



MEDSTAR MEDIA

**ACCELERATE PATIENT ACQUISITION**



## **MEET SKINNEY MEDSPA**

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

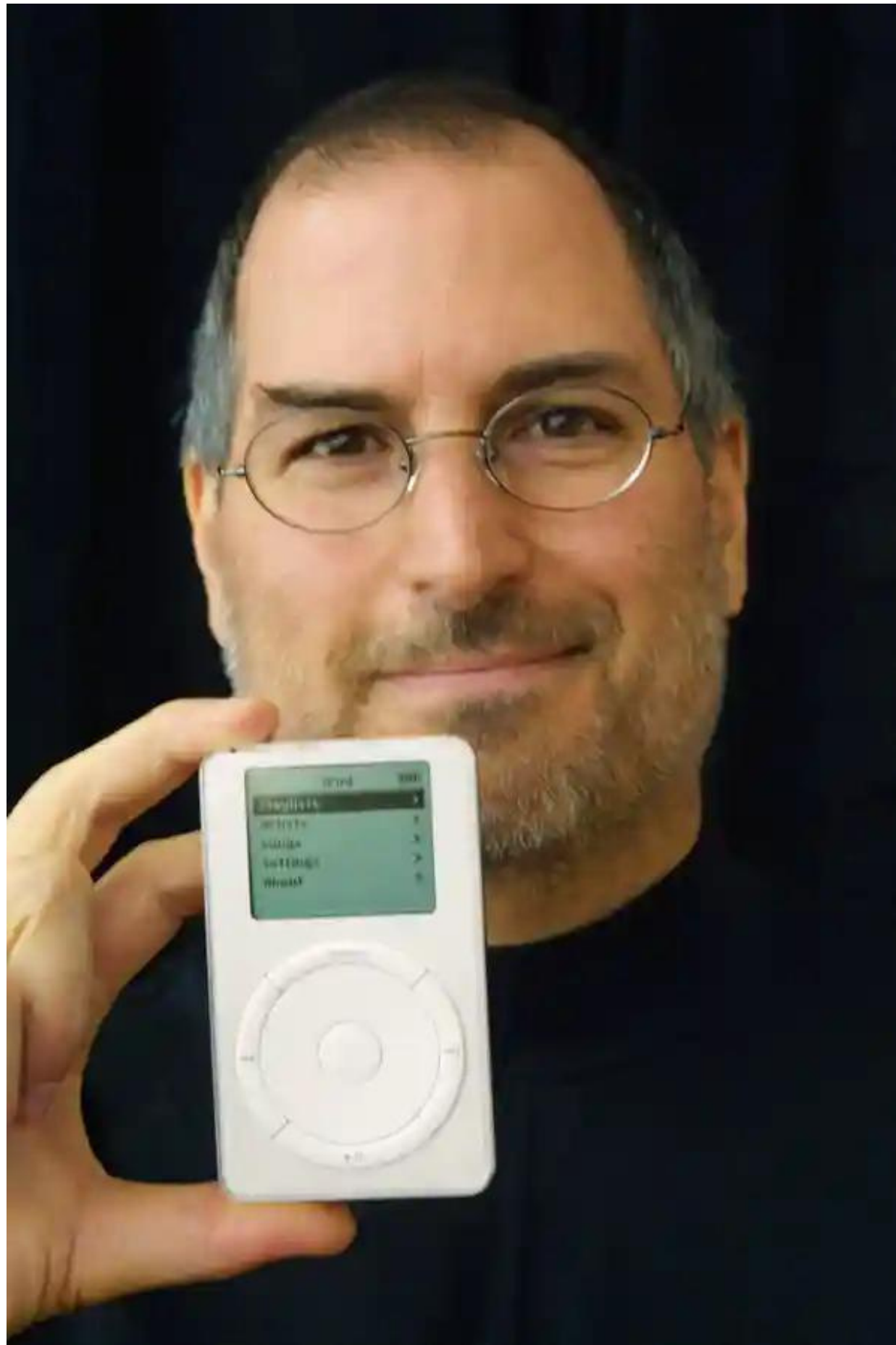


**OVER ONE MILLION DOLLARS**

## **SKINNEY MEDSPA + BTL**

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

-staff approval, highest roi, right questions- apple



# **INCREASE YOUR CUSTOMER LIFE TIME VALUE**

- CLV: The total worth of your customer over the duration of the business relationship
- Increase your CLV through experience and high-ticket services
- CLV determines how much you can afford to pay for a customer



## **CAPTURE THE DEMAND FOR HIGH-TICKET BODY SCULPTING & FACIAL AESTHETICS**

- Americans love eating, looking good and technology
- Studies show most people have faces
- Demand for non-invasive procedures has skyrocketed.
- People are looking for these treatments, can they find you?

# Don't Be Fat!

## Lose 20 Pounds Safely

Read how the greatest reducing idea in years must "slim" you—or it costs you nothing!

