

Healing the Marketing Wounds of Med Spa Owners

You're passionate about transformation. But the marketing maze leaves you frustrated and skeptical.

We've listened to hundreds of med spa owners. Your challenges deserve real solutions, not empty promises.

JP by John Palmer



Lead Conversion Challenges



The Lead Paradox

"We're running \$2k/month in Facebook ads and still can't get people to book." –

Reddit, r/MedSpa



Quality Problems

"The leads are coming in, but they're mostly unqualified or ghost us after first contact." –

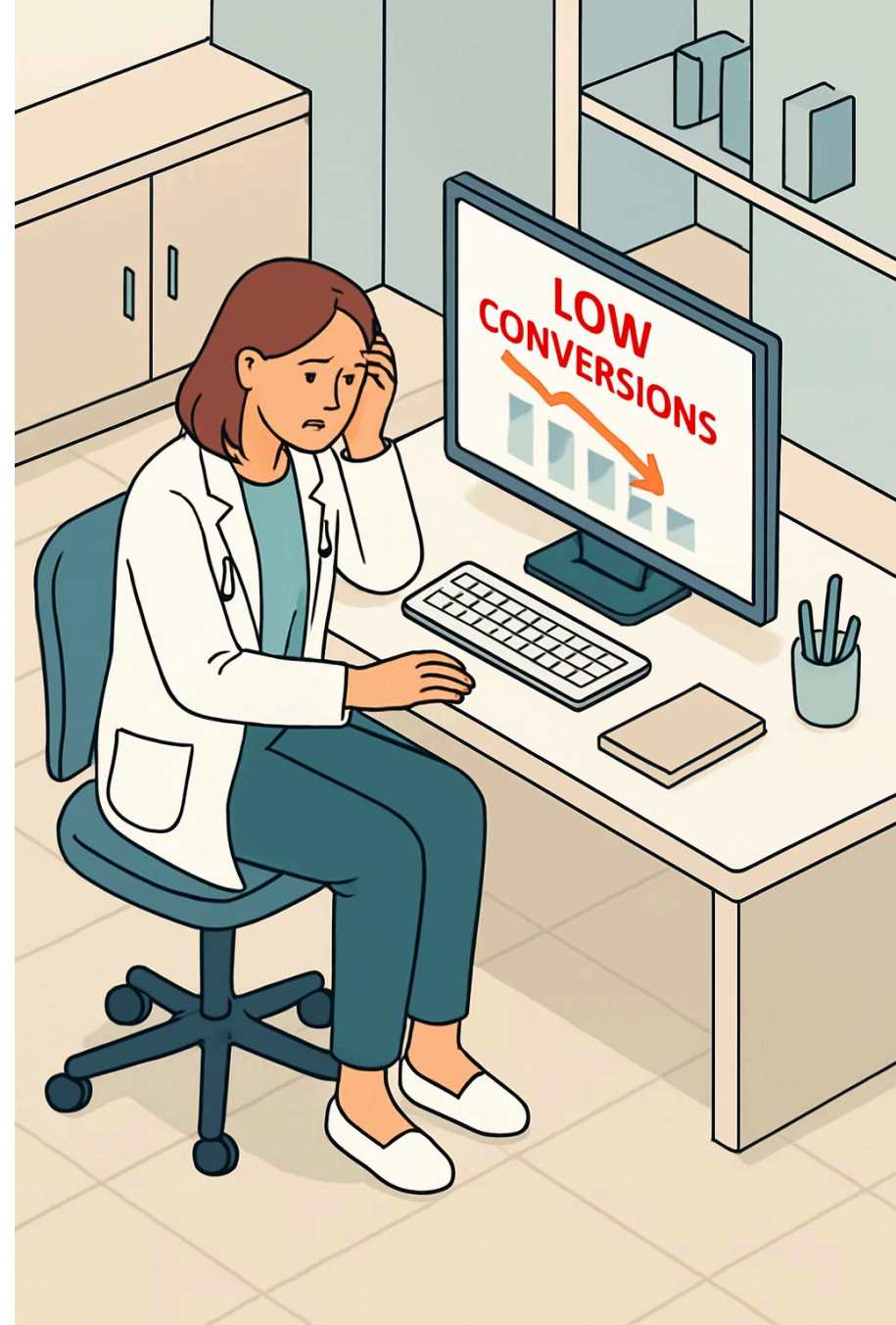
– Quora



Deal Value Score: 8/10

Converting just 10% more leads could mean \$20K+ monthly revenue increase.

Emotion Level: 😡 8/10



Agency Nightmares

The Empty Report Problem

"My agency keeps sending reports with traffic graphs, but I don't see new clients." – Reddit, r/SmallBusiness

Pretty charts don't pay bills. Most agencies optimize for metrics, not appointments.

