

7 Ways to Build Your Medspa Marketing Strategy

2023 is an exciting time to own a medspa! [The global medspa market](#) was \$13.8 billion in 2019 and is estimated to reach over \$47 billion by 2030.

With high profitability and a typically loyal customer base, it's no wonder the medspa space is crowded. This also means stiff competition, so it's critical to develop a comprehensive and cohesive marketing strategy.

Whether you're an established medspa that's looking to update your marketing efforts, or a brand-new owner, we've got you covered. We've put together the best 7 ways to develop a medspa marketing strategy that will boost your bottom line.

#1 Research Your Clients AND Competitors

Take some time to do some deep research about your clients. Create a spreadsheet with key customer information, such as:

- Age
- Occupation
- Emails/Phone #s
- Treatments scheduled or inquired about
- How they heard about your business

Use these to create detailed "buyer personas", which will help you develop your overall marketing strategy.

You'll also want to put together a detailed spreadsheet about your competitors, including:

- Products, services, and prices
- "Satisfaction guarantee" or customer loyalty program
- Equipment brands and types
- Advertising efforts (website, social media, podcasts, local newspapers, radio, tv, etc.)
- Evaluation of their website (including their keywords)
- Credentials (for both owner and the staff)

Once you've armed yourself with a great understanding of your clients and competition, it's time to figure out how YOUR business is unique to them.

#2 Stand Out from the Crowd

It's important to figure out what makes you and your business special. If you're having trouble pinpointing how you're unique, ask yourself:

- Do I offer any kind of customer loyalty points or rewards?
- Are there certain credentials I or my staff has that may be above and beyond a typical medspa?
- Do I have any free educational materials that I provide to existing/potential clients?
- Do I have any special payment options?
- Is my location unique or convenient in any special ways?

Find that special something that only you and your spa can offer and then double down on it in every piece of your marketing. It will make you more memorable AND build credibility.

#3 Establish Trust

It goes without saying, that being in the medspa business means you need to work harder to gain and keep the trust of your clients.

Some quick and easy ways to do this include:

- Joining the [AmSPA](#) (American Med Spa Association)
- Spotlighting your staff's credentials, certifications, and years of experience
- Choosing a brand name that builds authority and communicates your USP (Unique Proposition Statement)
- Making your branding and USP consistent across all marketing channels
- Consistently updating your information (business hours, treatments, prices, specials)

#4 High-Quality Content & SEO

Content is king. That is, QUALITY content. Google wants quality over quantity or keyword stuffing and rewards businesses that understand this with higher rankings.

An educated prospect is the best kind. Providing lots of great content in every part of your marketing will make it much easier to convert when they come in for that free consult.

Remember, the right content strategy + the right SEO strategy = Year over year growth.

When planning your content calendars, make sure you include your SEO strategy, especially which keywords you are going for. Make sure your content planning is set up with your overall SEO strategy in mind.

#5 Make Your Website the Star

Your content and SEO efforts should start with your website. All other marketing efforts should be planned based on what you do here. Also, medspas must make sure their site is HIPPA compliant. This makes it well worth investing time and money to get it right.

First impressions are everything – a medical spa’s site should be as beautiful as their products and services make their clients. However, don’t get **too** caught up in the design. It’s far more important to make sure that your website is designed with a well-planned out [SEO strategy](#) in mind. This includes choosing the best domain name, webhost, keywords, schema markups, link building, etc.

Your site should also be user-friendly, mobile-friendly, and accessible.

In addition to great content, use the power of before and after photos and videos, as well as testimonials. These can create the most impact for your users and do a lot of the heavy lifting for conversions.

#6 Omni-Channel Digital Marketing

Sounds fancy, right? But since over [85% of adults](#) say they go online daily, you need to leverage **every** digital channel available. Use your website SEO and content strategy outline when planning the look, names, and content calendars for all your digital efforts.

Make your brand and messaging clear, consistent, and regularly updated across the following:

- Email
- Blogs or Newsletters
- Social Media
- Video (including on your website and YouTube or other platforms)
- Landing Pages
- Paid Ads

#7 It’s Ok to Be Traditional Too

Don’t forget traditional marketing when making your plans. Depending on the demographics you’re going for, these can still be valuable parts of your marketing plan.

Print ads, TV, radio, and billboards can all work well alongside your online efforts. You'll want to decide what percentage of your marketing budget will be best spent on your digital vs. traditional channels.

Print ads or articles in the right magazines often provide great bang for your buck. Billboards and tv ads can be quite expensive, so depending on your target audience and market size they may not be the best use of your marketing dollars.

Do some research into any "medical minute" segments local tv or radio do.