No drugs—No exercise—No starvation diets. It's astonishing!

**NECK ?**  
**BUST ?**  
**WAIST ?**  
**HIPS ?**  
**THIGHS ?**  
**ANKLES ?**

**IF YOU ARE EMBARRASSED**, your health threatened because of excess weight, don't take needless chances. Be guided by medical proof. Play safe—start the RDX plan at once. For doctors have proved conclusively that the RDX plan is safe—safe and amazingly effective.

Authentic medical reports show that out of 111 overweight people—every person, without exception, felt better, looked smarter and had a more attractive figure after only 30 days on RDX.

**Many thousands have tried it**

These doctors state flatly that the RDX plan offers a safe way to lose the full amount of excess weight—up to 20 pounds or more. And medical opinion is supported by the everyday experience of thousands and thousands of people of all ages who have lost weight with RDX.

So if you want to look smarter and feel better by losing excess weight—start the RDX plan today. It is really marvelous. Taken before meals, RDX tablets help you control your appetite. Between meals, they help you curb the craving for fattening snacks. Reducing becomes more pleasant. No drugs—no exercise—no starvation diet.

**Doctors say: DON'T BE FAT**

Over 111 normally overweight people were put on the RDX plan—nurses kept careful records. The average loss in weight was over 20 pounds. These medical reports proved the RDX plan is not only safe—but amazingly effective! This same way is now open to you!

**Start RDX At Once**

Your own doctor should approve. Let him tell you how safe RDX really is. Then try RDX under a money-back guarantee. See if you don't agree it is the greatest reducing plan in years.

**Guarantee**  
—to overweight women

If, after taking RDX you are not delighted with your loss of weight and the way you look and feel—simply return the empty package to us and we will refund your money.

**What Better Proof Could You Ask?**

This is Bernice Fisher—only one out of 111 people whose weight loss on the RDX plan is recorded in doctors' files. Notice at the right how rapidly her figure changed each week. Literally thousands of people have had this same experience. Now the same way is open to you that worked wonders for others.

**On sale at all...  
LIGGETT DRUG STORES**

# CURVES OF YOUTH

will be yours if you will

## "Pull the Cords"

**Gives the  
Flesh the  
Resiliency  
and  
Freshness  
of  
Youth**

**PROF.  
MACK'S**

### Chin Reducer and Beautifier

**Prevents  
Double  
Chins**

**Effaces  
Double  
Chins**

**Reduces  
Enlarged  
Glands**

The only mechanism producing a concentrated, continuous massage of the chin and neck, dispelling flabbiness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$10. What better investment could be made? Sent postpaid immediately.

**Free Booklet**  
—giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to

## Prof. Eugene Mack

**BUSINESS HAS BEEN BOOMING FOR YEARS**

400k to 4 Million / free marketing/ - reviews

# 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 Business first.



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



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

## **WHERE ARE YOU & WHY?**

- SEO works the best & costs the least
- SEO brings in more qualified leads (highest conversion rate)
- Good user design, organic content, links, speed
- Post new content monthly
- Update existing content regularly

Tools: Google yourself, duplicate content, links - press



VOGUE

JAPAN

FASHION BEAUTY CELEBRITY LIFESTYLE COLLECTION HOROSCOPE CHANGE

## 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

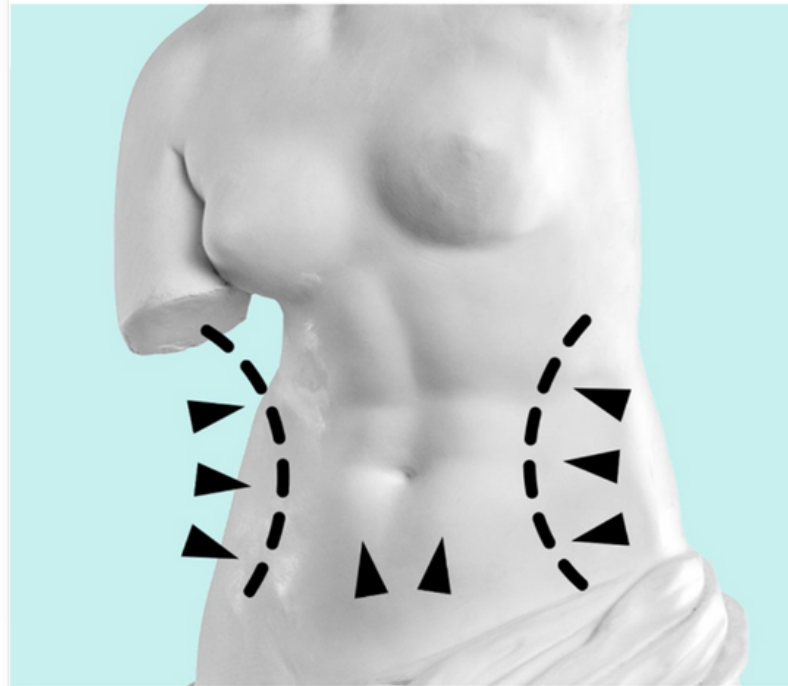
そこで興味を持ったのが「EmSculpt」の施術。1年間通い続ける人たちのビフォー・アフターをみるとその効果は一目瞭然! キム・カーダシアン・ウェストや、ドリュー・バリモア、クリッシー・テイゲンのお母さんなど、セレブリティたちも足繁く通う有名エステメニューなのだとか。早速、「Skinney Med Spa + Wellness」のコンサルテーションに

