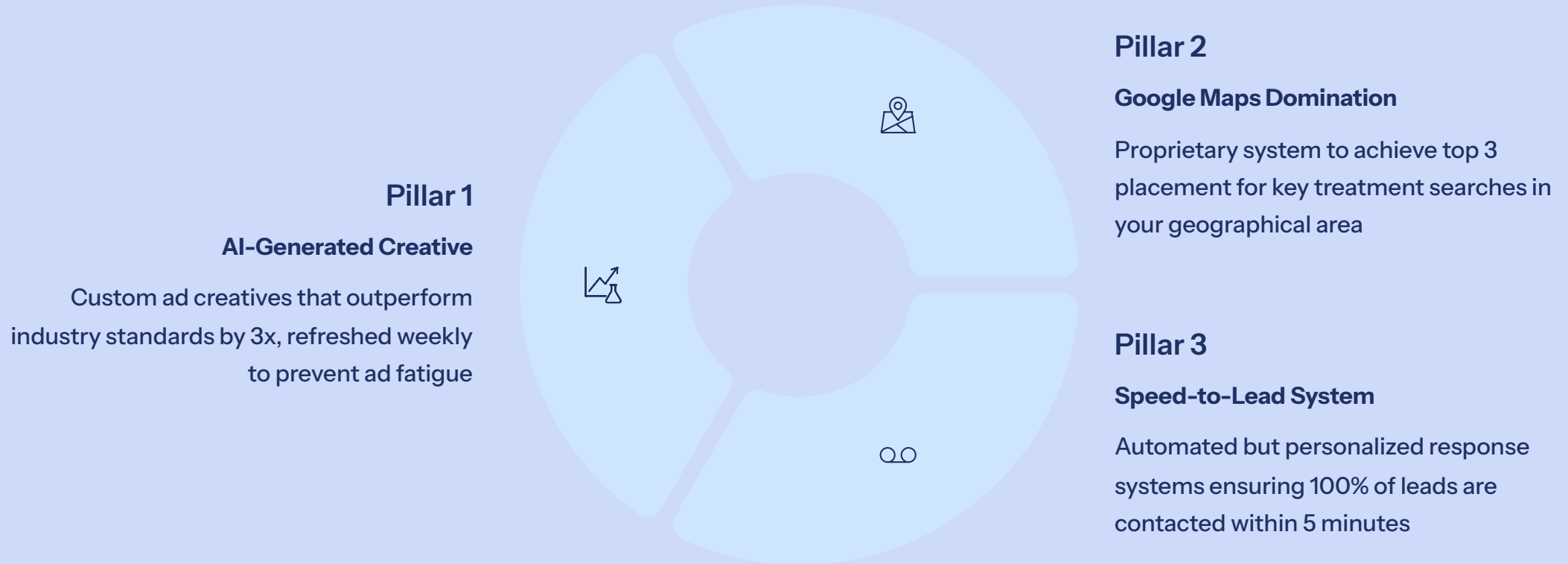
2 **Guaranteed Results**
If we don't deliver 20+ qualified leads in the first 30 days, you receive our services free until we achieve this benchmark

3 **Transparent Reporting**
Real-time dashboard access showing lead status, cost per acquisition, and return on ad spend

i We're so confident in our system that we won't charge until we deliver measurable results.



Our AI-Powered Med Spa Marketing System



Our three-pillar approach works synergistically to attract, convert, and retain high-value clients for your med spa.