Emotion Level: 😞 9/10

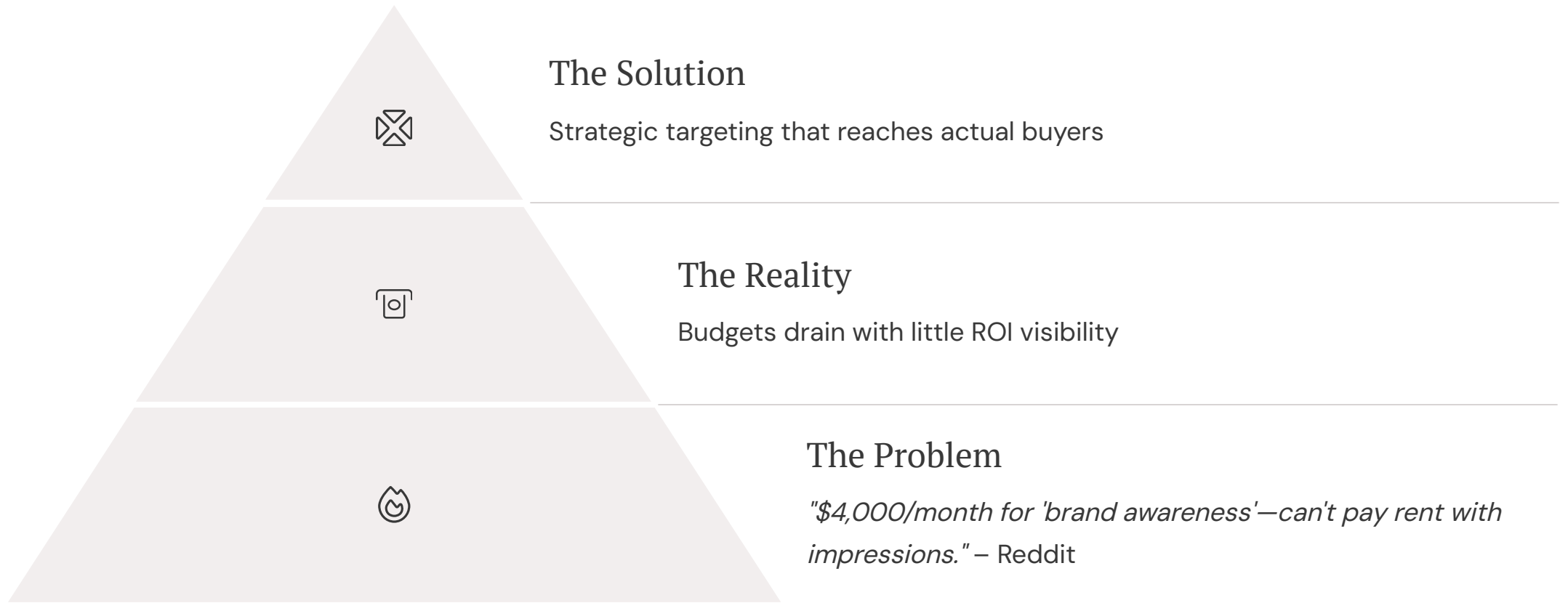
Deal Value Score: 7/10

The Transparency Gap

"I feel like I'm paying for smoke and mirrors." – Quora

You deserve to understand exactly what you're paying for. No jargon. No excuses.

The Money Pit of Advertising



Emotion Level: 🤔 9/10

Deal Value Score: 9/10

Content Strategy Confusion

Create
Time-consuming content production

Question
"Do before-and-afters even work anymore, or is it just clutter now?"

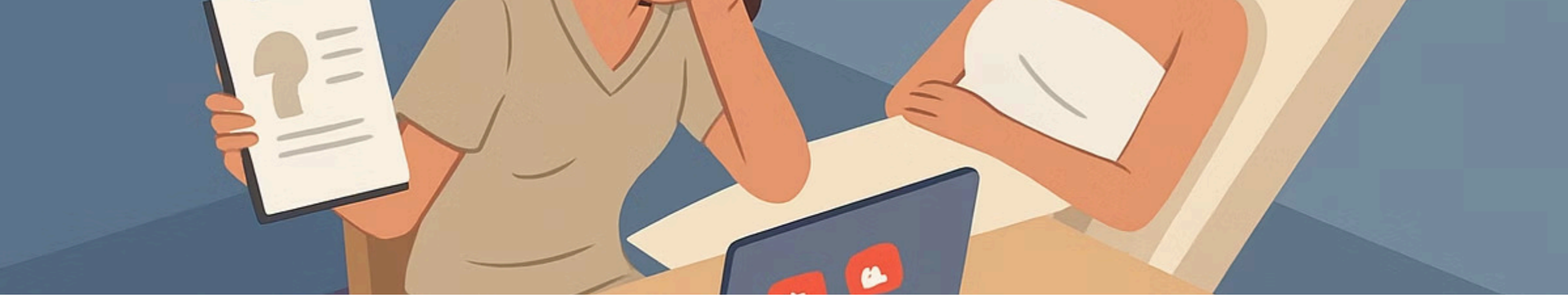
Post
Minimal organic reach

Boost
Pay to reach your own followers



Emotion Level: 😞 7/10

Deal Value Score: 6/10



The Time Trap

Morning: Client Care

Your expertise shines with patients. This is your zone.



Lunch: Quick Marketing Check

Posting between bites. Responding to messages.

Evening: Marketing Mess

"I'm spending hours every night on marketing that doesn't work." – Med Spa Owner



Emotion Level: 😞 8/10

Deal Value Score: 8/10



The ROI Mystery

67%

Uncertainty

Of med spa owners don't know
which marketing channels drive
actual bookings

\$3.2K

Average Waste

Monthly spend on ineffective
channels

85%

Reporting Gap

Can't connect marketing activities
to revenue

"I feel like I'm throwing money into a black hole and hoping patients come out." – Med Spa Owner

Emotion Level: 😞 7/10

Deal Value Score: 9/10



Break the Frustration Cycle

Track What Matters

Connect every marketing dollar to actual appointment bookings and revenue.

Optimize for Patients, Not Clicks

Focus on strategies that attract real patients seeking your specific services.

Transparent Partnership

No smoke and mirrors. Just clear communication and proven results.

ThinkDMG helps you solve this without wasting another dollar—see how we've helped med spas like yours increase bookings by 40% within 90 days.