TOWN&COUNTRY

SUBSCRIBE SIGN IN

## Everything You Need to Know About EmSculpt

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



THE KNOCKTURNAL

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.
- Create your own influence + content

Tools: PR, Local outreach Hunter.io, Upwork.com - whitbca

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 pervy 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.

# COSMOPOLITAN

## The Unexpected Reason This Woman Secretly Filmed Men Checking Her Out

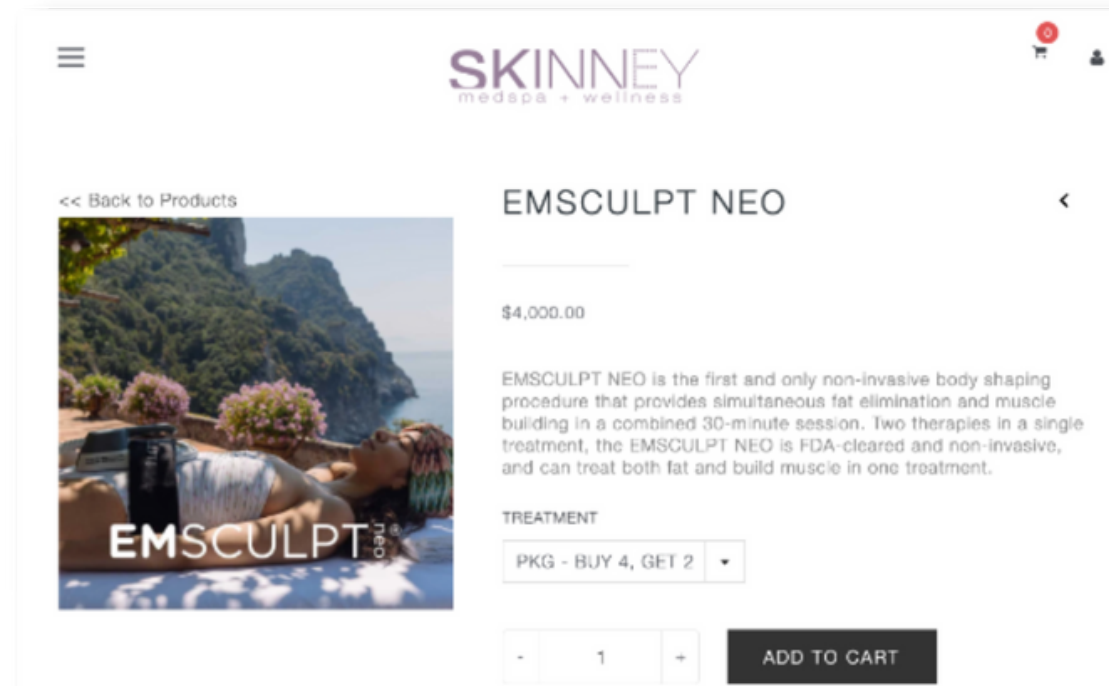
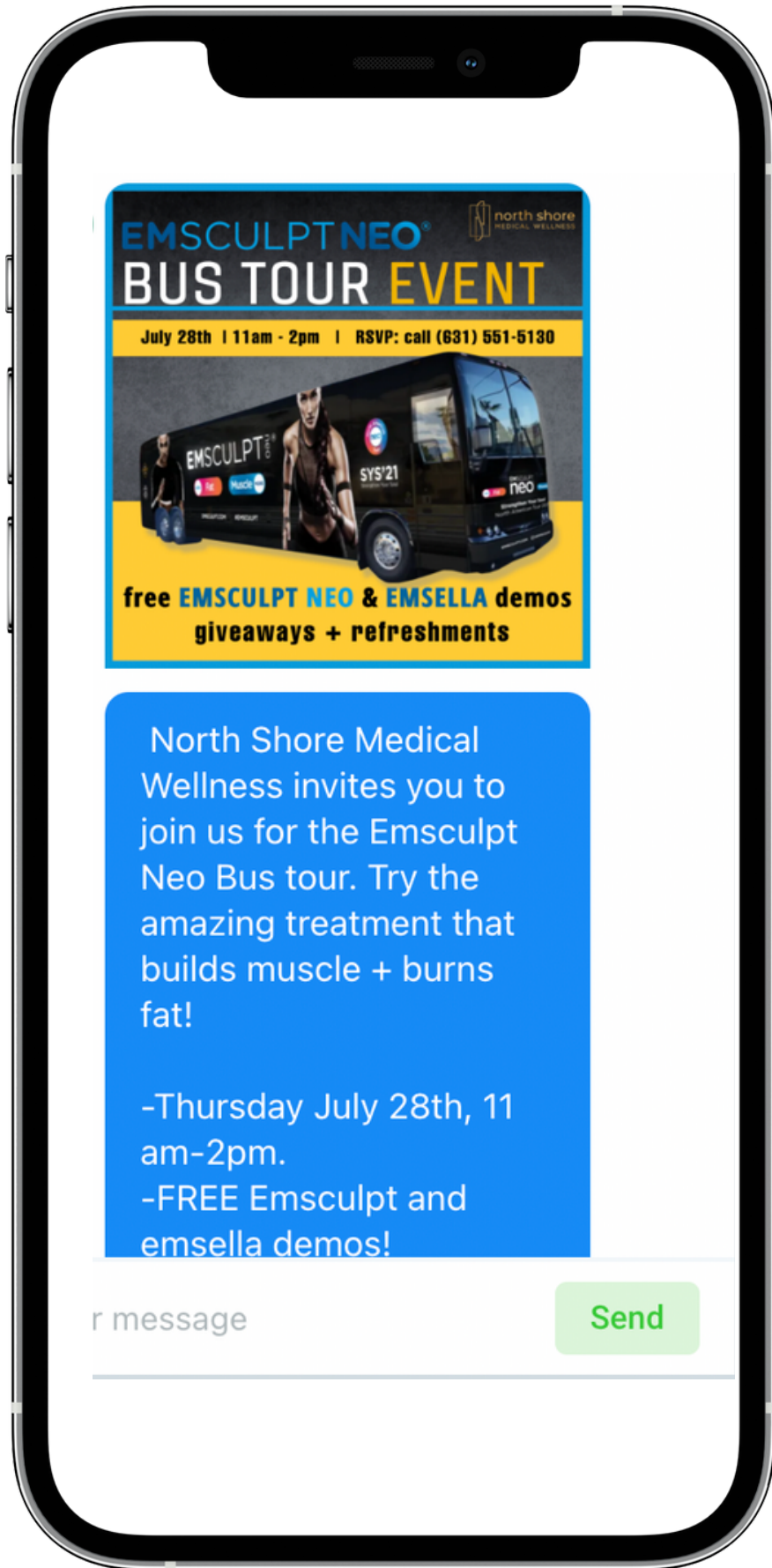
Because sometimes men need to be taught about things other than street harassment!

