

# EMAIL MARKETING CASE STUDY

Medical Spa Business



## Overview

### Campaign Focus

Looking to increase new patient consultations for weight loss and Aesthetic services.

### Campaign Length

4 Months

### Products Utilized

Email Marketing

<b>Audience</b> <b>200,000</b>	<b>Clicks</b> <b>4,612</b> 15.98%
<b>Opens</b> <b>28,853</b> 14.42%	<b>Matched Back</b> <b>14</b>

## Objectives

To boost consultation requests for weight loss and aesthetic services through a targeted email marketing campaign. By crafting personalized and engaging email content that highlights special offers, success stories, and expert insights, we aim to capture the interest of potential clients. Segmenting the email list based on previous interactions and preferences ensured that messages are relevant and compelling.

## Solutions

- ◆ The client tasked us with expanding their brand presence and increasing the number of consultations across their four medical spa locations. By using Email Marketing, we were able to enhance visibility and drive more inquiries to each location.
- ◆ This approach drove higher engagement rates and increased the number of consultation requests for our client for weight loss and aesthetic services.