

SKINNEY[®]

medspa + wellness

laser spa

SKINNEY[®]
medspa + wellness



MEET SKINNEY MEDSPA

- Twins with a dream
- Invested in technology, marketing & family
- 5 locations: NYC, Miami, and Houston
- Top 1% provider in aesthetics
- Partnered with Medstar Media in 2011

Tools: Christine, Ask the right questions -Dr. E



OVER ONE MILLION DOLLARS

SKINNEY MEDSPA + BTL

- We partnered with BTL in 2019
- 7 figure revenue within first 7 months
- Attracted new + existing customers
- Emsculpt sales facilitated massive growth

-staff approval, highest roi, first lady



ARE YOU CAPTURING THE DEMAND FOR BODY SCULPTING?

- Americans love food & technology
- Demand for non-invasive procedures has skyrocketed.
- People want these treatments. People are looking for these treatments. Can they find you?



ARE YOUR ONLINE REVIEWS MAKING OR LOSING YOU MONEY?

- 91% of consumers trust online reviews as much as a personal recommendation.
- 90% of consumers do NOT leave reviews unprompted. You need to ask!
- Reply to your reviews
- Focus on Google My Business first.

Tools: Quiz QR Code, Staff Bonus, Checkout, Respond quickly



WHERE ARE YOU & WHY?

- SEO works the best & costs the least.
- SEO brings in more qualified leads (highest conversion rate)
- EAT (Experience, Authority, Trustworthiness)
- Good user design, organic content, links, speed

**CONSUMERS DO NOT HAVE A
SPECIAL SET OF SKILLS TO FIND YOU**

Tools: Google yourself, Algo, Aherfs, Brightlocal

寝ているだけでシックスパックに!? 驚きの「EmSculpt」メソッド。EmSculpt ME, Please. (Jennifer Berk)

NY在住エディターがこの夏、憧れのボディーを手にするための最終手段「EmSculpt」のエステメニューにトライ。すると、長年の悩みだったウエスト周りのたるみが、驚きのスピードで引き締まったのだとか。そんな魔法の

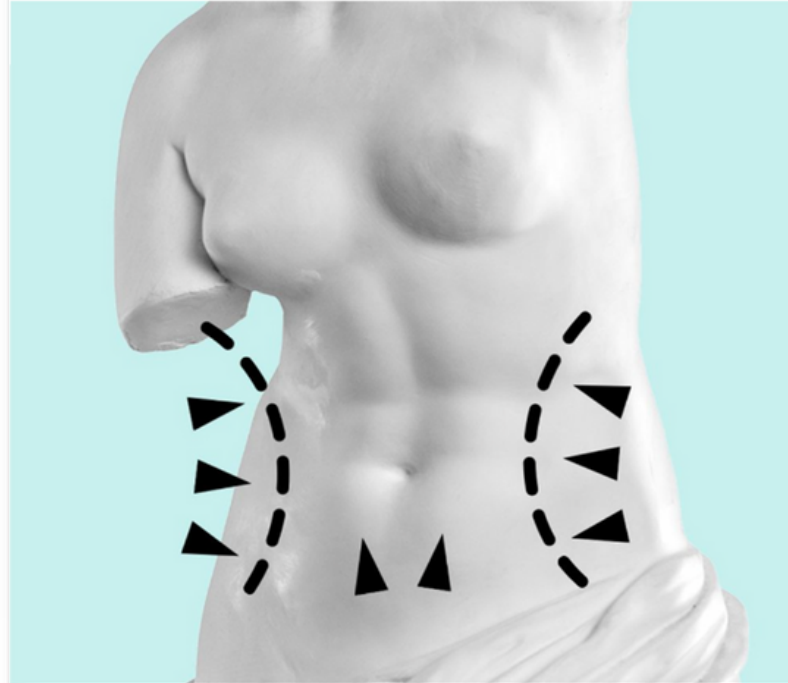


Photo: Getty Images

そこで興味を持ったのが「EmSculpt」の施術。1年間通い続ける人たちのビフォー・アフターをみるとその効果は一目瞭然! キム・カーダシアン・ウェストや、ドリュー・バリモア、クリッシー・テイゲンのお母さんなど、セレブリティたちも足繁く通う有名エステメニューなのだとか。早速、「Skinney Med Spa + Wellness」のコンサルテーションに

Everything You Need to Know About Emsculpt

The non-invasive toning procedure is making waves in the dermatology and plastic surgery world.