by TESS KOMAN NOV 20, 2014



**A woman walked around all day with a hidden camera strapped to her butt, not to prove a point about assholes who harass women on the street, as you'd imagine, but to encourage those same assholes to check their own assholes. For cancer.**

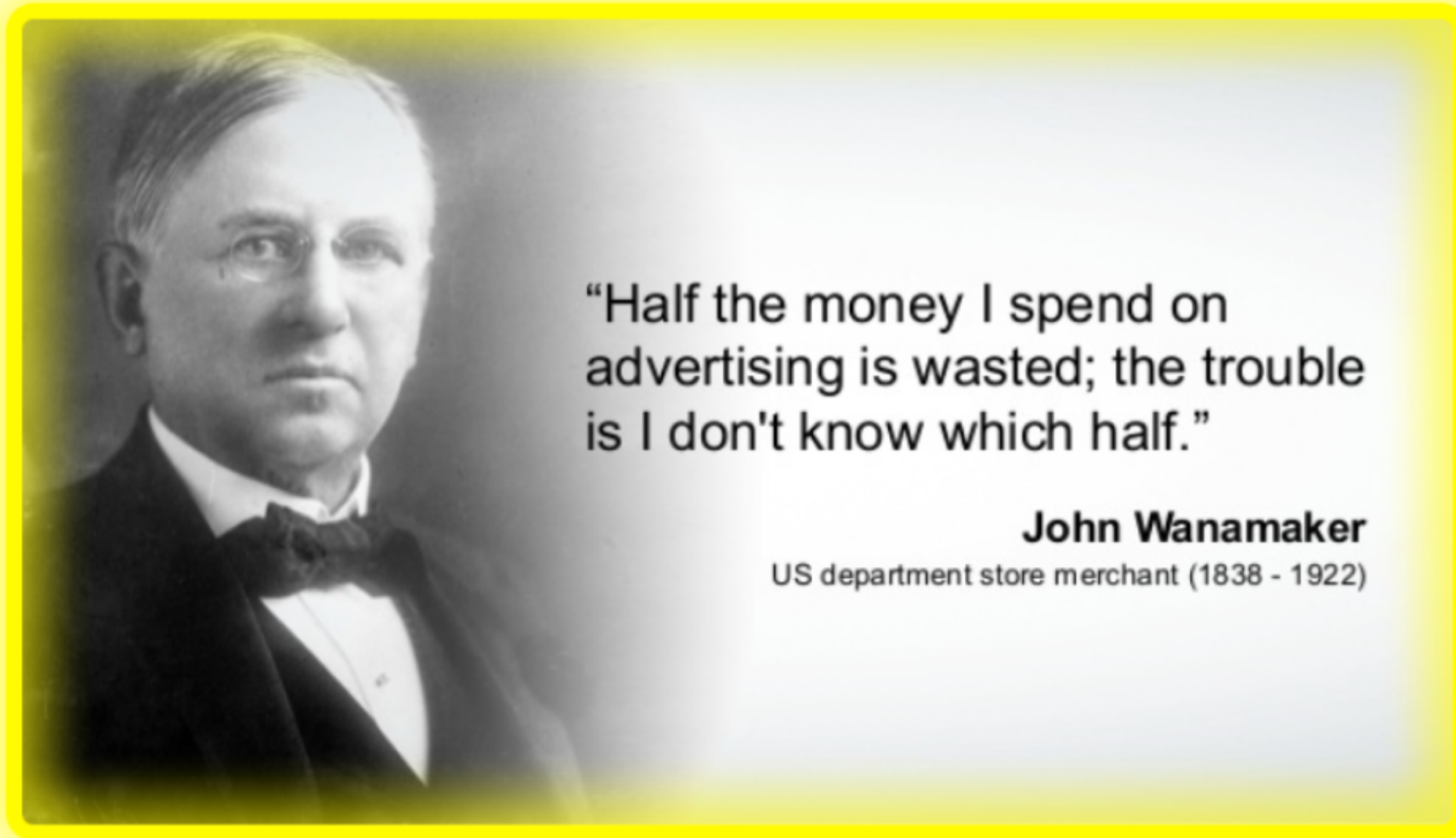
**The video above is made in the name of prostate cancer awareness. There are also a few scary stats on how common the easily preventable cancer is, one of which is that 1 in every 7 men will get it.**



# ARE YOU LEVERAGING YOUR NETWORK?

- Existing customers are 50% more likely to try your business's new product.
- Open rate: Text 98% / Email 20%.
- Create offer + Email + Text + eCom + phone work = SUCCESS
- Virtual events, Black Friday, Affiliates

# TARGETED ADS - PAY TO PLAY



- 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)

# KNOW YOUR CONVERSION RATE

(% OF PHONE CALLS ± WEBSITE SUBMISSIONS PER 100 CLICKS)

THE AVERAGE CONVERSION RATE IN AESTHETICS IS 2-3% - OUR AVERAGE RATE IS 8.5%



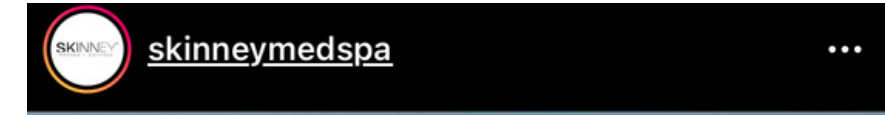
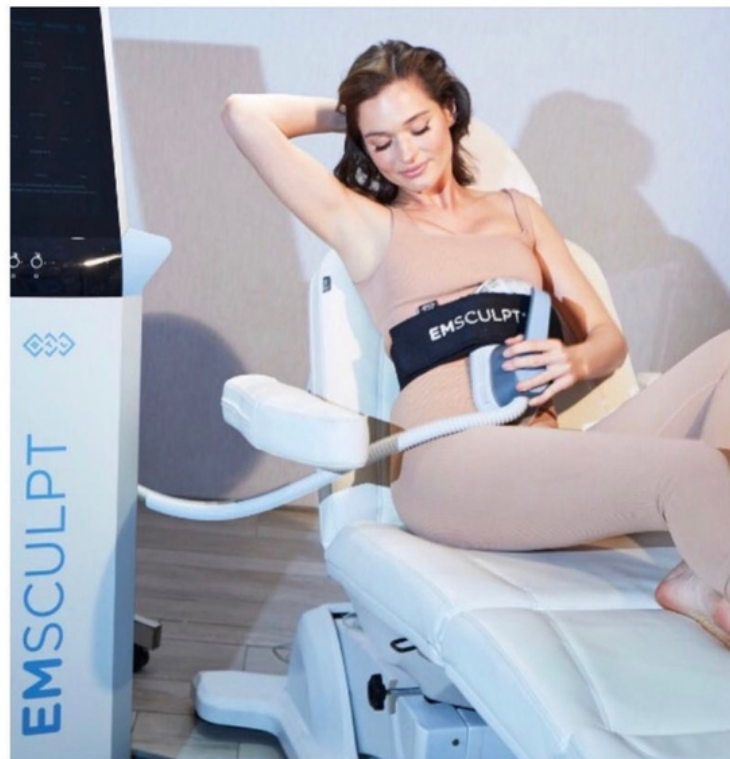
Impr. None CHART TYPE EXPAND ADJUST