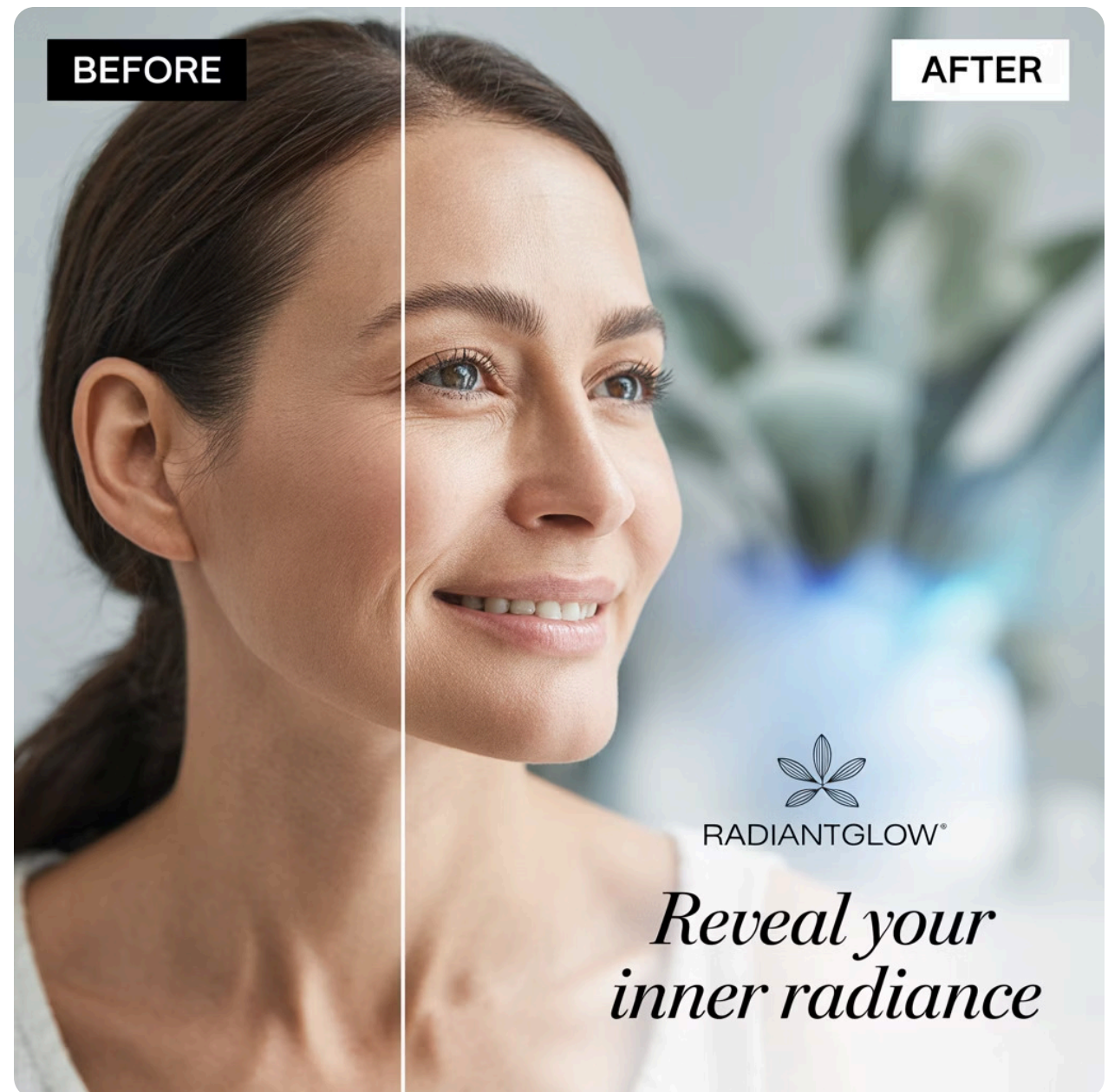
Pillar 1: AI-Powered Creative Generation

The Problem

Traditional med spa ads use the same stock photos and generic messaging, causing creative fatigue and rising costs.

