

SOCIAL LEAD GEN CASE STUDY

Medical Spa Business



Overview

Campaign Focus

Looking to generate appointment requests for new patients.

Campaign Length

4 Months

Products Utilized

Social Media
Marketing Platforms

Impressions	
52,526	Leads
CTR	93
2.99%	

Objectives

The objective was to boost appointment requests for medical spa services by enhancing their online booking system and increasing visibility through targeted marketing efforts. We utilized social media ads to attract potential new clients who were enticed to fill out a higher intent form requesting services. This approach was intended to drive higher engagement and generate more appointments from new clients, ultimately growing the spa's client base.

Solutions

The client tasked us with expanding their brand presence and increasing the number of appointments by new patients. By implementing a targeted Social Media marketing strategy, we were able to achieve this objective effectively.

Over the course of the 4 month campaign period the client received a total of 93 leads from our Social Media Marketing campaign, resulting in a tremendous increase in appointment requests.