

Marketing Proposal

My NAP

I'm thrilled to have the opportunity to grow ** with you by attracting more high-quality patients through targeted digital marketing. Below is a customized approach that'll allow us to tackle the most impactful areas first, leading to consistent growth.

Phase 1 – Website Design and Text Improvements (2-4 Weeks)

- Redesign the website with a focus on conversions and reducing bounce rate (sales pages for each service, email opt-ins, internal linking for SEO)
- Write a sales page for each product, treatment, package, and membership to match the visitor's current market awareness and sophistication, highlight your unique value proposition, and showcase social proof such as before + afters, patient reviews, and testimonials.
- Install tracking tools like heatmaps to measure what's working and what needs improvement

Phase 2 – Social Media Growth and Email Marketing (Ongoing)

- Come up with content topics, edit the videos you send me, write the captions, and post for Instagram (repurposed for Facebook):
 - 2 Reels/week
 - 2 Carousels/week
 - 2 Picture posts/week
 - 1-3 story ideas per day to boost engagement with your audience.
- Write 2 Emails per week for your newsletter to nurture leads
- Write 2 blog articles per month to improve website SEO
- Create 1 Canva graphic to post on Instagram and Facebook (e.g. promotional, testimonial, tips, etc.)
- Monthly reports with recommendations on what's working

Phase 3 – Paid Ads and Conversion Optimization (After Website Completion)

- Write Facebook and Instagram ads for your upcoming campaigns, and create retargeting campaigns

- Create landing pages with lead magnets to increase conversion rates and grow your email list
- Ongoing testing and improvements for every aspect of the marketing funnel. Initial testing may take time as we optimize for the highest-performing campaigns.

Target Audience:

The primary focus will be attracting people interested in your treatments. The ideal target market includes women aged 40 to 60 years old in the middle to upper class with disposable income and interest in skincare, beauty, and esthetic treatments who are health and appearance-conscious, value premium professional skincare, and are seeking personalized treatments to look younger and more beautiful. By tailoring the content to this audience, we can attract loyal, high-value patients that we can retain via upselling and ascending patients up your value ladder.

Compensation:

Because I want to align with your goal and grow this with you long-term I won't charge any upfront fees just compensate me with 10% based on the monthly revenue increase compared to the baseline established at the time of this agreement. For example, If your current monthly revenue is \$20,000 and we increase it to \$21,000, I would earn \$100 (10% of the \$1,000 increase). If the next month your revenue grows to \$30,000, I would earn \$1,000 (10% of the \$10,000 increase over the \$20,000 baseline).

Conclusion:

By partnering together, we will strategically attract more high-value clients, increase revenue, and build a loyal customer base that will drive sustainable growth.

Let's talk face to face to finalize details and get started. I'm excited to help you reach more patients and grow your MedSpa!