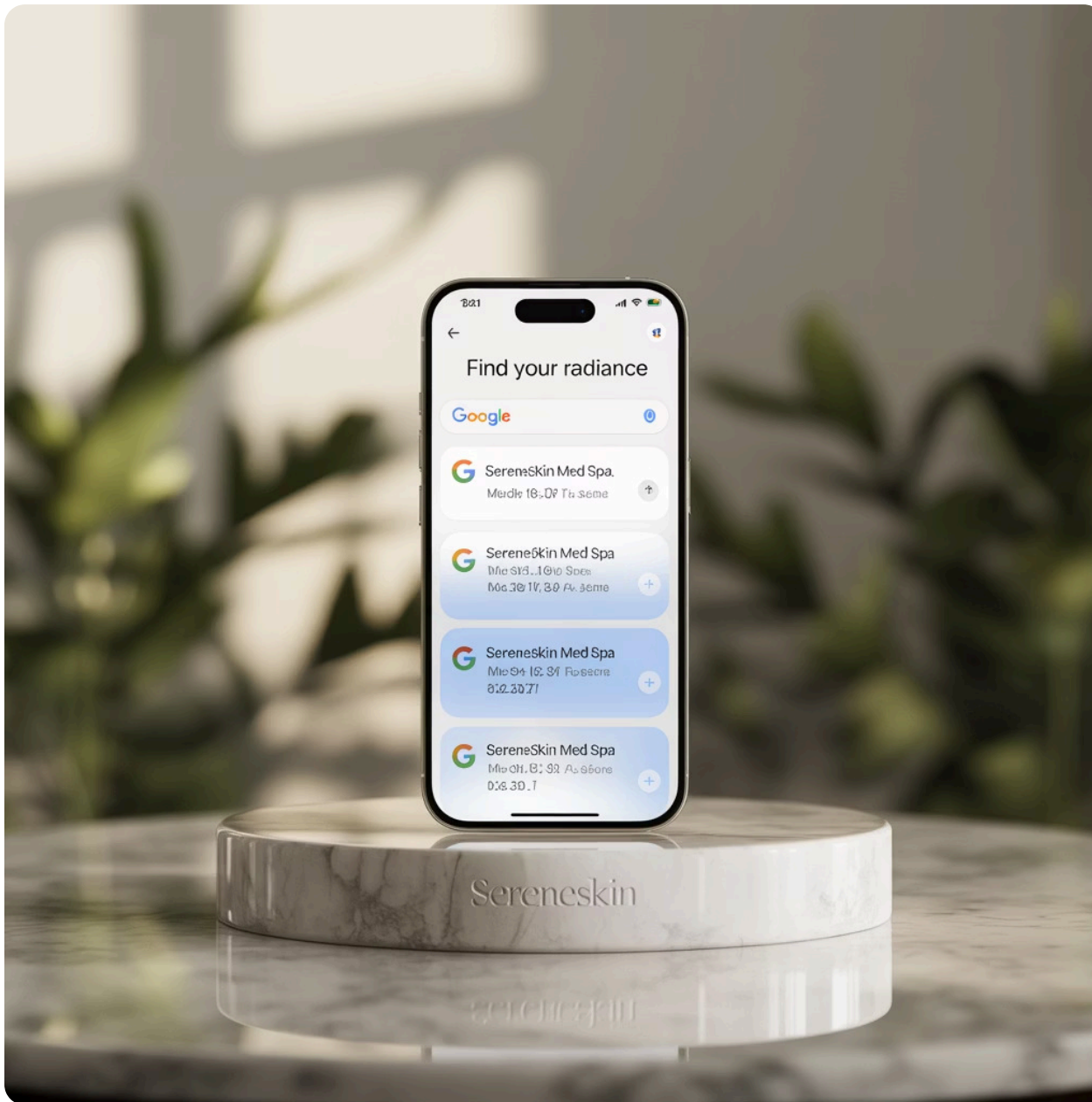
Our Solution

Our proprietary AI system generates and tests hundreds of unique creative variations weekly, optimizing for your specific audience demographics and treatment focus.