Campaign status: All Campaign name contains emsculpt Add filter

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Campaign	Budget	Status	Campaign type	Conv. rate	Avg. CPC	Cost	Impr.	Interactions	Interaction rate	Avg. cost	Conversion:	Cost / conv.	Clicks
Total: Filtered campaigns				8.53%	\$14.21	\$61,601.84	64,906	4,336 clicks	6.68%	\$14.21	369.73	\$166.61	4,336
search   emsculpt neo	\$49.71/day	Eligible	Search	16.67%	\$17.43	\$1,150.27	1,335	66 clicks	4.94%	\$17.43	11.00	\$104.57	66
search   emsculpt	\$74.08/day	All ads limited by policy	Search	13.71%	\$13.06	\$2,232.42	2,257	171 clicks	7.58%	\$13.06	23.45	\$95.21	171
search   emsculpt neo   dallas	\$78.72/day	All ads limited by policy	Search	13.07%	\$18.40	\$2,815.00	1,615	153 clicks	9.47%	\$18.40	20.00	\$140.75	153
search   emsculpt neo	\$92.99/day	Some ads limited by policy	Search	12.50%	\$21.76	\$2,088.51	1,374	96 clicks	6.99%	\$21.76	12.00	\$174.04	96
search   emsculpt neo	\$62.46/day	Eligible	Search	11.76%	\$16.36	\$1,668.63	2,422	102 clicks	4.21%	\$16.36	12.00	\$139.05	102
search   emsculpt neo   southlake	\$61.27/day	Paused All ads limited by policy	Search	11.16%	\$30.96	\$4,055.19	1,913	131 clicks	6.85%	\$30.96	14.62	\$277.38	131
search   emsculpt neo	\$55.47/day	All ads limited by policy	Search	10.14%	\$9.69	\$1,336.96	3,405	138 clicks	4.05%	\$9.69	14.00	\$95.50	138
search   emsculpt   nyc	\$352.57/day	Most ads limited by policy	Search	9.99%	\$21.37	\$10,319.89	6,285	483 clicks	7.68%	\$21.37	48.23	\$213.97	483
search   emsculpt neo	\$42.48/day	Most ads limited by policy	Search	9.93%	\$16.39	\$2,310.40	1,957	141 clicks	7.20%	\$16.39	14.00	\$165.03	141
search   emsculpt neo	\$43.29/day	All ads limited by policy	Search	9.36%	\$4.74	\$1,113.10	1,815	235 clicks	12.95%	\$4.74	22.00	\$50.60	235
search   emsculpt neo	\$70.87/day	Eligible	Search	8.98%	\$7.93	\$1,941.96	3,503	245 clicks	6.99%	\$7.93	22.00	\$88.27	245
search   emsculpt neo	\$64.48/day	Some ads limited by policy	Search	8.79%	\$19.52	\$1,776.18	1,213	91 clicks	7.50%	\$19.52	8.00	\$222.02	91
search   emsculpt neo	\$68.84/day	All ads under review	Search	8.49%	\$12.78	\$1,354.53	2,310	106 clicks	4.59%	\$12.78	9.00	\$150.50	106

