

Market Research

Key Competitors

In the Rolla, MO area, the top competitors offering cosmetic enhancement and body improvement services are ENVE Med Spa and The Dermatology and Aesthetics Center. However these competitors don't have a very well established model to gather ideas from so I will use a global top player i found online with a very well planned and executed online presence and marketing strategy. It is called Ideal Image.

Competitor Strengths

- **Analyze Ideal Image on FB(400K), IG(180K), TikTok(2.4K), YT(2.45K), X(2.7K Pending Follow to View), LinkedIn(29K), Google Profile(250+ 5 stars). Analyze website, all paid Ads, funnels, etc.**
- **It appears that their ads are very professional, informative and visually appealing, they have lots of promos spread across their online platforms and their website is very optimized for conversions as the top of their homepage showcases a large sale/promo image on their select services and below it has a user-friendly drop down menu with options for what customers would like help with based on their aesthetic problems/desires and a get results cta button to take them straight to their service page.**
- **After selecting their service it asks relevant demographic information related to that particular service and then after gathering that info takes them to a page that has a CTA at the top "You're Almost There" and below it describes "One of our Aesthetic Advisors will reach out shortly to schedule your FREE consultation. This is when you can ask questions, discuss pricing and payment options, and more!" and then asks for their first and last name, email, phone number, zip code and a how did you hear about us drop down menu, after filling these out they hit submit.**

Opportunities for Allure

- Maximize online exposure.
- Mimic Ideals Ad Feature on top of YT page.
- Use Lots of imagery on google page, max review count, improve links
- Good comment interactions
- Lots of promos
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Winners Writing Process

1. What specific business objective am I seeking to accomplish with this project? Why is it important?

The objective is to focus on **increasing bookings to generate enough revenue for the owner to transition to working full-time in this business**. This will allow both financial growth and open doors for future partnerships.

2. What part of their online presence/funnel is needed to achieve this business objective?

To achieve the goal of increasing bookings and building toward a full-time business, we will focus on the following funnel stages and marketing assets:

1. Primary Funnel Stage: Conversion for Current Followers
 - Asset: Facebook Ads targeting existing followers
 - Purpose: Convert Allure's current 650 Facebook followers by driving them directly to book appointments.
 - Asset: Optimized Booking Section on Website or Dedicated Landing Page
 - Purpose: Simplify and streamline the booking process with a clear, conversion-focused booking page or landing page.
2. Secondary Funnel Stage: Awareness for New Potential Followers
 - Asset: Engaging Facebook Posts and Boosted Content
 - Purpose: Increase local awareness and attract new followers interested in aesthetics and medspa services, creating a base for future conversion campaigns.
3. Supporting Funnel Stage: Retargeting
 - Asset: Retargeting Ads on Facebook
 - Purpose: Re-engage visitors who showed interest but didn't book, capturing additional conversions from warm leads.

This multi-stage approach is designed to convert the existing follower base while also growing Allure's audience and re-engaging those who need an additional prompt to book.

3. Who am I talking to?

This step defines the target audience for Allure Aesthetics + MedSpa.

- Demographics:
 - Age Range: Primarily adults aged 25-55.
 - Gender: Likely skewed toward women.
 - Income Level: Middle-to-upper income level, as these services are typically premium.
 - Location: Local clients within the area who are able to visit the medspa.

- Psychographics:
 - Interests: Likely interested in self-care, beauty, and wellness, with an emphasis on looking and feeling their best.
 - Values: Likely value quality, professionalism, and expertise when it comes to personal care. They may prioritize natural-looking, effective results and are cautious about safety and reputation.
- Behavioral Traits:
 - Treatment Frequency: May be regular clients who return for ongoing treatments or new clients looking to try aesthetic services for the first time.
 - Purchase Habits: Likely to seek out premium services and may respond well to introductory offers or bundled packages for multiple treatments.

Step 4: Where are they at now?

1. Market Awareness

- Most of Allure's current clients recognize it as a specialized local medspa, but there may be a gap in awareness regarding the full range of services offered. While the existing client base is familiar with some core offerings, they may not know about all of the specialized services available.

2. Sophistication

- Clients have a general familiarity with popular, basic aesthetic treatments, but they may have misconceptions or questions about advanced treatments, such as who they're suitable for or the benefits they provide. For instance, the medical weight loss program, which includes weekly tailored sessions, is one area where clients might need more education to understand the customization and effectiveness of this service.
- Messaging that explains benefits, processes, and outcomes will help establish Allure's expertise and provide clarity for clients considering these higher-end or specialized services.

3. Desires and Frustrations

- The primary desired outcomes for Allure's clients are weight loss, improved metabolism, and enhanced energy levels, especially from the popular Lipo-B injections. Clients also seek effective results from Allure's medical weight loss programs, which include personalized tracking methods, as well as filler treatments.
- A common concern among clients is whether their body is suitable for achieving the desired results from certain treatments. Although no specific concerns about Allure's

services have been identified, addressing suitability and managing expectations could help reassure new clients.

4. Trust Level

- Clients would likely praise Allure's friendliness and professionalism as standout qualities of their experience. Current clients seem comfortable booking advanced treatments once they are familiar with the provider and her expertise, which supports the objective of growing Allure's online information to educate potential customers.
 - Trust will be strengthened by using more testimonials, before-and-after photos, and highlighting Allure's certifications and safety protocols. Emphasizing Allure's commitment to natural, effective results and showcasing proven outcomes will further build confidence in potential clients.
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Top Player Analysis

Competitor Strengths

- **ENVE Med Spa** stands out with its high engagement and variety of content types, with a strong follower count on both Instagram and Facebook.
- **The Dermatology and Aesthetics Center** is consistent in posting, with a stronger following on Facebook, though the content is simpler and less engaging.

Competitor Weaknesses

- **ENVE Med Spa** could benefit from adding educational content to further engage its audience.
- **The Dermatology and Aesthetics Center** lacks detailed, engaging content, which presents an opportunity for Allure to offer a more informative and appealing approach.

Allure's Positioning Opportunity

Allure currently has a smaller online presence than its competitors. However, by emphasizing educational, welcoming, and engaging content, Allure can stand out in a market where competitors rely on simpler, less interactive approaches.