Results: AI-generated creatives have shown a 287% higher click-through rate and 42% lower cost-per-lead compared to traditional med spa ads in the Los Angeles market.

Pillar 2: Google Maps Domination



The Local Advantage

76% of people searching for aesthetic treatments visit a business within 24 hours of a local search.

Our Proprietary Method

- GeoTagged content strategy
- Review velocity optimization
- Local citation building
- Schema markup implementation
- Google Business Profile optimization

Typical Results: Our clients achieve top 3 Google Maps positioning for key treatment terms within 45-60 days, resulting in 15-25 additional organic leads monthly.

Pillar 3: Speed-to-Lead System

78%

Lead Loss Rate

Percentage of potential clients who book with a competitor if not contacted within the first hour

391%

Conversion Increase

Improvement in lead-to-appointment conversion when contact is made within 5 minutes

3.2 hrs

Industry Average

Typical response time for med spa inquiries in Los Angeles

< 5 min

Our Standard

Maximum response time guaranteed with our automated follow-up system

Our integrated notification system alerts your team instantly when high-intent leads come in, with automated follow-up if staff cannot respond immediately.

Creative Ad Concepts: Botox



Visual Approach

Subtle before/after transitions focusing on natural results, not overdone transformations



Messaging Strategy

"Refresh Without Looking 'Done'" targeting 35-55 year old professionals concerned about appearing artificial



Unique Targeting

Career-focused professionals with upcoming events, conferences, and reunions within a 10-mile radius



Creative Ad Concepts: Lip Fillers

Visual Strategy

Showcasing natural, proportional enhancements that complement facial features rather than dominating them

Focus on symmetry and subtle definition rather than extreme volume

Messaging Approach

Emphasizing expertise and safety with messaging like "Natural Definition by Board-Certified Professionals"

Addressing common concerns with "No Duck Lips Guarantee" to alleviate fears of overdone results

- Our AI generates variations tailored to different age groups and aesthetic preferences within your target demographic.





Creative Ad Concepts: Laser Treatments



Seasonal Campaigns

Timed promotions addressing seasonal skin concerns (summer sun damage, winter dryness)



Progressive Results

Time-lapse visuals showing improvement after each session of a treatment series



Treatment Comparisons

Educational content explaining differences between various laser options for specific concerns

Our laser treatment campaigns achieve 42% higher engagement by educating potential clients about technology differences and realistic expectations.