Fashion & Beauty ♦ Lifestyle ♦ The Latest

Ultimate Body Goals Achieved with Emsculpt Neo at SKINNEY Medspa
by ElizaBeth Taylor



HOW ARE YOU EXPANDING YOUR REACH?

- Find influencers in aesthetics & wellness
- Local influencers are followed by local consumers.
- Follow + engage
- Invite the influencer to try a treatment.

LIVING

This woman busted people staring at her cleavage for a good cause

By Lauren Steussy October 24, 2019 | 2:15pm | Updated



Eyes up here, buddy.
A woman walked the streets of New York with a hidden camera attached to her low-cut shirt to capture the ogling reactions of passersby. Dozens of men and women – and even a Times Square Sesame Street character – couldn't help but do double takes. The woman, Whitney Zelig, boarded the subway, hit the deli and braved Times Square to document the shameless gazes.
But the video wasn't just a way of calling out perky pedestrians. Zelig, who made the video with her brother Chris Zelig and friend CJ Koegel, wanted to raise awareness for early screening of breast cancer.



Woman Wears Hidden Camera For Breast Cancer Awareness
1,957,043 views • Oct 15, 2019

19 million views on YT + millions more views via other channels

Tools: Know Emotions/Stories shared - PPC

DO YOUR PAID ADS PAY?

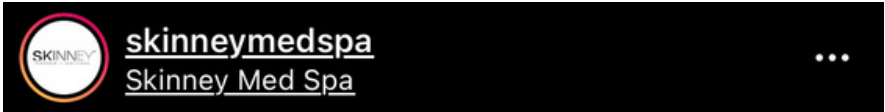


“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker

US department store merchant (1838 - 1922)

- PPC: Become more visible + acquire patients immediately
- Target the right people, in the right location, showing active interest in the services you offer. (Intent-Based Marketing)
- Track your return on ad spend (ROAS)



HOW LIKEABLE IS YOUR SOCIAL MEDIA?

- Show off your team and your treatments
- Authenticity matters
- Ads provide immediate visibility
- Short videos work best



