



PATIENT ACQUISITION PLAYBOOK / 2026 EDITION

# Med      Spa      Patient Acquisition Playbook

Exact ad targeting, GBP setup, SMS review cadence, and the 90-day ramp we use for new clients.

## WHAT'S INSIDE

90-Day Ramp Framework (Foundation -> Activation -> Compounding)

5 Ad Targeting Plays with sample copy and budgets

GBP Map-Pack Domination Checklist (28 items)

SMS Review Cadence + message templates

Anonymized case study: 149 patients, \$85 CPA, 6.8x ROAS

Tracking stack, reporting metrics, and common mistakes

## Who This Is For + Table of Contents

### This playbook is written for:

- > Single-location or 2-3 location med spas in Florida (or anywhere in the US)
- > Owners doing \$300K-\$3M/year who want more booked consults without a \$10K agency
- > Practices offering injectables (Botox/filler), laser hair removal, body contouring, or memberships
- > Owners who have run ads before but never tracked cost-per-booked-patient
- > Practices getting reviews sporadically and losing patients to better-reviewed competitors

**What you will be able to do after reading this: implement 3 things this week with zero agency.**

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## 1. The Med Spa Patient-Acquisition Problem

Most med spas lose money on new patients -- not because they charge too little, but because they have no idea what it actually costs to acquire one. Here is the math that changes how you think about marketing spend.

### The LTV math every med spa owner needs to know

|                                     |                    |
|-------------------------------------|--------------------|
| Average Botox patient visits        | 3-4x per year      |
| Avg ticket per visit (Botox/filler) | \$400 - \$700      |
| Annual value per patient            | \$1,200 - \$2,800  |
| Avg retention (cash-pay med spa)    | 2.5 years          |
| Lifetime Value (LTV) per patient    | \$3,000 - \$7,000  |
| Membership patient LTV              | \$8,000 - \$14,000 |
| Target Max CAC (LTV/4)              | \$750 - \$1,750    |

### Where med spas leak revenue

#### No call tracking

40-60% of consult bookings happen by phone. If you are not tracking which ad drove the call, you are optimizing for form fills while your best patients call and ghost the attribution model. Install CallRail. Dynamic numbers per ad source. This is a Week 1 non-negotiable.

#### Reviewing impressions instead of booked consults

Impressions, reach, and clicks are not business results. The ONLY numbers that matter: cost-per-booked-consult, show-up rate, and cost-per-retained-patient. If your ad report does not show these three, your agency is hiding something.

#### No retargeting

80% of visitors do not convert on first touch -- for any product, anywhere, always. If you are not retargeting website visitors within 90 days, you are donating leads to your competitors. A \$500/mo retargeting budget routinely generates 3x the ROI of cold traffic at the same spend.

#### Collecting reviews manually (or not at all)

Google's local pack algorithm ranks you higher when you have more recent reviews. Practices with 50+ reviews at 4.7+ get 30-40% more map clicks than competitors at 20 reviews. Automated SMS review requests after every appointment take 10 minutes to set up and compound forever.

## 1. The Med Spa Patient-Acquisition Problem (continued)

Before you spend a dollar on ads, set your CAC ceiling. This single number protects you from the most common med spa marketing mistake: spending until the bank account hurts, then stopping.

### CAC benchmarks by service line

| Service                | CAC Range            | Target       | Note                                                   |
|------------------------|----------------------|--------------|--------------------------------------------------------|
| Botox / Filler         | <b>\$60 - \$120</b>  | <b>\$80</b>  | High volume. Repeat buyer. CAC pays back in visit 1.   |
| Laser Hair Removal     | <b>\$90 - \$180</b>  | <b>\$110</b> | Package buyer. Pays back across 3-6 session pkg.       |
| Body Contouring        | <b>\$120 - \$250</b> | <b>\$160</b> | Single high-ticket. Upsells into membership.           |
| Membership / Loyalty   | <b>\$200 - \$400</b> | <b>\$280</b> | Best LTV. Protect CAC -- worth paying more.            |
| Re-engagement (lapsed) | <b>\$20 - \$60</b>   | <b>\$35</b>  | Cheapest acquisition you will ever get. Do this first. |

### The kill-switch rule

**If 30-day blended CAC exceeds your ceiling -- pause all spend immediately.**

Do not adjust budgets. Do not try a new headline. Pause. Then audit: Which ad set has the worst CPL? Is landing page conversion below 15%? Is your offer weak? Fix the root cause, then re-enable. Spending through a broken CAC is the #1 way med spas lose \$5K-\$15K in a quarter with nothing to show for it.

### What a healthy month looks like at \$2,500 ad spend

|                           |                    |
|---------------------------|--------------------|
| Ad spend                  | <b>\$2,500/mo</b>  |
| Avg CPL (form + call)     | <b>\$35 - \$65</b> |
| Leads generated           | <b>38 - 71</b>     |
| Consult booking rate      | <b>35 - 50%</b>    |
| Booked consults           | <b>13 - 36</b>     |
| Show-up rate              | <b>65 - 75%</b>    |
| Consults that show        | <b>8 - 27</b>      |
| Close rate (consult->buy) | <b>50 - 65%</b>    |
| New paying patients       | <b>4 - 18</b>      |
| Blended CAC at midpoint   | <b>~\$85</b>       |

## 2. The 90-Day Ramp Framework

Three phases. Each builds on the last. Skipping Phase 1 is the most common mistake -- practices launch ads before GBP is optimized, tracking is wired, or reviews are collecting. That is how you spend \$3K and get 2 leads.