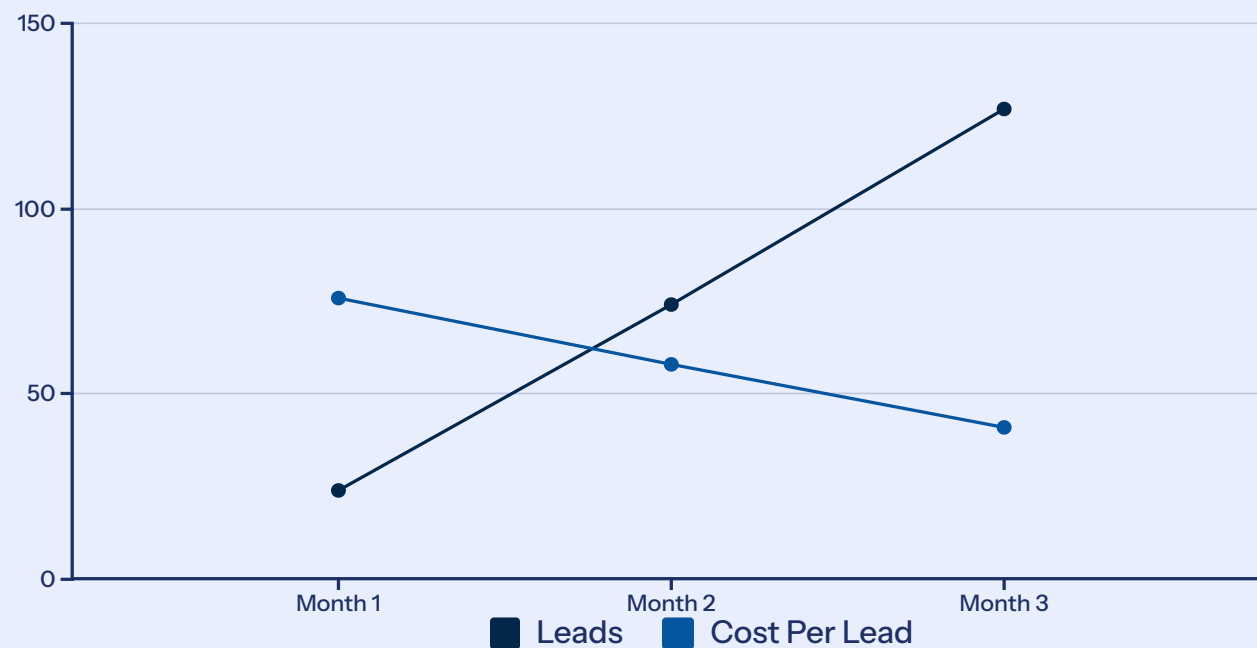
Case Study: Beverly Hills Med Spa

Starting Position

- 5-7 leads per week
- \$87 average cost per lead
- Position #7 in Google Maps
- 2.3 hour average response time

After 90 Days

- 28-32 leads per week
- \$41 average cost per lead
- Position #2 in Google Maps
- 4 minute average response time



Revenue Impact: \$143,000 increase in quarterly revenue from new patients, with 68% booking high-value treatment packages.

Case Study: Santa Monica Aesthetics



Invest in your
radiance



Client Profile

New luxury med spa with limited brand recognition competing against established providers

Key Challenges

- No review presence
- Low brand awareness
- Limited historical data

90-Day Results

- 83 qualified leads
- 42 booked consultations
- Position #3 in Google Maps
- 27 new 5-star reviews

The Speed-to-Lead Playbook

Instant Notification

Lead information is instantly delivered to your team via SMS, email, and dashboard alert

Automated First Touch

AI system sends personalized response within 60 seconds acknowledging inquiry and providing immediate value

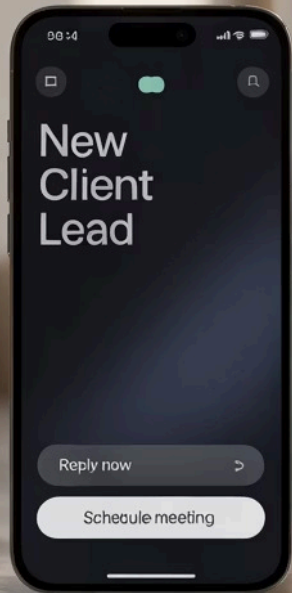
Team Alert Escalation

If no staff response within 3 minutes, system escalates to manager and provides calling prompts

Nurture Sequence

Automated follow-up sequence with educational content if immediate connection isn't made

Practices implementing our speed-to-lead system see a 391% increase in lead-to-consultation conversion compared to industry average.



Sample Follow-Up Sequence

Minute 1: Initial Response

"Hi [Name], this is [Spa] confirming we received your inquiry about [treatment]. A specialist will call you within 5 minutes. Meanwhile, here's a quick video about what to expect."

1

2

Minute 5-15: Personal Call

Staff makes personal connection using guided conversation prompts specific to the treatment requested

Hour 1 (If No Contact): Value-Add

"While we're trying to reach you, here's our exclusive guide to [treatment] results and what makes our approach different."

3

4

Hour 4: Social Proof

"Here's a before and after gallery of [treatment] results from our clients with similar concerns to yours."

Day 1: Incentive

"We've reserved a complimentary skin analysis for you this week. Reply with your preferred day."