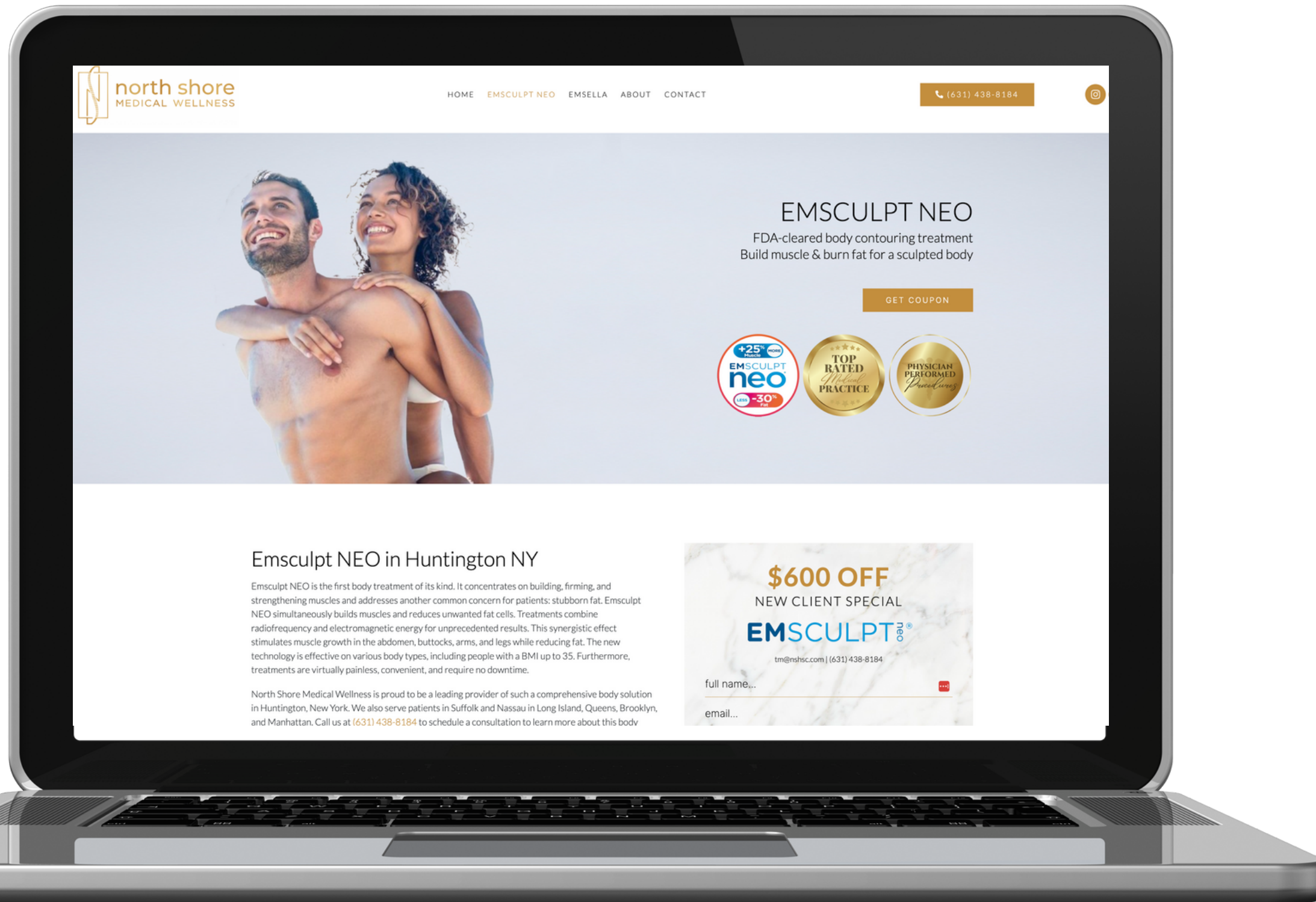
-social



# HOW LIKEABLE IS YOUR SOCIAL MEDIA?

- Show off your team and your treatments
- Authenticity matters
- Short videos work best