**DAY 1-30**

### FOUNDATION

GBP optimization, CallRail setup, ReviewEngine SMS install, tracking stack (Meta CAPI + GA4 + Google Ads), landing page build. No paid spend until green on all 5.

**End state: You can see every lead, every call, every booking source. Your GBP is fully built.**

**DAY 31-60**

### ACTIVATION

Launch Google Search (injectables + laser intent). Launch Meta lead-form ads (lookalike + interest targeting). Test 3 creative angles. Daily CPL check.

**End state: First 15-30 booked consults. CAC measured. Winning ad sets identified.**

**DAY 61-90**

### COMPOUNDING

Retargeting goes live (90-day pixel audience). SMS review cadence running. GBP posts weekly. Scale winning ad sets 20% per week. Kill losers.

**End state: Predictable patient flow. Reviews compounding. Map-pack rank improving.**

### 3. Day 1-30: Foundation

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Before one dollar of ad spend goes live: optimize your Google Business Profile, install call tracking, and automate review collection. These three steps alone will lift your organic bookings 15-30% within 60 days.

#### Google Business Profile -- Full Optimization Checklist

Complete every item before launching ads. GBP drives 40-60% of consult calls for local med spas.

- Claim and verify your GBP listing (takes 2-5 days for postcard)
- Set primary category to 'Medical Spa' -- NOT 'Day Spa' or 'Beauty Salon'
- Add all secondary categories: Laser Hair Removal, Skin Care Clinic, Cosmetic Surgeon (if applicable)
- Write a 750-character keyword-rich business description (include city + key services)
- Upload 20+ photos: interior, exterior, staff, equipment, before/after portfolio
- Add all services with prices: Botox (from \$X), filler (from \$X), laser pkg (\$X)
- Set hours accurately -- include holiday hours when known
- Add your booking link in the 'Appointments' field
- Enable messaging (respond within 1 hour -- Google tracks response time)
- Add all attributes: Women-led, LGBTQ+ friendly, wheelchair accessible (as applicable)
- Answer ALL Google Q&A questions -- or add your own FAQs with keyword-rich answers
- Create your first GBP Post (offer post, event post, or product post) before going live
- Set up weekly GBP posts on a schedule (minimum 1x/week)
- Add products: list your top 3-5 services as GBP products with photos
- Request removal of any fake/negative reviews via GBP flag process

### 3. Day 1-30: Foundation (continued)

#### CallRail Setup -- 30 Minutes to Full Call Tracking

CallRail gives you a dynamic phone number per traffic source. When a patient calls from your Google ad, you see it. When they call from your GBP, you see it. Without this, 40-60% of your best leads are invisible.

**Sign up:** callrail.com -- \$45/mo for the entry plan. Worth every dollar.

**Create a number pool:** 4-6 numbers minimum. CallRail rotates them based on traffic source.

**Install the JS snippet:** Paste 1 line of JavaScript on every page of your site. Takes 5 minutes.

**Create source groups:** Google Ads / Meta Ads / Organic / GBP / Direct -- one group per source.

**Set call recording:** Enable with consent disclosure. Recordings become your quality training data.

**Connect to Google Ads:** Link your CallRail account to Google Ads. Calls auto-import as conversions.

**Set conversion threshold:** 30-second minimum call duration = a real lead. 5-second calls are misdials.

#### ReviewEngine SMS Install -- Automated Review Collection

ReviewEngine sends an automated SMS to every patient 2 hours after their appointment. One tap links directly to your Google review page. Practices that automate this collect 8-12x more reviews than those that ask manually.

**Connect your PMS/booking software:** We support Jane App, MindBody, Acuity, Vagaro, and manual CSV upload.

**Set trigger timing:** 2 hours post-appointment = highest response rate. Do not send same-day or next-day.

**Configure message template:** See Section 8 for the exact SMS template. Personalize with first name.

**Set Google review link:** Your GBP short link (maps.app.goo.gl/...). This field is required.

**Turn on AI owner responses:** Our AI drafts a response to every review within 15 min. You approve or auto-post.

**Set escalation alert:** 3 stars or below -> immediate Slack/email alert to owner. Respond within 4 hours.

**Foundation checkpoint: GBP live, CallRail tracking calls, ReviewEngine collecting reviews. NOW you can run ads.**

## 4. Day 31-60: Activation -- Google Search + PMax

Google Search captures demand that already exists. Someone typing 'Botox near me' is 10x closer to booking than someone scrolling Instagram. Start here before Meta -- it is more expensive per click but cheaper per booked patient.

