

Setup for Circadia's Signature Facial Ads

Below you will find the information you need for copy for the ads. But before we get started. It's important that you realize that the speed in which you follow up and the frequency of your communication will have a big impact on your success.

Here are some follow up text message templates you can use when someone first requests information.

Initial Message:

"Thanks for requesting information about [Name of the Facial]! It's one of my favorites because [Insert Your Reason]. Are you interested in booking this facial, or do you have any questions?"

48-Hour Follow-Up:

"Hi [Client's Name], just checking in! Did you have any questions about [Name of the Facial]? I'd love to help you book your appointment!"

4-Day Follow-Up:

"Hey [Client's Name], hope you're doing well! Just a reminder that our [Name of the Facial] is still available for booking. Let me know if you're ready to schedule or if you have any questions!"

Now, let's get to the facial setups.

Luxe Lift Facial

Campaign Objective

- Objective: Leads

- Instant Forms: Use this format to capture lead information.
- Flow:
 1. Capture Lead Information: Ask users to provide their details to access pricing and availability.
 2. Redirect to Booking Page: After submitting the form, users are directed to your booking page to schedule their facial.

Best Practices

- Why Form Fill is Important: Some clients will book directly after filling out the form. In our test, 5 out of 11 leads booked themselves, while the other 6 booked after a follow-up call or text.
 - Follow-Up Strategy:
 - Call or text leads as soon as possible.
 - Faster follow-up = Higher success rate.
-

Ad Copy

Here is a link to an inactive ad that you can look at to make sure your form looks and feels the same. Just make sure it forwards to your booking page.

Primary Copy

The best facial for instant age-defying results – perfect for big events! The Luxe Lift facial instantly lifts, firms and brightens aging skin while dramatically increasing your skin's elasticity and reducing wrinkles, all in the first treatment.

The Luxe Lift Facial unlocks the secret to anti-aging skincare by harnessing the transformative power of Enzymes and Peptides.

The Raspberry Enzyme treatment helps grow new and healthy skin cells through a gentle chemical reaction that breaks down the dead skin cells and lets the ingredients in the next step go deeper into the skin.

Next, Firming Peptide Mask is applied. This powerhouse combines the latest technology in peptides and skin regeneration science.

Potent peptides improve skin elasticity and reduce wrinkles by reviving skin cells and stopping them from losing collagen.

Plus it has antioxidant qualities that protect skin from oxidative damage and environmental damage.

The end result is your skin will instantly be brighter and smoother with an overall lifted and youthful appearance.

And it gets even better over time as you do more treatments.

If you're ready to experience the immediate & long lasting results of younger looking skin, book your Luxe Lift Facial right now!

Headline

"Instant Anti-Aging Results – [Book Now]"

Instant Form Details

Step 1:

Form Headline

Booking Information for the Luxe Lift Facial

Form Paragraph

Fill out your information to get access to booking information & pricing.

Form Fields

1. Full Name
2. Email Address
3. Phone Number

After they Submit:

Headline: "Step 2: Click the link below to go to our booking form"

Paragraph: "You can find pricing & available times."

Call to Action" "Book Now" (Send to your booking page)

You Will Need

- Privacy Policy Link: [Insert link]
 - Booking Page Link: [Insert link]
-

DREAM FACIAL

Campaign Objective

- Objective: Leads
- Instant Forms: Use this format to capture lead information.
- Flow:
 1. Capture Lead Information: Ask users to provide their details to access pricing and availability.
 2. Redirect to Booking Page: After submitting the form, users are directed to your booking page to schedule their facial.

Best Practices

- Why Form Fill is Important: Some clients will book directly after filling out the form. In our test, 5 out of 11 leads booked themselves, while the other 6 booked after a follow-up call or text.
 - Follow-Up Strategy:
 - Call or text leads as soon as possible.
 - Faster follow-up = Higher success rate.
-

Ad Copy

Here is a link to an inactive ad that you can look at to make sure your form looks and feels the same. Just make sure it forwards to your booking page.

Primary Copy

Don't just Dream about glowing skin- book a Dream Facial today to see for yourself.

The Dream Facial Instantly refreshes & revitalizes your skin. It's designed to mimic the healing process that happens while sleeping - leaving you with glowing skin that looks refreshed.