- Building an organic following takes time
- Social media ads = immediate visibility

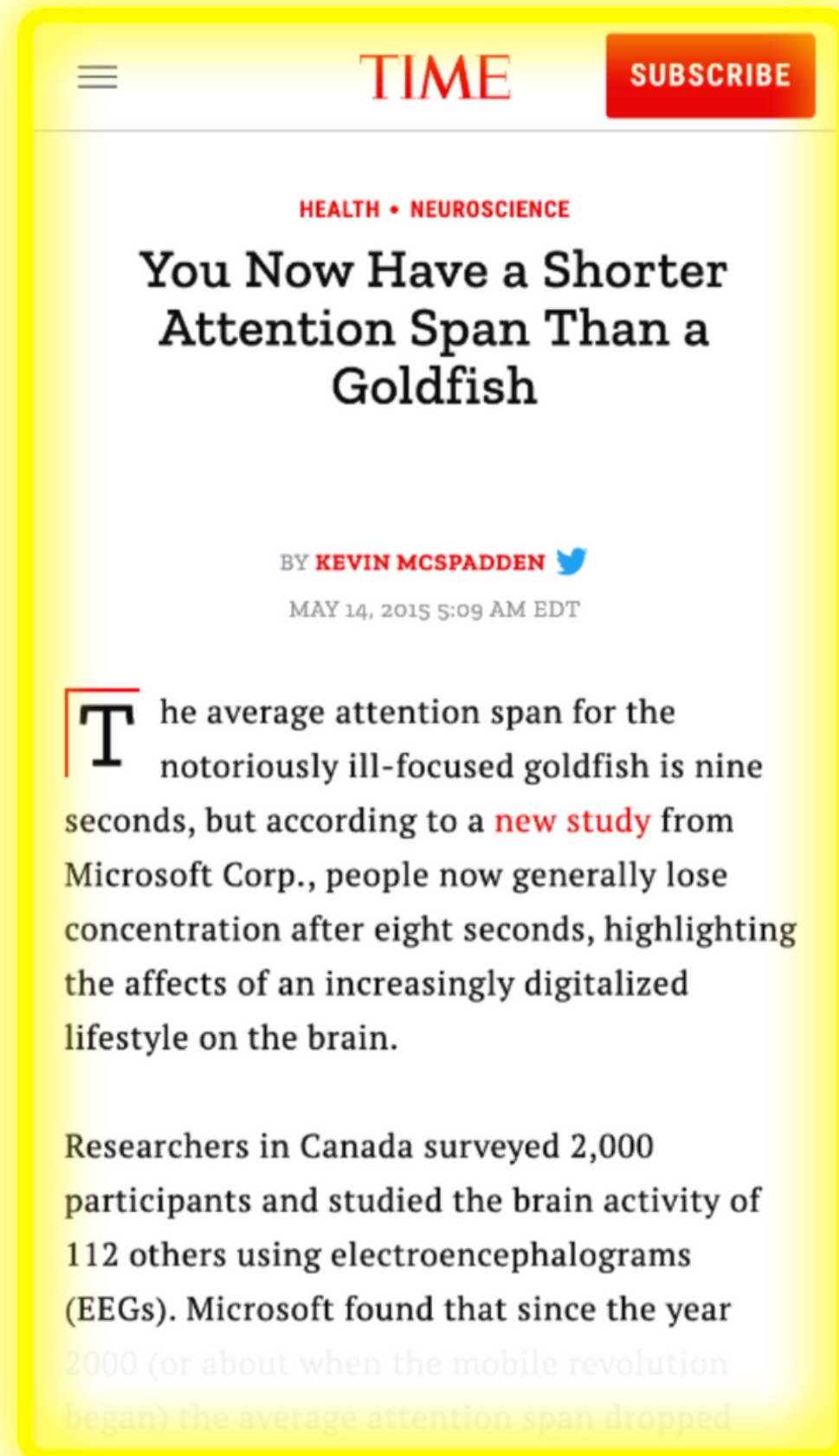
Tools: canva.com, ring light, **social media ads** -website