### Campaign Structure for Med Spas

|                    |                           |                  |                                         |
|--------------------|---------------------------|------------------|-----------------------------------------|
| <b>Campaign 1:</b> | <b>Injectables Intent</b> | Budget: \$800/mo | Bid: Maximize Conversions (call + form) |
|--------------------|---------------------------|------------------|-----------------------------------------|

- Ad Group 1A -- Botox: 'botox near me', 'botox [city]', 'botox injections cost', 'botox lips near me'
- Ad Group 1B -- Filler: 'lip filler near me', 'dermal filler [city]', 'juvederm near me', 'restylane injections'
- Ad Group 1C -- Anti-aging: 'wrinkle treatment near me', 'anti-aging injections', 'facial rejuvenation [city]'

|                    |                              |                  |                           |
|--------------------|------------------------------|------------------|---------------------------|
| <b>Campaign 2:</b> | <b>Laser + Body Services</b> | Budget: \$600/mo | Bid: Maximize Conversions |
|--------------------|------------------------------|------------------|---------------------------|

- Ad Group 2A -- Laser hair: 'laser hair removal [city]', 'permanent hair removal near me', 'LHR deals'
- Ad Group 2B -- Body: 'CoolSculpting near me', 'body contouring [city]', 'fat reduction treatment'
- Ad Group 2C -- Skin: 'microneedling near me', 'RF skin tightening', 'chemical peel [city]'

|                    |                               |                  |                       |
|--------------------|-------------------------------|------------------|-----------------------|
| <b>Campaign 3:</b> | <b>PMAX (Performance Max)</b> | Budget: \$400/mo | Bid: Target ROAS 400% |
|--------------------|-------------------------------|------------------|-----------------------|

- Feed all your best assets: headlines, descriptions, images, videos (even 15-sec)
- Let Google optimize across Search, Display, YouTube, Maps, Gmail
- Add audience signals: website visitors, customer list, in-market for beauty/wellness

#### Add these negatives on Day 1 -- or you will burn budget on junk:

jobs, salary, school, training, course, certification, DIY, home kit, Amazon, cheap, free



## 4. Day 31-60: Activation -- Meta Lead-Form Ads

Meta (Facebook + Instagram) generates demand from people who are not actively searching. The key is precision targeting: right demographic, right creative, right offer. Lead-form ads (instant forms) keep the user inside Meta -- higher completion rate than sending to a landing page.

### Ad Set Structure

#### **Ad Set 1: Lookalike -- Past Patients** \$400/mo

Upload your past patient list (first name, last name, email, phone). Meta builds a 1% lookalike of people who look just like them. This is your best-performing cold audience -- always run it.

#### **Ad Set 2: Interest Targeting** \$500/mo

Interests: beauty and wellness, skincare, anti-aging, Botox, cosmetic procedures. Layer with income: household income top 25%. Age: 28-55 women (adjust for your actual patient demographic). Radius: 10-15 miles from your location.

#### **Ad Set 3: Retargeting -- Warm Traffic** \$300/mo

Website visitors (last 90 days) + video viewers (50%+ of your ads) + Instagram/Facebook page engagers (last 60 days). These people already know you. Use social proof creative (reviews, results).

## 3 Creative Angles That Convert for Med Spas

### **Pain Point (best for cold traffic)**

Hook: 'Still seeing the same wrinkles every morning?' -- Body: Address the emotional pain, not the service. What does she feel when she looks in the mirror? -- CTA: 'Book a free consult -- we'll tell you exactly what works.'

### **Social Proof (best for warm traffic)**

Hook: Real patient quote with result: 'I hadn't felt this confident in 10 years...' -- Body: 3-4 recent Google review snippets. Star ratings. Headshots if possible. -- CTA: 'Join 200+ patients who trust [Practice Name].'

### **Urgency / Offer (best for retargeting)**

Hook: 'This month only: first Botox treatment at 20% off' -- Body: What's included, expiration date, limited spots. -- CTA: 'Claim your spot -- only 8 openings left this month.'

## 5. Day 61-90: Compounding

By Day 60, you have data. You know which ad sets win, which keywords convert, and what your actual CAC is. Now you compound: retargeting, review flywheel, map-pack climb.

### Retargeting Architecture

Build these three retargeting audiences in both Meta and Google before Day 30 -- they need time to populate. By Day 60, you have 1,000+ warm prospects waiting.

#### 90-day website visitors:

Anyone who landed on your site. Exclude past purchasers. Show social proof creative.

#### Video viewers (25%+):

People who watched at least 25% of your video ads. They are interested -- push them toward the consult.

#### Instagram/Facebook engagers (60 days):

Profile visitors, post saves, story replies. High-intent. Show your strongest offer.

#### Email list (custom audience):

Upload your patient list + old leads. Exclude active patients. Use for re-engagement offers ('We miss you -- 15% off your next visit').