You've Got This

It can feel overwhelming when you start to realize all that should go into a great marketing plan for your medspa. Remember to start with the basics, like understanding your competition and customers and what **your** business and expertise brings to the table that no one else does. Then double-down on those to create your overall marketing strategy that starts with your website, then extends to your digital and traditional channels.

Be patient. One constant in marketing is that trends are always changing. Putting the best marketing plan in the world together will still require you to stay current and flexible so you can make slight changes when needed.

Building a medspa business can be one of the most rewarding businesses out there. You've got this!

GoBeyond SEO Logo

Let's Build Your Medical Spa Marketing Plan Today

Schedule a FREE 45-minute session with us to learn how GoBeyond SEO can help you create the **perfect** marketing SEO strategy for your business!

Book Your Free Call

Our Process

Step 1 – Discovery Call

During this free call, our goal is to assess how we can help you. It's very important to us to work with clients we can help. If we don't think our process will work for you, we can recommend one of our fully vetted, trusted partners.

Step 2 – We'll Do a Digital Marketing Audit

If we're a fit, we'll send you a 30-Day Audit Agreement. This allows us to analyze your current digital marketing efforts (website, social media, etc.) for 30 days. We'll look at **everything** to assess what's currently working and exactly what's needed for you to get the outcomes you want.

Step 3 - We get to work

Once we finish the audit, we'll meet with you to go over it– and it's yours to keep. This report contains a thorough analysis of your **medspa** marketing efforts for a full month. And gives detailed recommendations and next steps. We take the "guesswork" out of what will be the most effective strategies going forward.

Step 4 – Watch Your Business Grow

Finally, we'll leverage our MedSpa Method to deliver quick, high-quality results. And you can focus on what you do best – helping **your** clients get their best results. We deliver concierge-style service. If we are working with you, we aren't working with your competitors. We are YOUR marketing and sales department.

Proven Strategies that Fit Your Medical Spa Vision

At GoBeyond SEO, we'll work to get you fantastic results for your business. We love partnering with our clients and value long-term relationships.

We'll help you consistently generate leads month after month and scale your business. We believe marketing should be about long-lasting relationships between your business and your ideal client. Our content strategies will help you build those relationships.

The medspa business is highly competitive, so we only work with one per region. You can rest assured the leads you're getting are exclusively for you. And we'll make sure they're highly qualified, so you won't waste as much time on leads that don't go anywhere.

Don't wait another minute, book your **free** medspa marketing Discovery Call today!

Book a Free Discovery Call and
Claim Your Region Today

"I hired GoBeyond because my online lead flow was slow. I was getting visits to my website but not enough people reaching out for services. GoBeyond did an amazing job! Their system brings me consistent, high-quality leads that turn into clients. It's now 7 years later and I'm at, or near capacity all the time. If you need good leads, you really should talk to GoBeyond, they executed a real strategy and have been a genuine partner."

Dave Taylor
YourOffice-Ballyntyne

Ready to turbocharge your business?

Let's Talk!

The Local Chow: <https://thelocalchow.com/the-top-7-benefits-of-buying-local-food/>



The Top 7 Benefits of Buying Local Food

Let's face it. The past few years have been a wake-up call when it comes to "being prepared", (think: toilet paper crisis! the price of eggs!). A growing desire to be more ready for disruptions has caused many to look local. Especially for "local food" options.

What exactly is local food? It's generally considered "local" if grown within 100 miles of your home or restaurant where it's served. It doesn't come from large commercial farms and isn't transported over long distances.

The local food movement was already gaining traction before 2020 but has accelerated in popularity as issues like food security have been talked about more and more in the media.

Dive into the top 7 benefits you'll get when you join this movement too!

1. **Fresh is Best**

Think back to the last time you were able to eat some juicy strawberries picked the same morning. Or a crisp cucumber harvested from a garden the day before. For most of us, there's no comparison between the taste of freshly picked and days-old produce!

Fresh doesn't just mean better flavor, it means better nutrition too. Fruits and vegetables start to lose their nutrients [within 24 hours of being picked](#). Locally grown produce is typically picked when it's most dense with nutrients.

Getting your produce from [a local farm](#) means there isn't any refrigeration or additives needed to preserve it for a long trip across the country (or the world). And, according to healthcare provider [VirtuaHealth](#), "Long transportation time means more exposure to air, different temperatures, and artificial lighting, all factors that can affect the nutritional value of produce."

2. **Community Health Gets a Boost**

Recent studies have shown that areas with a larger amount of local, fresh food businesses [have a lower rate of obesity](#). It is believed this is because people have better access to local fruits, vegetables, and pasture-raised animals that are free of pesticides and hormones.