# 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

Tools: 98 yards, **websites** - Lead follow up



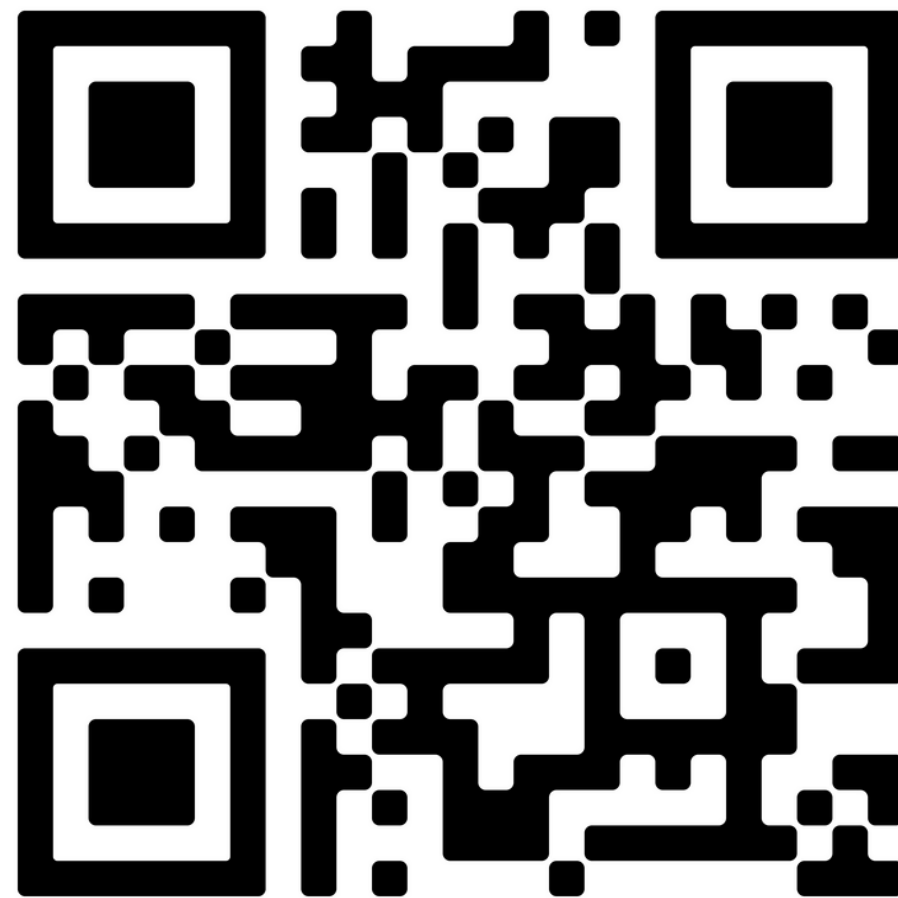
## WHAT IS YOUR CUSTOMER EXPERIENCE LIKE?

- 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

## LET'S STAY FRIENDS



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