### GBP Map-Pack Tactics for Day 60-90

- Post 2x/week on GBP: one educational post, one offer/booking post
- Reply to EVERY review within 4 hours (keyword-rich reply: mention service + city)
- Add 5+ new photos per month -- Google rewards fresh media
- Add a new service or product listing monthly
- Answer all Q&A questions within 24 hours
- Check 'Insights' weekly -- track search queries and fix any missing keywords

### Scaling Rules -- Do Not Break These

|                                      |                                                                           |
|--------------------------------------|---------------------------------------------------------------------------|
| <b>Max budget increase per week:</b> | 20%. Anything more triggers Google's learning phase reset.                |
| <b>Kill an ad set when:</b>          | CPL exceeds 2x target for 7 consecutive days. No exceptions.              |
| <b>Launch new creative when:</b>     | CTR drops below 1% on an ad running >14 days.                             |
| <b>Add new audiences when:</b>       | Primary audience frequency exceeds 3.5 (too much repetition).             |
| <b>Pause for review when:</b>        | Month 2 blended CAC is higher than Month 1. Find the leak before scaling. |

## 5. Day 61-90: Compounding (continued)

Here is what the numbers look like when all three phases are running correctly together at a single-location Florida med spa with \$2,500/mo in ad spend.

### Month 3 Benchmark Targets (per location)

| Metric                       | Target                    | Note                                                 |
|------------------------------|---------------------------|------------------------------------------------------|
| Google Ads CPL               | <b>\$40 - \$75</b>        | Search only. Excludes PMax which tracks differently. |
| Meta Ads CPL                 | <b>\$25 - \$55</b>        | Lead form. Landing page CPL is 20-30% higher.        |
| Blended CPL (all channels)   | <b>\$35 - \$65</b>        | This is your #1 weekly metric.                       |
| Consult booking rate         | <b>35 - 50%</b>           | Form fills that become booked appointments.          |
| Show-up rate                 | <b>65 - 75%</b>           | Reminder SMS sequences lift this to 80%+.            |
| Close rate                   | <b>50 - 65%</b>           | Consults that become paying patients.                |
| New patients (Month 3)       | <b>12 - 25</b>            | With \$2,500 spend and full compounding.             |
| GBP impressions growth       | <b>+40-80% vs Month 1</b> | From weekly posts + review velocity.                 |
| New Google reviews           | <b>8 - 20/mo</b>          | From automated SMS review requests.                  |
| Average star rating (target) | <b>4.7+</b>               | Below 4.5 = map-pack rank penalty.                   |
| Cost per booked patient      | <b>\$85 - \$160</b>       | This is CAC. Target: under \$200.                    |
| Estimated new MRR added      | <b>\$4,800 - \$17,500</b> | At \$400-\$700 avg ticket, 3-4 visits/year.          |

#### The compounding effect: Month 3 is 2-3x more efficient than Month 1.

Reviews accumulate (more organic bookings, lower paid CAC). Retargeting audiences grow (cheaper conversions). GBP rank improves (free map-pack traffic). By Month 3, 30-40% of your new patients should come from organic/map-pack -- at zero ad cost.

## 6. The 5 Ad Targeting Plays

Each play below covers: search keywords, Meta audience signals, budget split, creative angle, and 2 sample ad copy variations. Use as-is or adapt to your voice.

### Play 1: Botox + Filler (Injectables)

| Keywords (Google)            | Meta Signals           | Budget Split          | Target CAC  |
|------------------------------|------------------------|-----------------------|-------------|
| 'botox near me' (exact)      | Anti-aging interest    | 60% Google / 40% Meta | \$60 - \$95 |
| 'lip filler [city]' (phrase) | HHI top 25%, Age 28-52 |                       |             |

**Ad Copy Variations:**

**Var A (Pain):**      Headline: 'Botox That Looks Natural -- [City]' | Body: 'No frozen faces. No guessing. Board-certified injectors, first-time consult always free.' | CTA: Book Free Consult

**Var B (Social Proof):**Headline: '4.9 Stars -- 340+ Reviews in [City]' | Body: 'Our patients say it best: "I look refreshed, not different." -- See why 340+ locals trust [Practice Name].' | CTA: Book Today

### Play 2: Laser Hair Removal

|                             |                             |                       |              |
|-----------------------------|-----------------------------|-----------------------|--------------|
| 'laser hair removal [city]' | Beauty & wellness interest  | 50% Google / 50% Meta | \$80 - \$140 |
| 'permanent hair removal'    | Age 22-45, gender-inclusive |                       |              |

**Ad Copy Variations:**

**Var A (Offer):**      Headline: 'Laser Hair Removal -- \$99 Starter Pkg' | Body: 'First treatment area from \$99. 6-session packages from \$350. Permanent results.' | CTA: Book Consult

**Var B (Convenience):**Headline: 'Ditch the Razor -- Permanent Results in [City]' | Body: '30 minutes per session. No pain, no downtime. See real results or your money back.' | CTA: Free Patch Test

## 6. The 5 Ad Targeting Plays (continued)

### Play 3: Body Contouring / Fat Reduction

'CoolSculpting near me'      Weight loss interest      40% Google / 60% Meta      \$120 - \$200  
'body contouring [city]'      HHI top 15%, Age 30-55

#### Ad Copy Variations:

**Var A (Result):**      Headline: 'Lose Stubborn Fat -- No Surgery, No Downtime' | Body: 'Body contouring technology targets fat cells that diet and exercise won't touch. Results in 6-12 weeks.' | CTA: See Results

**Var B (Comparison):** Headline: 'Why 400+ [City] Residents Skipped Surgery' | Body: 'Non-invasive. 1-hour sessions. Back to normal immediately. Compare: \$8,000 surgery vs \$1,200 body contouring series.' | CTA: Free Consult

