

Tab 1

1. Traffic

a. High intent

- i. SEO**
- ii. Search ads**
- iii. IG & FB posts that hold keywords**

b. Passive

- i. Posting results regularly on IG and FB while offering intro offer**
- ii. Problem/solution aware ads**
- iii. Social media DM funnel**

2. Website

a. Free consultation

b. Get their info

3. Lead nurturing

a. Get them to show up

b. Get them to buy one of our services

4. Reviews/testimonials to build social proof.

My next steps:

- ☒ ~~GMB Description~~
- ☒ ~~IG Bio~~
- ☒ ~~Facebook winner's writing process~~
- ☒ ~~Write the Facebook ad copy~~
- ☒ ~~Model a Top player's website in the USA~~
- ☒ ~~Set up the SEO keywords to rank high~~
- ☒ ~~Create a website~~

- ☒ ~~create a lead nurturing system~~
- ☒ ~~Choose Google search ads keywords~~
- ☐ **Meet with your client and activate the whatsapp automation**
- ☐ **Run the facebook ads & the google ads**
- ☐ **Plan the launch of social media DM funnel**
- ☐ **Mix in keywords with Organic social media posts**
- ☐ **Optimize website for SEO**

My next steps:

- ☐ **Finish website stuff**
- ☐ **Translate everything**
- ☐ **Meet with client**
- ☐ **Show him GMB Description**
- ☐ **Show him IG bio**
- ☐ **Show him the website**
- ☐ **Get 5 star reviews**
- ☐ **Show him FB ads**
- ☐ **Activate whatsapp automation**
- ☐ **Ask him to manage socials**
- ☐ **Set up FB ads account**
- ☐ **Set up google ads account**

Plan:

Description, photos, open time, website.

The business plan:

- 1. Intro offer: free consult**
- 2. Referral Program**

3. Encouraging clients to leave reviews
4. Whatsapp automation funnel for lead nurturing.
5. Showing when they search
 - a. Organic SEO or Google search ads
 - b. Full GMB profile
 - c. A website with the option to book a free consult
6. Problem-aware Facebook ads
7. Showcasing the businesses' work via social media post that introduces the intro offer (free consult)

At Dr Jarrous Aesthetics, our top priority is to meet your aesthetic goals. We offer a high quality of service to serve the customer in the best way possible. We specialize in filler injections, botox, face sculpting (sculptra), and plazma treatments

במראפת ד"ר ג'רוס אסתטיקס העדיפות העליונה שלנו היא לעמוד ביעדים האסתטיים שלך. אנו מציעים שירות באיכות גבוהה כדי לשרת את הלקוח בצורה האפשרית והטובה ביותר האפשרית. אנו מתמחים בהזרקות פילר, בוטוקס, פיסול פנים (סקולפטרה), וטיפול פלזמה

في عيادة الدكتور جروس للتجميل, اولويتنا القصوى هي تحقيق اهدافك الجمالية.

نحن نقدم خدمة ذات جودة عالية لخدمة الزبون بأفضل طريقة ممكنة.

عيادتنا متخصصة بالفيلر, بوتوكس, نحت الوجه (سكولبترا), وعلاج بلازما

IG Bio:

 Dr at Rambam hospital

 filler injections, botox, face sculpting (sculptra), and plazma treatments

 Shefaamer

For free consult 

{Website}