5

Packages & Pricing

Essentials

\$2,975/month

- AI-generated ad creative (2 treatments)
- Basic Google Maps optimization
- 15-20 qualified leads guaranteed
- Standard reporting dashboard
- Email lead notifications
- Monthly strategy call

Professional

\$4,450/month

- AI-generated ad creative (4 treatments)
- Advanced Google Maps domination
- 25-35 qualified leads guaranteed
- Premium reporting dashboard
- Speed-to-lead system integration
- Bi-weekly strategy calls
- Review generation system

Elite

\$6,825/month

- AI-generated ad creative (unlimited)
- Comprehensive local domination
- 40+ qualified leads guaranteed
- Custom reporting dashboard
- Full speed-to-lead implementation
- Weekly strategy sessions
- Competitor monitoring system
- CRM integration & setup

All packages include our results guarantee: 20+ qualified leads in 30 days or free until achieved.

Our Guarantee Explained

If we don't deliver 20+ qualified leads in 30 days, you receive our services free until we do.

What We Define as a "Qualified Lead"

Potential clients who:

- Request information about a specific treatment
- Provide valid contact information
- Are located within your service area
- Express interest in booking within 30 days

Guarantee Conditions

- Implementation of our recommended landing pages
- Minimum ad spend of \$2,500/month
- Response to leads within the agreed timeframe
- Implementation of tracking systems
- No changes to treatment pricing during initial period



Building
Tomorrow,
Together

90-Day Rollout Roadmap



Weeks 1-2

- Account setup & systems integration
- Google Business Profile optimization
- Initial AI creative development
- Landing page implementation
- Team training on lead response system



Weeks 3-6

- Campaign launch across platforms
- Initial creative testing (5-7 variations)
- Google Maps citation building
- Review generation system activation
- First performance optimization



Weeks 7-12

- Advanced AI creative refinement
- Scaling of top-performing campaigns
- Secondary treatment promotion
- Competitor strategy adjustments
- Comprehensive performance review

Monthly Deliverables

Reporting & Analytics

- Comprehensive lead attribution report
- Cost-per-acquisition analysis
- Treatment demand breakdown
- Google Maps position tracking
- Competitor positioning analysis
- Ad creative performance metrics
- ROI calculation by treatment type

Creative & Technical

- Fresh AI-generated ad creatives
- Landing page optimization updates
- Google Maps optimization adjustments
- New review generation assets
- Conversion rate optimization changes
- Seasonal promotion recommendations
- Strategy adjustment documentation