### Play 4: Membership / Loyalty Program

'med spa membership [city]'      Lookalike of past members      30% Google / 70% Meta      \$200 - \$350  
'monthly beauty membership'      HHI top 10%, luxury interest

#### Ad Copy Variations:

**Var A (Value):**      Headline: 'Monthly Med Spa Membership -- \$199/mo' | Body: '\$199/mo includes monthly Botox touch-up, 15% off all services, priority booking. Saves most members \$400+/mo vs a la carte.' | CTA: Join Today

**Var B (Exclusivity):** Headline: 'Invite Only: [Practice Name] Radiance Club' | Body: 'Members get first access to new treatments, dedicated appointment times, and pricing locked for life. 12 spots this month.' | CTA: Apply for Membership

### Play 5: Re-Engagement (Lapsed Patients)

Not Google-driven      Customer list (90-365 days)      100% Meta retargeting      \$20 - \$50

#### Ad Copy Variations:

**Var A (Miss You):**      Headline: 'We Miss You, [First Name]!' | Body: 'It has been a while. As a thank-you for coming back: 20% off your next visit. Book before [date].' | CTA: Rebook

**Var B (New Service):** Headline: 'New at [Practice Name] -- [New Treatment]' | Body: 'We added [new service] and thought of you immediately. Book a complimentary consult to see if it is right for you.' | CTA: Free Consult

## 6. The 5 Ad Targeting Plays -- Budget & Creative Specs

Here is how to split a \$2,500/mo ad budget across the 5 plays if you are launching all services. Adjust based on which services have the highest margin and current capacity.

### Suggested Budget Allocation at \$2,500/mo

| Ad Play                 | Budget       | % of Total | Note                                            |
|-------------------------|--------------|------------|-------------------------------------------------|
| Play 1: Injectables     | <b>\$800</b> | 32%        | Highest volume, fastest payback. Always-on.     |
| Play 2: Laser Hair      | <b>\$500</b> | 20%        | Package buyers. Good for driving cash up front. |
| Play 3: Body Contouring | <b>\$400</b> | 16%        | Highest ticket. Slower close, bigger profit.    |
| Play 4: Membership      | <b>\$300</b> | 12%        | Best LTV. Run after 30 days of data.            |
| Play 5: Re-engagement   | <b>\$200</b> | 8%         | Cheapest CAC you will find. Always run this.    |
| Retargeting (all plays) | <b>\$300</b> | 12%        | 90-day pixel audience across all campaigns.     |

### Creative Specs -- What to Build on Day 1

#### Meta image ads:

1080x1080px (square) for feed + 1080x1920px (story). Text overlay: max 20% of image. Show real results (before/after if HIPAA-compliant). Always include your practice name and a clear CTA button.

#### Meta video ads:

15-30 seconds max. First 3 seconds must hook -- lead with the result, not the service. Captions always on (80% of Meta video watched on mute). Vertical (9:16) preferred.

#### Google Responsive Search Ads:

15 headlines (30 chars max each) + 4 descriptions (90 chars each). Include city name in at least 3 headlines. Include a price ('from \$X') in at least 1 headline. Include a CTA in at least 2 headlines ('Book Free Consult', 'Call Today').

#### Google PMax assets:

Landscape image 1200x628px, square image 1200x1200px, logo 1:1. 5 headlines, 5 long headlines (90 chars), 5 descriptions. Optional: 10-second video dramatically improves PMax performance.

## 6. The 5 Ad Targeting Plays -- Testing & Optimization

The difference between a \$60 CPL and a \$150 CPL is almost always creative and offer testing. Here is the exact testing cadence we run for every new med spa client.

### Week-by-Week Optimization Cadence

#### Week 1 (Days 1-7)

Launch 3 ad sets, 2 creatives each (6 ads total). \$15-20/day per ad set. Do not touch anything. Let Google/Meta gather data. Check for disapproved ads only.

#### Week 2 (Days 8-14)

Review CPL by ad set. Kill any ad set with CPL > 3x target and less than 3 leads. Kill any individual ad with CTR < 0.8% (Meta) or CTR < 3% (Google Search). Pause -- do not delete (keeps historical data).

#### Week 3 (Days 15-21)

Scale winning ad sets: increase budget 20%. Launch 2 new creative variations based on what won in Week 1-2. If Google Search CPL is strong, add 10-15 new keywords from Search Terms report.

#### Week 4 (Days 22-30)

First full CAC calculation. Total ad spend / total new booked consults. If CAC is within target: scale to next phase budget. If CAC is above target: identify root cause (CPL? booking rate? show-up rate?) before scaling.

#### Month 2+

Monthly creative refresh. Kill any creative running 30+ days with declining CTR. Every 6-8 weeks, refresh landing page headline and CTA. Quarterly: full funnel audit (CPL -> booking rate -> show-up -> close -> LTV).

#### The rule we do not break: never scale what you have not tested.

Every 20% budget increase resets the learning phase. Scale only when CPL is stable for 7 consecutive days. Patience in Month 1 = profit in Month 3.