Diet plays a big role in our health, and a lack of fresh fruits and vegetables can [increase the risk of heart disease, certain cancers, and strokes](#).

It's also easier for food assistance organizations to coordinate with local farmers to provide fresh and nutritious food, especially produce, to those in the community who can't afford it.

One example of this is [Healthy Harvest Food Bank](#). They work with local farmers across the U.S. to get crops donated. They also organize local volunteers to glean and harvest the crops, then collect and deliver the food to people in need.



3. Keeps Money in Your Community – AND Your Pocket

The more successful local community businesses are the better off their individual members are. That means supporting local businesses can help **your** “bottom line.” Local farmers who do well help the overall financial health of the community.

According to research from [Michigan State](#), “money spent with local farmers and growers all stays close to home and is reinvested with businesses and services in your community.” This gives a boost to the economy in your community, instead of a corporation in another county, state, or country.

Is produce sold by local farms more or less expensive than what you might find in a grocery store? In the past, local often meant more expensive. A piece in [The Atlantic](#) recently showed how that’s changed over the past decade – now most things at the farmer’s market are usually **less** than at the grocery store!

The use of [REKO](#) rings has allowed farmers to bring down their prices even more. REKO rings are groups of farmers in the same area that pre-sell their produce online and are then able to have one central location for people to pick up, rather than going to different pick-up points for different farms.

4. Helps You Do Your Bit for the Environment

Buying as much of your food as possible locally helps the environment. Studies show [changes in the U.S. food system](#) over the past several decades (such as farms, food processing operations, and distribution warehouses) have greatly increased the distance between food sources and consumers.

Did you know that most of the food items in your grocery store [travels over 1,500 miles to get to you?](#) When you buy from local sources you reduce the carbon footprint of your food and cut down on greenhouse gases. Long-range transportation and processing aren't needed so far less energy is used.

5. Promotes Sustainability

[The American Public Health Association \(APHA\)](#) defines a sustainable food system as “one that provides healthy foods to meet current food needs while maintaining healthy ecosystems that can provide food for generations to come.”

Local farmers are motivated to keep their soil healthy and increase their production long-term - their livelihood depends on it! They are also motivated to continue to find new and cheaper ways to sell to their customers.

Since World War II the combining of small farms into big ones has meant fewer people making food production decisions for the whole country. In the U.S., only [4 firms control 85% of the beef packing market](#) and 82% of the soybeans produced. Big companies tend to focus on growing tons of one product only, which damages the health of the soil and farm, while local farmers grow a variety of plants and control how they grow them.

6. Gives You that Personal Connection

Most grocery store employees don't know much about the products they sell, other than the area they came from or when they get delivered to their store. They have very little, if any, information about the farms they came from.

They also don't know how old the produce is BEFORE it gets to their store. Produce arriving in a grocery store is not always as fresh as we think. After hearing that apples are often sitting in cold storage for months on end before being shipped to stores, a news team in Sydney did some digging and discovered that apples in several area stores were [ten months old!](#) New cold-storage techniques put the apples produced on big produce farms to “sleep” for several months so they can be available “year-round” to consumers.

When you buy directly from farmers, you can ask them important questions. For example, if a farmer is not “certified organic” (most small farms can't afford to go through the process), what kind of soil do they use? Where are their seeds from and do they use any conventional pesticides? How do they fertilize? Often the small farms have

practices that are every bit as good if not better than the bigger farms that can afford to be “certified organic.”

Local farmers are part of the community and are directly responsible to their customers who see them regularly. Since farmers also eat what they grow, they are motivated to produce great food.



7. Food Security

The “local food” movement received quite a boost from the pandemic, as many of us discovered how fast those seemingly limitless packages of chicken could disappear from stores overnight.

Seeing empty grocery shelves was jarring. Visiting multiple stores to find something as mundane as cream cheese was daunting. Many of us took a closer look at the supply chain and realized we needed some alternative ways to get our food, often by going to local farms.

Local farmers had their revenue streams disrupted during the early days of the pandemic since many farms rely on restaurants and other food service clients to make the bulk of their money. So farmers found new ways to connect with individual customers in their areas just as individual customers wanted to be more [connected to their local farms](#).

During the pandemic, farmers had to find new and innovative ways to connect to their local communities and vice-versa. Facebook groups and new apps, like [LocalChow](#), will continue being developed to help connect farmers, cooks, and bakers to their local customers.

The “local food” movement has grown in the past few years, but hasn’t slowed down, even with things getting back to “normal.” Farmers continue to find new, better ways to sell to individuals and other businesses. The bottom line is now many of us have discovered (or re-

discovered) that buying “local food” has so many benefits for both individuals and communities, most of us are all in!