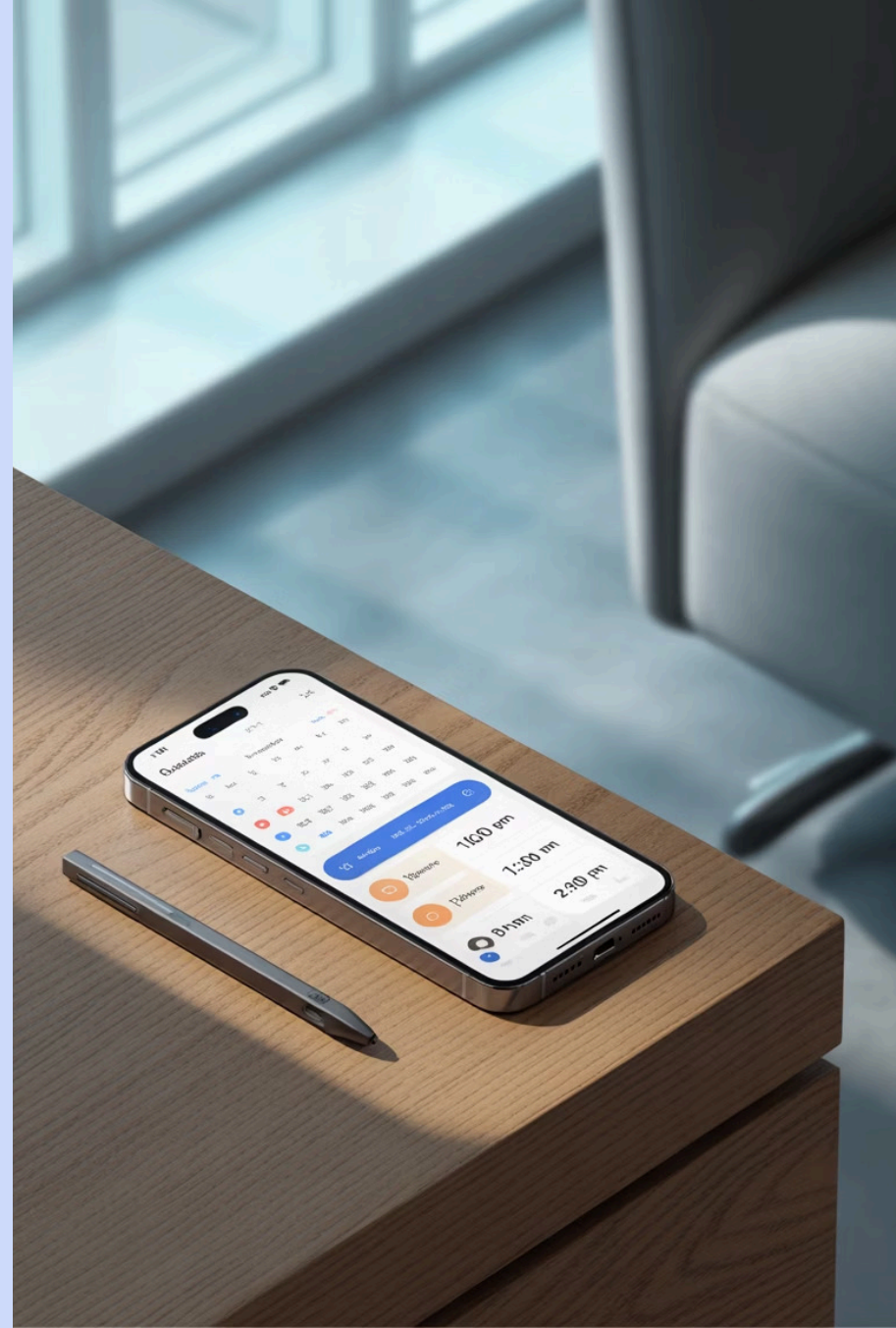
Your journey to
radiant skin

Ready to Transform Your Med Spa's Growth?

Book Your Free Lead Audit Today

Discover exactly how many qualified leads your med spa is missing each month with our comprehensive audit.

Our team will analyze your current online presence, Google Maps positioning, and ad creative to identify specific opportunities for immediate lead generation improvement.



Frequently Asked Questions

What ad budget do I need to allocate?

For most Los Angeles med spas, we recommend a minimum ad spend of \$2,500-\$5,000 monthly in addition to our management fee to achieve optimal results. However, we can work with various budgets and scale as results improve.

How do you ensure ad compliance for medical aesthetics?

Our team includes medical marketing compliance specialists who review all creative and copy to ensure adherence to FDA, FTC, and medical board regulations while still creating compelling marketing materials.

What if my competitors start copying your approach?

Our AI-powered system continuously evolves with proprietary algorithms that stay ahead of market trends. Additionally, we implement client-specific strategies that would be difficult for competitors to replicate effectively.

How quickly will I see results?

Most clients see their first leads within 7-10 days of campaign launch, with full momentum achieved by day 30. Google Maps ranking improvements typically begin showing around week 4-6.

Why Choose Us: LA-Focused Expertise



Hyper-Local Understanding

We exclusively serve the Los Angeles aesthetics market, giving us unmatched insight into neighborhood-specific demographics and preferences.