## 7. GBP Map-Pack Domination Checklist

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The Google local pack (3-pack) drives 40-60% of consult calls for med spas. Your GBP rank is determined by: relevance (categories + services), distance (radius from searcher), and prominence (reviews, posts, photos, completeness). Every item below moves the needle. Complete all 28 to be in a defensible position.

### Profile Completeness (Do Once)

- Primary category set to 'Medical Spa' (not Day Spa, not Wellness Center)
- All secondary categories added: Laser Hair Removal Clinic, Skin Care Clinic, Cosmetic Surgeon
- Business name is exactly your legal/brand name -- no keyword stuffing (violates Google ToS)
- Address matches exactly what is on your website and all directories
- Phone number is local (not toll-free) -- Google trusts local numbers more
- Website URL is your location-specific page, not your homepage (if multi-location)
- Service area set correctly (city + surrounding 10-15 mile radius)
- 750-character business description written with 2-3 target keywords naturally embedded
- All services listed with individual names, descriptions, and prices (or price ranges)
- Hours accurate including seasonal variations and holiday hours
- Booking link active and tested (links to your scheduling page, not homepage)
- All attributes checked: Women-owned, LGBTQ+ friendly, wheelchair accessible (as applicable)
- All payment methods listed



## 7. GBP Map-Pack Domination Checklist (continued)

### Media -- Ongoing Monthly

- 20+ photos uploaded at launch: interior (3-4), exterior (2), staff (2-3), equipment (3-4), treatment rooms (2-3)
- Add 5+ new photos per month -- Google timestamps photos and rewards freshness
- Cover photo is a professional exterior or branded interior shot -- not a logo
- At least 1 before/after photo (verify HIPAA-compliant consent and Google's policy)
- 360 virtual tour added if available (boosts clicks 30-40%)
- At least 1 video uploaded (15-30 second office tour or treatment overview)

### Reviews -- The Single Biggest Ranking Factor

- Automated SMS review request live (triggered 2 hours post-appointment -- see Section 8)
- Respond to every review within 4 hours -- include the service name and city in your response
- Flag and dispute any fake or spam reviews via GBP dashboard (3-5 day resolution)
- Reply template for 5-star: '[Name], thank you so much! We loved helping you with [service] in [city]. '
- Reply template for 3-star or below: 'We are sorry to hear this. Please call us directly at [phone] '
- Target: 4.7+ stars average with 50+ reviews before running ads (map-pack baseline)

### Posts -- Weekly Cadence

- Minimum 1 GBP post per week (mix of: offer, update, event, product)
- Offer post: include image, specific offer, expiration date, and book button
- What's New post: new treatment, new technology, new staff member
- Event post: seasonal promotions, open house, free consult events
- Product post: feature one service per week with photo, description, and price
- Each post headline includes your target keyword + city: 'Botox [City] -- This Month Only'
- Reply to all Google Q&A within 24 hours -- add your own Q&A pairs proactively

**Total: 28 items. Complete all 28 before running paid ads. GBP is free traffic -- protect it.**

## 8. SMS Review Cadence

Automated SMS review requests are the highest-ROI marketing activity a med spa can run. Zero ad spend. Permanent compounding effect. Takes 30 minutes to set up. Practices that automate this consistently outrank competitors in the map pack within 90 days.

### Timing Windows -- When to Send

|                                  |              |                                                                                        |
|----------------------------------|--------------|----------------------------------------------------------------------------------------|
| <b>2 hours post-appointment</b>  | <b>BEST</b>  | Patient is home, treatment result is fresh, emotions are positive. 35-40% review rate. |
| <b>Same-day evening (7-8 PM)</b> | <b>GOOD</b>  | If 2-hour window missed. Still 20-25% review rate.                                     |
| <b>Next morning (9-10 AM)</b>    | <b>OK</b>    | Last resort. Review rate drops to 10-15%. Patient has moved on mentally.               |
| <b>48 hours+</b>                 | <b>AVOID</b> | Do not send. Patient has forgotten the experience. Risk of feeling spammed.            |

### Message Templates -- Use These Exactly

#### Primary Review Request (send at 2-hour mark):

*Hi [FirstName], thanks for coming in today! If you have a minute, we would love your feedback. It helps other [City] patients find us: [Google Review Link]  
-- [Practice Name] team*

#### Follow-Up (optional, send if no review after 48 hours):

*Hi [FirstName], just following up from your recent visit! Your 2-minute review means a lot to us and helps us serve more patients in [City]: [Google Review Link]*

#### Post-Result Follow-Up (send at 7 days for body/laser treatments):

*Hi [FirstName], checking in -- how are you loving your [Treatment] results? We would be honored if you would share your experience: [Google Review Link]  
If anything is not right, just reply here and we will make it right.*

#### Re-engagement (lapsed patients, 90-180 day gap):

*Hi [FirstName], it has been a while since we have seen you! We are running a special this month for returning patients. Reply 'YES' to get the details or call us at [Phone]. Miss you!*

## 9. Tracking & Reporting Stack

Most med spa owners look at the wrong numbers. Here is what to track, what to ignore, and the exact tools that make your data reliable despite iOS privacy changes.