When you sleep, your body enters into a natural Circadian Rhythm and your cells repair themselves. This process increases circulation, eliminates toxins, and keeps the skin looking fresh. It's called beauty sleep for a reason!

The problem is, most people don't get enough sleep. But the Dream facial is designed to mimic the body's natural circadian rhythms to heal your skin. It packs the restorative benefits of 8-hours of sleep into a facial – leaving skin looking refreshed.

The secret weapon in this facial is the blend of high-performing ingredients that work together to revitalize the skin from the inside out. This blend of formulas boost collagen production, improve elasticity, and provide antioxidant protection to shield your skin from environmental damage using the latest in cutting edge science. If you're looking for an instant power nap for your skin- the Dream Facial is it.

Want to experience these results for yourself? Book your Dream Facial with me today and experience the power of what sleep can do for your skin- all in 60 minutes.

This facial is the secret to looking bright eyed and luminous. See instantly brighter, firmer, and more radiant skin in as little as one treatment! Don't just Dream about glowing skin- book a Dream Facial today to see for yourself.

Headline

“Experience the DREAM Facial – [Book Now]”

Instant Form Details

Step 1:

Form Headline

Booking Information for the Dream Facial

Form Paragraph

Fill out your information to get access to booking information & pricing.

Form Fields

4. Full Name
5. Email Address
6. Phone Number

After they Submit:

Headline: "Step 2: Click the link below to go to our booking form"

Paragraph: "You can find pricing & available times."

Call to Action" "Book Now" (Send to your booking page)

You Will Need

- Privacy Policy Link: [Insert link]
 - Booking Page Link: [Insert link]
-

C2O2 Facial

Campaign Objective

- Objective: Leads
- Instant Forms: Use this format to capture lead information.
- Flow:
 1. Capture Lead Information: Ask users to provide their details to access pricing and availability.

2. Redirect to Booking Page: After submitting the form, users are directed to your booking page to schedule their facial.

Best Practices

- Why Form Fill is Important: Some clients will book directly after filling out the form. In our test, 5 out of 11 leads booked themselves, while the other 6 booked after a follow-up call or text.
 - Follow-Up Strategy:
 - Call or text leads as soon as possible.
 - Faster follow-up = Higher success rate.
-

Ad Copy

Here is a link to an inactive ad that you can look at to make sure your form looks and feels the same. Just make sure it forwards to your booking page.

Primary Copy


Purify. Protect. Transform. The C2O2 Facial is Your Acne-Fighting Solution.


Acne doesn't stand a chance against the power of C2O2—the most advanced clarifying facial designed to detoxify, calm, and restore skin with precision. Whether your skin is dealing with stubborn breakouts, inflammation, or dullness, this treatment delivers instant clarity while reinforcing your skin's natural defense barrier.


Why C2O2 Works:

This powerhouse facial pairs oxygen therapy with charcoal detoxification to deeply cleanse pores, neutralize acne-causing bacteria, and rebalance your skin's moisture levels—without irritation. Unlike harsh treatments that strip and dehydrate, C2O2 works with your skin's biology to clear blemishes while keeping skin soft and hydrated.

The Secret Weapons Behind the Results:

 Charcoal Milk Clarifying Mask – Activated with a unique Charcoal Milk Spray, this hydrating powerhouse removes impurities, exfoliates gently, and fights future breakouts.

 Oxygen RX Treatment – This pillowy, oxygen-infused foam soothes and tightens while neutralizing bacteria and reducing inflammation. The result? Skin that looks clearer, calmer, and healthier—instantly.

 Targeted Skincare System – With supporting products like Vitamin Veil Cleanser, White Willow Mist, Serum 71, and Spot Stop, the C2O2 protocol doesn't just treat acne—it transforms skin from the inside out.

Ready to experience the ultimate acne-clearing facial? Book your C2O2 Facial today and let your skin breathe again. One treatment delivers clarity. A series delivers transformation.

Headline

“Instant Anti-Aging Results – [Book Now]”

Instant Form Details

Step 1:

Form Headline

Booking Information for the Luxe Lift Facial

Form Paragraph

Fill out your information to get access to booking information & pricing.

Form Fields

7. Full Name
8. Email Address
9. Phone Number

After they Submit:

Headline: “Step 2: Click the link below to go to our booking form”

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