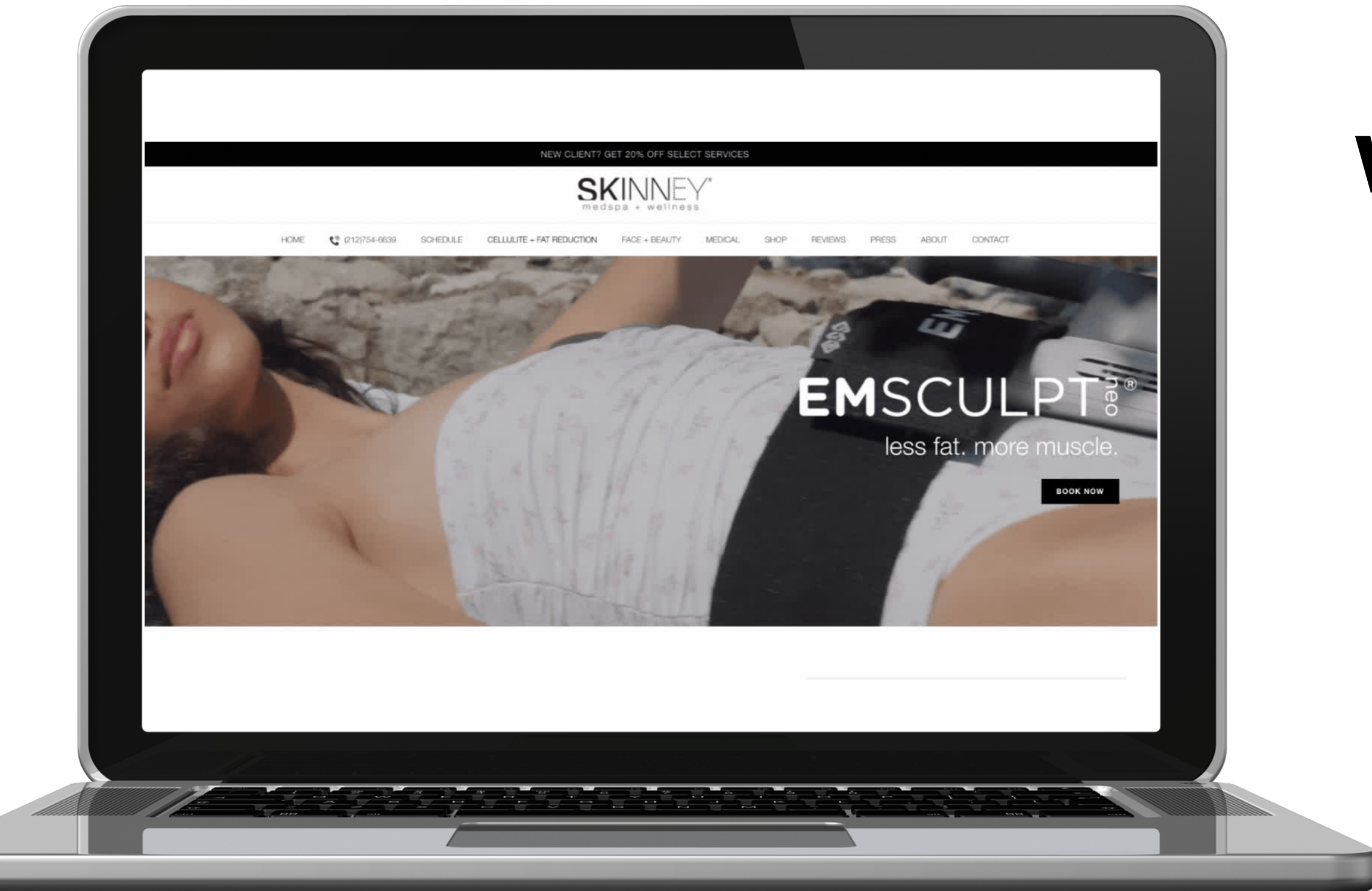
Tools: canva.com, ring light, website



ARE YOU LEVERAGING YOUR NETWORK?

- Existing customers are 50% more likely to try your business's new product.
- Text messaging open rate is 98%. Email is 20%.
- Make it easy for people to buy.

Tools: 80K Bus,



IS YOUR WEBSITE WORKING FOR YOU OR AGAINST YOU?

- Provide an informative experience
- Contact Info + Offer above the fold
- Make it fast & easy
- Vital: B&A, How, Vids, Reviews
- Minimize distractions



HEALTH • NEUROSCIENCE

You Now Have a Shorter Attention Span Than a Goldfish

BY KEVIN MCSPADEN 

MAY 14, 2015 5:09 AM EDT

The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a **new study** from Microsoft Corp., people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain.

Researchers in Canada surveyed 2,000 participants and studied the brain activity of 112 others using electroencephalograms (EEGs). Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped

WHAT IS YOUR CUSTOMER EXPERIENCE LIKE?

- Over 75% of customers go with the business that responds first
- Respond in under 5 minutes
- Automate (Email, Call, Text)
- Keep your staff trained & accountable.
- Secret shop your staff

THANK YOU FOR YOUR TIME!

QUESTIONS? SCHEDULE A CUSTOMIZED STRATEGY SESSION

**ENTER RAFFLE FOR
MARKETING SERVICES!**



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