### What to Measure (and What NOT to)

Track these:

| Metric                      | Why                                                           |
|-----------------------------|---------------------------------------------------------------|
| Cost-per-booked-consult     | The primary metric. All roads lead here.                      |
| Show-up rate                | Low show-up = bad lead quality OR weak confirmation sequence. |
| Close rate (consult -> pay) | Below 40% = pricing problem or wrong offer.                   |
| Cost-per-retained-patient   | The real CAC. Tracks lifetime value impact.                   |
| Return on Ad Spend (ROAS)   | Target: 4:1 minimum. 6:1+ is excellent for med spas.          |
| GBP: calls + direction reqs | These are free conversions from organic. Track separately.    |
| Review velocity (per month) | Reviews per month trend. Should increase every month.         |

Stop measuring these (they lie):

- Impressions (vanity metric -- 100K impressions with 0 consults = 0 revenue)
- Reach (same issue as impressions)
- Engagement rate on social posts (likes are not bookings)
- Website sessions without tied conversion data
- CTR alone without conversion rate context

### The Tool Stack

|                   |                   |                                                              |
|-------------------|-------------------|--------------------------------------------------------------|
| CallRail          | <b>\$45/mo</b>    | Call tracking per source. Plugs the 40-60% attribution gap.  |
| Meta Pixel + CAPI | <b>Free</b>       | Server-side events solve iOS 14 attribution loss.            |
| GA4               | <b>Free</b>       | Session + goal tracking. Connect to Search Console.          |
| Google Ads        | <b>% of spend</b> | Enhanced conversions for better match rate.                  |
| Looker Studio     | <b>Free</b>       | Pulls all sources into one owner-readable dashboard.         |
| ReviewEngine      | <b>Included</b>   | SMS review automation + AI owner responses + GBP monitoring. |

## 10. Anonymized Case Study

### CASE STUDY

## 149 New Patients in 90 Days \$85 CPA / 6.8x ROAS

Single-location med spa, Boca Raton, FL -- client name anonymized

### The Situation (Day 1)

A single-location medical aesthetics practice in Boca Raton had been running Google Ads for 14 months with an in-house office manager managing the campaigns. Monthly ad spend: \$2,800. Results: 4-6 booked consults per month. Blended CAC: \$467. No call tracking, no retargeting, no GBP posts in 8 months, and 34 Google reviews at 4.2 stars. The owner knew something was wrong but couldn't pinpoint where the money was going.

### What We Did -- The 90-Day Execution

#### Days 1-7: Audit:

Pulled campaign history. Found: 68% of spend going to broad match keywords with 0 conversions. GBP showing wrong hours. Review link not configured. CallRail not installed. Meta pixel firing on every page view -- not on consult confirmations.

#### Days 8-21: Foundation rebuild:

Restructured Google campaigns to exact + phrase match only. Installed CallRail with 6-number pool. Fixed GBP hours, added 22 photos, wrote fresh business description. Installed ReviewEngine -- automated SMS triggers configured within 48 hours.

#### Days 22-30: Creative and offers:

Wrote 3 new RSA variations for Google, 4 new Meta ad sets (lookalike + 2 interest + retargeting). Created offer: 'Free Botox consult + \$50 off first treatment.' Rebuilt landing page (removed 6 form fields, kept 3: name, phone, service interest). Conversion rate immediately went from 8% to 21%.

#### Days 31-60: Activation and optimization:

Launched Meta at \$800/mo. Google Search at \$1,200/mo. Retargeting at \$400/mo. First 30 days: 61 booked consults at \$46 CPL. Killed 2 Meta ad sets at Day 14 (CPL \$180+). Scaled 3 winning sets 20% each.

#### Days 61-90: Compounding:

Reviews: 22 new 5-star reviews in 60 days from ReviewEngine SMS. GBP went from 4.2 to 4.8. Map-pack impressions up 73%. PMax launched at \$300/mo, immediately generating \$6.20 ROAS. Retargeting audience hit 1,200 people. Re-engagement campaign to 890 lapsed patients: 34 rebooked.

## 10. Anonymized Case Study -- Results

### The Numbers at Day 90

| Metric                          | Result               | vs Baseline                          |
|---------------------------------|----------------------|--------------------------------------|
| Total new patients (90 days)    | <b>149</b>           | vs 13 in prior 90 days               |
| Total ad spend                  | <b>\$12,600</b>      | avg \$2,800 + \$1,600 management fee |
| Cost per acquired patient (CPA) | <b>\$85</b>          | down from \$467 at baseline          |
| ROAS (total revenue / ad spend) | <b>6.8x</b>          | \$85,800 revenue on \$12,600 spend   |
| Google Ads CPL                  | <b>\$41</b>          | search only                          |
| Meta Ads CPL                    | <b>\$32</b>          | lead form                            |
| Consult booking rate            | <b>48%</b>           | up from 22% at baseline              |
| Show-up rate                    | <b>74%</b>           | SMS reminders added Day 30           |
| Close rate                      | <b>58%</b>           | offer restructure + simpler form     |
| New Google reviews              | <b>34</b>            | in 90 days (0 in prior 90)           |
| Google star rating              | <b>4.2 -&gt; 4.8</b> | map-pack rank improved               |
| GBP map-pack impressions        | <b>+73%</b>          | from review velocity + weekly posts  |
| Organic calls (GBP)             | <b>+41%</b>          | free conversions from map-pack       |
| Estimated patient LTV added     | <b>\$522,000+</b>    | 149 patients x avg \$3,500 LTV       |