Competitive Intelligence

Our systems actively monitor 147 med spas across LA County, providing real-time intelligence on competitor offerings, promotions, and positioning.

Local Network

Established relationships with LA influencers, publications, and community partners for enhanced visibility opportunities.

We understand the unique challenges of marketing luxury aesthetic services in different LA neighborhoods—from Beverly Hills to Santa Monica to Studio City—and tailor strategies accordingly.

Why Choose Us: AI-Driven Approach



Continuous Learning

Our AI systems analyze thousands of successful med spa campaigns weekly, identifying emerging trends and opportunities before they become mainstream.



Personalized Creative

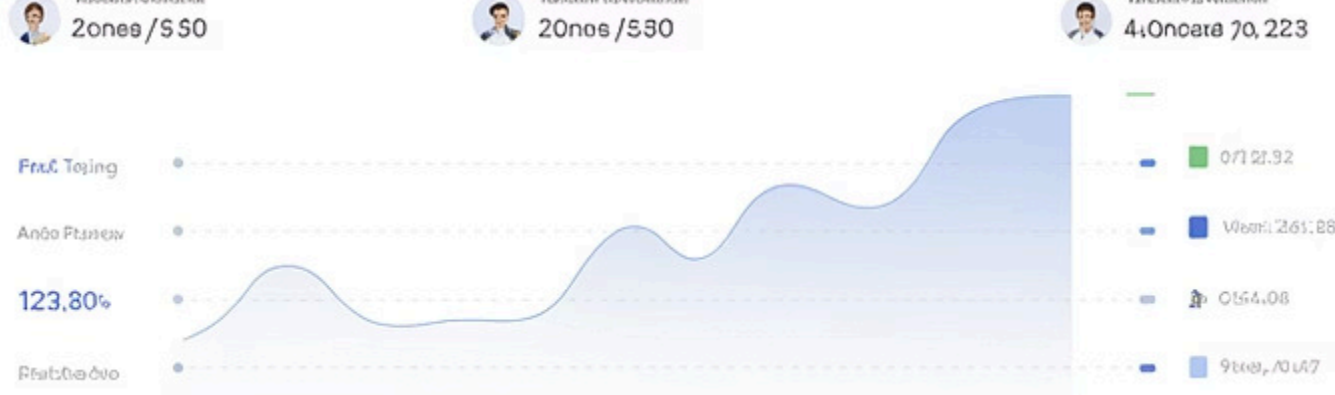
Advanced audience segmentation allows us to create treatment-specific messaging that resonates with different demographic and psychographic profiles.



Predictive Analytics

Our proprietary algorithms forecast seasonal demand fluctuations and treatment trends, allowing your spa to anticipate market shifts.

Unlike traditional agencies relying on intuition, our AI-powered approach uses data from over 12,000 med spa campaigns to inform every decision, ensuring maximum ROI.



Why Choose Us: Transparent Reporting

What You'll Always Know

- Exact lead count and source attribution
- Precise cost per lead by treatment type
- Real-time Google Maps position tracking
- Creative performance comparisons
- Full visibility into ad spend allocation

No Black Boxes or Hidden Metrics

Unlike agencies that obscure their methods and results, we provide complete transparency into what's working and what isn't.

Weekly automated reports and monthly strategy calls ensure you're never left wondering about performance or next steps.

Ready to Generate 20+ Qualified Leads in 30 Days?

Book Your Free Lead Audit Today

In this 30-minute consultation, you'll discover:

- Your current Google Maps ranking (and how to improve it)
- Specific creative opportunities unique to your spa
- How many qualified leads you should expect monthly
- A custom implementation timeline for your business



Contact Information

Phone: (310) 555-7890

Email: growth@medspamarketing.com

Website: www.medspamarketingla.com

Address: 8500 Beverly Blvd, Suite 714
Los Angeles, CA 90048

ⓘ Limited Availability: We only onboard 3 new clients per month to ensure exceptional service and results.