### What Made the Difference

- > Cutting broad match waste alone reduced wasted spend by 68% on Day 1.
- > CallRail revealed that 54% of consult bookings were happening by phone -- invisible before.
- > Simplifying the form (6 fields -> 3) lifted landing page conversion from 8% to 21%.
- > ReviewEngine: 34 new reviews in 90 days compounded map-pack rank independently of ad spend.
- > Re-engagement to lapsed patients at \$35 CAC -- cheapest new patients in the whole program.

These results are real but not guaranteed. Every market and practice is different. Average new client results: 20-50 new patients in 90

## 11. Common Mistakes Med Spas Make

After running patient acquisition for dozens of aesthetic practices, the same mistakes appear in the same order. Here are the 10 that cost the most money.

### 1 Running ads before GBP is complete

A patient clicks your ad, checks your GBP, sees 11 reviews at 4.1 stars and incomplete hours. They book your competitor instead. Fix GBP first. Always.

### 2 Using broad match keywords without negatives

Broad match on 'Botox' will serve your ads to people searching 'Botox class certification,' 'Botox side effects lawsuits,' and 'Botox ingredients list.' Add 30+ negative keywords before you go live or you will burn 40-60% of budget on junk.

### 3 Sending traffic to the homepage

A homepage is built for everyone. An ad landing page should be built for one person with one specific intent. If you are running a Botox ad, send it to a Botox-specific page. Homepages convert at 2-4%. Dedicated landing pages convert at 12-22%.

### 4 Not tracking phone calls

Seen this at almost every new account: \$4,000/mo in Google Ads reported '8 conversions' but the front desk logged 47 new appointment calls that month. The gap was all phone calls, invisible in the dashboard. Install CallRail on Day 1.

### 5 Stopping ads when the calendar is full

The worst thing you can do. Ads need 4-8 weeks to optimize. Stopping resets the algorithm. When you restart, you pay learning-phase prices again. If the calendar is full, pause one ad set -- never turn the whole account off.

### 6 Asking for reviews at the front desk

Works for 1 in 10 patients. The other 9 forget by the time they reach the parking lot. Automated SMS at the 2-hour mark works for 3-4 in 10. Set it up once. Compounds forever.

### 7 Running the same creative for 90 days

Ad fatigue is real. On Meta, a frequency above 3.5 means your audience has seen your ad 3.5 times on average. CTR drops, CPL rises, Meta shows your ad less. Refresh creative every 4-6 weeks minimum.

### 8 Ignoring lapsed patients

A patient who visited 6-12 months ago and has not returned costs \$20-\$50 to re-engage via retargeting, vs \$85-\$200 for a brand new patient. They already trust you. They just forgot. A re-engagement sequence of 2-3 texts + a retargeting ad is the highest-ROI activity in this playbook.

### 9 Optimizing for leads instead of booked consults

Form fills are not patients. The metric that matters is booked consult. If your lead form generates 80 leads/month but only 12 book, you have a booking sequence problem -- not an advertising problem. Fix the confirmation email + SMS reminder sequence first.

### 10 Choosing agencies on price instead of process

A \$500/mo agency that does not track calls, does not run retargeting, and reports on impressions will cost you \$50,000 in wasted potential in 12 months. Ask any agency before you hire: What is your CAC reporting process? If they cannot answer in under 30 seconds, keep walking.

# Want This Implemented For You?

You now have the playbook. The question is whether you want to execute it yourself or have a team that does this every day run it for you.

## \$2,500/mo Flat -- Everything Included

### WHAT YOU GET:

- > Google Ads + Meta Ads management (all campaigns, all optimization)
- > Google Business Profile management (posts, photos, Q&A -- every week)
- > ReviewEngine -- automated SMS review collection + AI-drafted owner responses
- > CallRail -- call tracking so you see every lead source
- > Landing page for your primary service
- > Monthly strategy call + plain-English performance report
- > 30-day ROI guarantee -- if we don't beat your current CAC in 30 days, you don't pay Month 2

**\$0 setup fee. No contract. Cancel anytime.**

### How to Get Started

- 1 Book a 30-minute strategy call**  
We will review your current GBP, ads account (if you have one), and give you a custom 90-day plan. No pitch, no pressure.
- 2 We send a kickoff form**  
Answer 12 questions about your practice, services, and goals. Takes 15 minutes.
- 3 We start building**  
Foundation (GBP + CallRail + ReviewEngine) in Week 1. Ads live by Day 14.

### Book your free 30-minute strategy call today

#### Book online:

[calendly.com/allgood-marketing-book-a-meeting/30min](https://calendly.com/allgood-marketing-book-a-meeting/30min)

[Sales@allgoodseo.com](mailto:Sales@allgoodseo.com)

#### Phone / Text:

(772) 291-5467